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OAKLAND  
2009 APR 30 PM 6:45

**REDEVELOPMENT AGENCY  
AND THE CITY OF OAKLAND  
AGENDA REPORT**

TO: Office of the City/Agency Administrator  
ATTN: Dan Lindheim  
FROM: Community and Economic Development Agency  
DATE: May 12, 2009

**RE: Resolutions Authorizing the City Administrator to Take the Following Actions Related to the Approved \$245,000 California Department of Transportation (Caltrans) Transportation Planning Grant for the International Boulevard Transit-Oriented Development Plan:**

- (1) Agency Resolution Authorizing A Contribution Of An Amount Not To Exceed \$30,000 From The Coliseum Redevelopment Project And \$10,000 From The Central City East Redevelopment Project To The City Of Oakland Under The Cooperation Agreement To Provide The Local Match For A Transportation Planning Grant For The International Boulevard Transit-Oriented Development Plan;**
- (2) A Resolution Accepting And Appropriating A Contribution Of Redevelopment Agency Funds Under The Cooperation Agreement In An Amount Not To Exceed \$40,000 To Provide The Local Match For A Transportation Planning Grant For The International Boulevard Transit-Oriented Development Plan;**
- (3) A Resolution Authorizing The Selection Of Consultant(s) And Award Of Professional Services Agreement(s) In An Amount Not To Exceed \$245,000 For Consulting Services For The International Boulevard Transit-Oriented Development Plan Without Further Council Action; and**
- (4) A Resolution Authorizing The Execution Of Memorandums Of Understanding As Needed With TransForm, The Association Of Bay Area Governments (ABAG) And/Or Other Agencies Participating In The Development Of The International Boulevard Transit-Oriented Development Plan**

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Item: \_\_\_\_\_

Community and Economic Development Committee  
May 12, 2009

## SUMMARY

In March 2008 the City Council authorized staff to apply for, accept and appropriate funding from the California Department of Transportation (Caltrans) Transportation Planning Grant, for Two Hundred Forty-Five Thousand Dollars (\$245,000) for preparation of an International Boulevard Transit-Oriented Development (TOD) Plan. The grant has been approved by Caltrans and staff has executed a Fund Transfer Agreement with Caltrans to formalize the terms and conditions by which the grant will reimburse the City \$245,000 for its expenses in preparing the TOD Plan. The grant, however, requires the City to provide a local match of now \$40,000 towards the project. The original local match amount was \$60,000; after the grant was approved, Caltrans and staff agreed to reduce the local match amount to \$40,000. When initially submitting the request to apply for the grant, staff stated that should Caltrans award the grant, staff would return to the City Council to request authorizations for the local match. This report seeks said authorizations. It also, in the interest of expediting the project, seeks authorizations for two additional actions that will be required for the project. They are:

- 1) Authorization to select and enter into Professional Services Agreements with consultants, following a Request for Proposal process, to assist staff as necessary in preparing the International Boulevard TOD Plan.
- 2) Authorization to execute Memorandums of Understanding as needed with TransForm, the Association of Bay Area Governments (ABAG) and/or other agencies that would be participating in the development of the Plan.

The \$40,000 local match would be secured from the Coliseum Redevelopment Area Project which would contribute Thirty Thousand dollars (\$30,000), and from the Central City East Redevelopment Area Project whose Project Area Committee has agreed to provide Ten Thousand Dollars (\$10,000) toward development of the International Boulevard TOD Plan.

## FISCAL IMPACT

Caltrans will reimburse the City for expenses associated with International Boulevard TOD Plan preparation, up to the \$245,000 grant amount. Project #G374910 has already been established to facilitate these transactions. Additionally, two other agencies (TransForm and ABAG) and City staff will contribute in-kind services in an amount up to approximately \$55,000. The direct cost to the City is the \$40,000 local match that would be provided as follows: \$30,000 from the Coliseum Redevelopment Project (Fund 9450, Organization 88659, and Project S82600), and \$10,000 from the Central City East Redevelopment Project (Fund 9540, Organization 88699 and Project S233360). This is a one-time local match contribution required for the project per the terms and conditions of the Fund Transfer Agreement. This \$40,000 local match would allow the City to access the \$340,000 total amount to be devoted to this project.

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## **BACKGROUND**

On March 18, 2008 the City Council adopted Resolution No. 81133 C.M.S. which authorized the City Administrator to apply for, accept and appropriate up to \$245,000 from the California Department of Transportation (Caltrans) Community-Based Transportation Planning Grant funds. The purpose of the grant is to develop a Plan that explores opportunities for developing Transit-Oriented Developments (TODs) at select locations along International Boulevard which is California State Route 185. The locations under consideration were based on the findings of the 2008 Oakland Retail Enhancement Strategy, an effort that identified several commercial nodes citywide and particularly along International Boulevard where retail opportunities might be improved. These areas (see attached Maps A1-A6) will be examined for opportunities where transportation, land use controls, and other improvements could be installed to bolster TOD development projects.

The award was granted in Fall 2008. Following approval of the award, Caltrans and staff developed a Fund Transfer Agreement that specifies the terms upon which Caltrans will reimburse the City for its expenses up to the \$245,000 grant amount. The Fund Transfer Agreement was executed by the City Administrator and Caltrans officials in February 2009. Once the required local match has been authorized by Council, staff can formally proceed with Plan preparation tasks.

## **KEY ISSUES AND IMPACTS**

### **1. International Boulevard Transit-Oriented Development (TOD) Plan**

The Plan will look at opportunities to develop TODs along International Boulevard in the San Antonio, Fruitvale, Central East and Elmhurst neighborhoods. TODs are generally characterized as developments that have the following characteristics:

- An easy walk to a transit stop with frequent service
- An easy walk to a mix of jobs, shops, services, entertainment and recreation.
- All the land within a half mile radius of a transit stop
- A variety of housing types for people of all ages, abilities and incomes
- Compact, higher-density buildings
- A mixture of compatible land uses
- A wealth of transportation choices so no one has to be dependent on a car to get around

TODs are typically beneficial to communities in that they concentrate compatible developments within areas where transit, housing and other community amenities exist; encourage opportunities for use of public transit; and reduce reliance on private automobiles which in turn minimizes potential air pollution among other benefits.

The TOD Plan will evaluate the following retail nodes within the San Antonio, Fruitvale, Central East and Elmhurst neighborhoods, as defined in the Oakland Retail Enhancement Strategy:

- San Antonio node (International Boulevard between 14<sup>th</sup> and 19<sup>th</sup> Avenues)
- Fruitvale/International node (International Boulevard between 23<sup>rd</sup> and 42<sup>nd</sup> Avenues)
- Havenscourt-Lockwood node (International Boulevard between 57<sup>th</sup> and 61<sup>st</sup> Avenues)
- Hegenberger/73<sup>rd</sup> node (International Boulevard between 71<sup>st</sup> and 77<sup>th</sup> Avenues)
- Elmhurst node (International Boulevard between 89<sup>th</sup> and 101<sup>st</sup> Avenues)
- Elmhurst South node (International Boulevard between 102<sup>nd</sup> and Durant Avenues)

The Plan will be based on an economic and real estate market assessment of the conditions within these locations, a transportation and parking assessment, and a community needs assessment so that the land uses recommended within prospective TOD locations can adequately address each neighborhood's development interests and priorities. The Plan will also explore the Bus Rapid Transit (BRT) proposal as it might affect development opportunities along International Boulevard. These assessments would result in the creation of initial sketches and photo simulations that illustrate:

- desired building setting, size, and massing
- parking and pedestrian access
- site circulation
- bicycle facilities
- transit hubs
- other development enhancements as necessary

The sketches will depict TOD opportunity sites most feasible around the proposed BRT stations, BART stations and/or wherever redevelopment is most feasible along International Boulevard.

The TOD Plan would produce a 'Menu of Implementation Options'--various approaches for achieving the development concepts illustrated in the photomontages. These approaches may include but are not limited to:

- zoning code amendments
- development streamlining
- financial incentives
- funding sources
- joint development opportunities
- preliminary cost estimates for streetscape improvements

Where possible, the Plan will detail recommended physical improvements within the commercial nodes to make them ready for any funding source that may become available in the near future. The Plan effort will also coordinate with other City TOD-related efforts, including the Lake Merritt BART Station and Broadway Retail Corridor Specific Plan efforts, to ensure compatibility among any specific TOD projects the City may eventually pursue. It will also

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Community and Economic Development Committee

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coordinate with the citywide commercial rezoning effort currently underway to ensure that any new zoning districts, urban design recommendations and similar land use controls encourage a development program supportive of TOD projects.

## **2. Authorization for Local Match Contributions**

The Caltrans grant requires that the City provide a local match contribution. Both the Coliseum Redevelopment Project staff and the Central City East Redevelopment Project Area Committee (PAC) have endorsed their respective contributions toward the local match. The Coliseum Redevelopment Project would contribute \$30,000 and the Central City East Redevelopment projects would contribute \$10,000.

The Plan will involve coordination with the Central City East PAC members and other community residents. The Scope of Work includes the formation of an "International Boulevard Advisory Committee" which will act as a technical advisory committee. The membership of this group will include residents, merchants, members from the Central City East PAC, leaders from community-based organizations, and staff from AC Transit and the Association of Bay Area Governments. The Plan will build on the community visioning exercises many of these groups have initiated. The intent of the Plan is not to repeat prior planning efforts, but to move viable ideas closer to implementation and introduce new approaches where necessary to address community development issues. In this manner, the Plan will provide a direct benefit to constituents who would be providing the local match contribution.

## **3. Authorization to Select a Consultant(s) and Execute Professional Service Agreement(s) for the International Boulevard TOD Plan**

The International Boulevard TOD Plan will be prepared over an approximately two-year period; it must be completed by February 28, 2011 per Caltrans grant requirements. During this period staff will need outside technical support in producing the economic, market, transportation, parking and community needs assessments upon which the Plan would be based. Some of this information may already be available through recent or current City projects. Staff is currently assessing the extent to which information exists, with the intent of hiring International Boulevard consultants as-needed to fill in information gaps and/or refine data as necessary, in order to avoid duplication of efforts. For this reason, no consultant has been identified at this point; instead staff is requesting authorization to select the best qualified parties as needed, after a Request for Proposal process has been completed, and immediately enter into Professional Service Agreements (PSA) as necessary over the life of the project. The total PSA amount, including the amount set aside for contingencies, would not exceed the \$245,000 grant award.

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#### **4. Authorization to Execute Memorandums of Understanding As Needed with TransForm, the Association of Bay Area Governments (ABAG) and Other Governmental Agencies Participating in the Development of the International Boulevard TOD Plan**

The Caltrans grant provisions includes a requirement that the City enter into a Memorandum of Understanding (MOU) with TransForm for the in-kind services it will contribute toward development of the Plan. TransForm is a 501(c)3 non-profit corporation that works to create public transportation and walkable communities in the Bay Area and beyond. It builds diverse coalitions, influences transportation and development policies, and develops programs to improve lives and protect the environment. Its participation in this venture falls under its Great Communities Collaborative which brings together residents and local organizations to participate in community planning processes across the San Francisco Bay Area. It will specifically provide community outreach services to ensure members of the San Antonio, Fruitvale, Central East and Elmhurst communities are aware of, and have opportunities to participate in, the development of the TOD Plan. ABAG also has agreed to provide in-kind services related to the preparation of photo-simulations for the TOD Plan.

Staff is requesting authorization to enter into MOUs as needed with these and/or other agencies who may be participating over the life of the project. The MOUs will stipulate the specific roles and responsibilities of each agency, terms of participation and other relevant matters, and would terminate on February 28, 2011, the same date as the Caltrans grant. The MOUs will benefit the City by providing additional public outreach and graphic resources for the TOD Plan at no cost to the City. Both TransForm and ABAG will be responsible for paying all salary and expenses for its respective staff in preparing the TOD Plan. Because neither agency will receive funding for its participation, there are no potential fiscal issues for the City associated with the execution of the MOUs; if any other substantive concerns arise during the course of the negotiations and MOU preparation, however, staff will submit the MOU for City Council consideration prior to execution.

#### **SUSTAINABLE OPPORTUNITIES**

As previously indicated during the City Council's March 2008 consideration of this project, the International Boulevard TOD Plan will offer the following sustainable opportunities:

***Economic:*** It will specifically target areas within close proximity to transit hubs for renewed commercial vitality.

***Environmental:*** It will help craft land use regulations that intensify new housing and jobs near transit resources, with the intention of reducing private automobile use in the City, an environmental benefit for all residents.

**Social Equity:** It will include the involvement of the Central City East PAC members and other community stakeholders in the Plan preparation process, and would dedicate significant planning resources to addressing neighborhood development issues along the International Blvd corridor.

### DISABILITY AND SENIOR CITIZEN ACCESS

This report and accompanying resolutions recommends approval of authorizations that do not raise any issues directly impacting disability and senior citizen access.

### ACTION REQUESTED OF THE CITY COUNCIL AND REDEVELOPMENT AGENCY

Staff recommends City Council and Redevelopment Agency approve the Resolutions that authorize

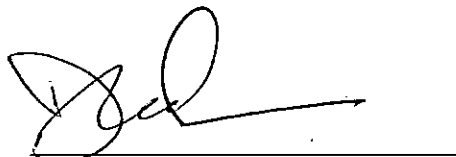
- a) contribution of \$40,000 from the Redevelopment Agency to the City of Oakland for the local match contribution required by Caltrans;
- b) acceptance and appropriation of \$40,000 from the Redevelopment Agency by the City for the local match contribution;
- c) execution of Professional Service Agreements upon conclusion of a Request for Proposal process for consultant services associated with the International Blvd TOD Plan; and
- d) execution of Memorandums of Understanding with TransForm, ABAG and/or other parties as needed for the International Blvd TOD Plan.

Respectfully submitted,



Walter S. Cohen, Director  
Community and Economic Development Agency

APPROVED AND FORWARDED  
TO THE COMMUNITY AND  
ECONOMIC DEVELOPMENT  
COMMITTEE:

  
Office of the City/Agency  
Administrator

Reviewed by:  
Eric Angstadt, Deputy Director  
Planning, Zoning, and Administrative Services

Prepared by:  
Elois A. Thornton, Planner IV  
Strategic Planning Division

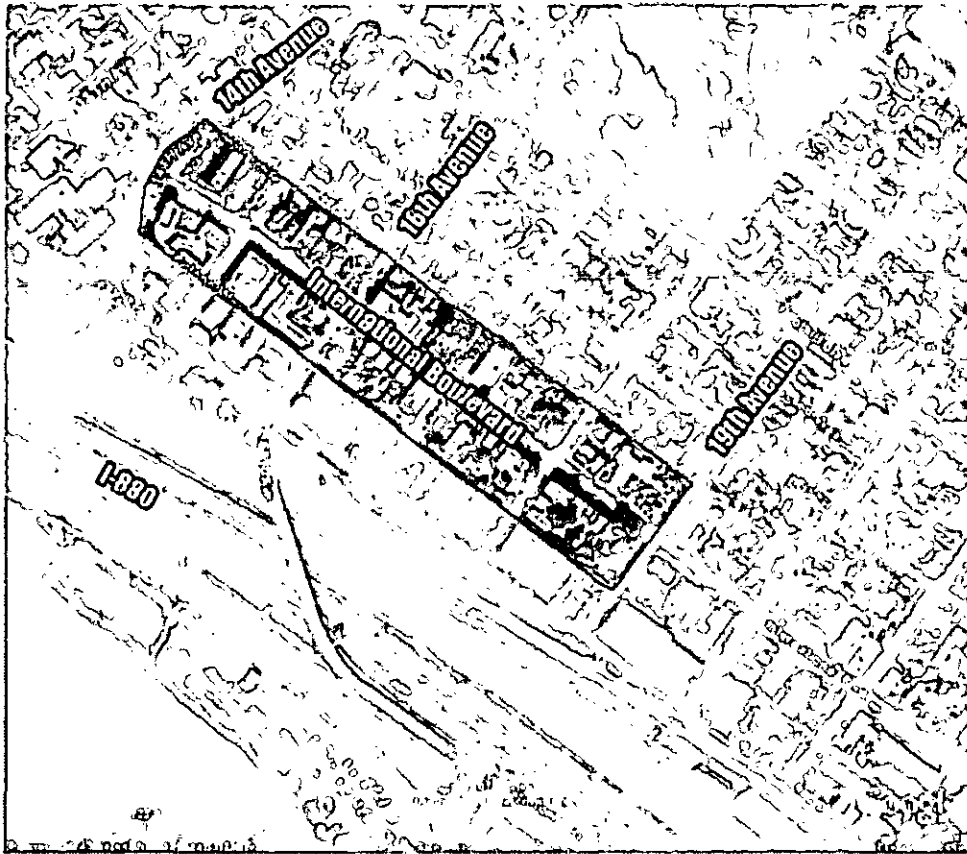
Attachment A: Oakland Retail Enhancement Study Nodes

- Map A1. San Antonio Retail Study Node
- Map A2. Fruitvale/International Retail Study Node
- Map A3. Havenscourt-Lockwood Retail Study Node
- Map A4. Hegenberger/73<sup>rd</sup> Retail Node
- Map A5. Elmhurst Retail Study Node
- Map A6. Elmhurst South Retail Study Node



**Oakland Retail Node #3**

**Small Neighborhood**



## San Antonio

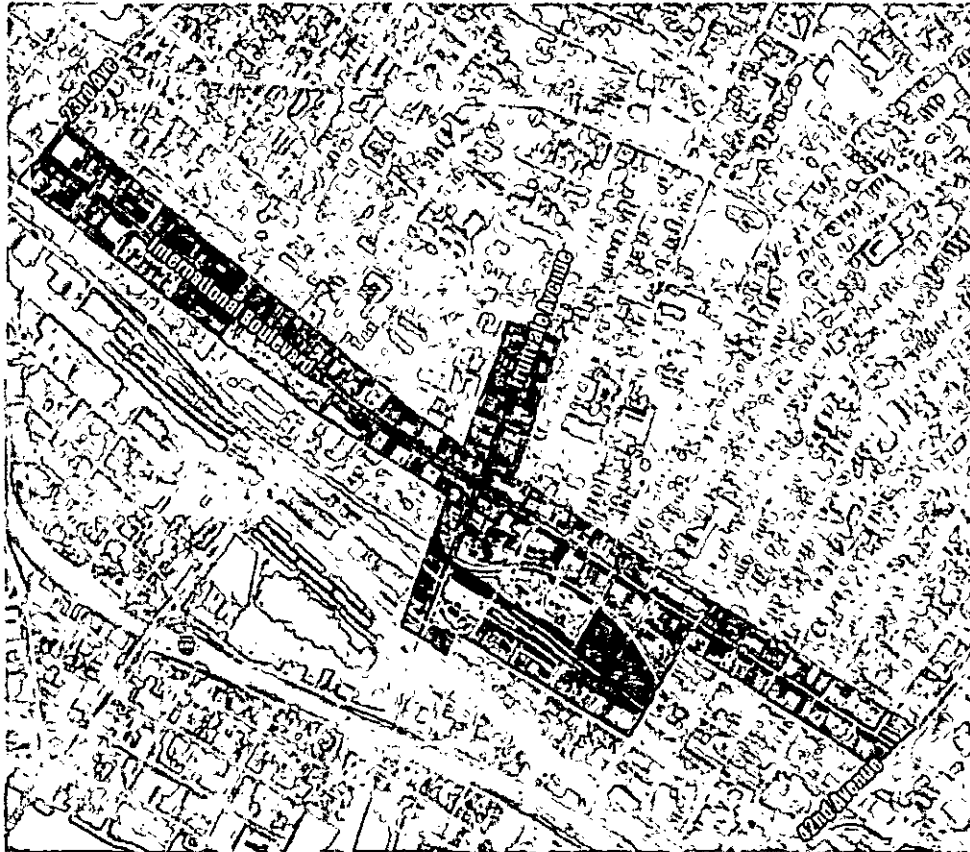
San Antonio is often overlooked, primarily because it is located between the Eastlake and Fruitvale nodes, two popular districts providing a full range of grocery, restaurant, and comparison retail. This small node has less than \$10 million in total sales, with more than 40 percent of those sales in convenience goods. Although there are not many retail establishments in the area, it is well-patronized by the immediate community. There are many auto-related services, which draw shoppers from beyond the immediate neighborhood.

Per-capita income for the area is low compared to the city average. The neighborhood has larger households and just about half of all households have children. The initial potential for enhanced retail in San Antonio is for neighborhood- and family-serving outlets. The San Antonio retail node is categorized as a small neighborhood that needs to be improved.

### Node Demographics

San Antonio 2006	1/2 Mile Radius	1 Mile Radius	3 Mile Radius	City of Oakland
Population	10,577	47,819	293,211	400,377
Households	2,988	15,095	114,598	149,082
Households Size	3.48	3.13	2.51	2.64
Per Capita Income	\$12,389	\$15,475	\$26,604	\$25,469
Number of Households with Children	1,436	6,295	35,445	49,976

Source: Conley Consulting Group, JRDV, Strategic Economics, Claritas, 2008.



## Fruitvale and International

The Fruitvale and International retail node is located at the meeting of two of East Oakland's largest thoroughfares. In 2006, Fruitvale and International had more than \$10 million in total sales. More than 40 percent of total sales was generated from comparison goods, due in part to the large representation of comparison goods stores in the area. In the comparison goods category, Fruitvale's sales rank second only to Rockridge in the city. The area also has fairly high eating and drinking sales because of the popularity of traditional Mexican and Latin American restaurants. The Fruitvale retail district is known as a thriving community. Business is strong on weekends and weekdays because of the many community institutions, schools, and the diverse business base.

Many property owners are also local businesses owners. The area draws the Latino community throughout the East Bay and also serves as a port of entry function for many new Americans.

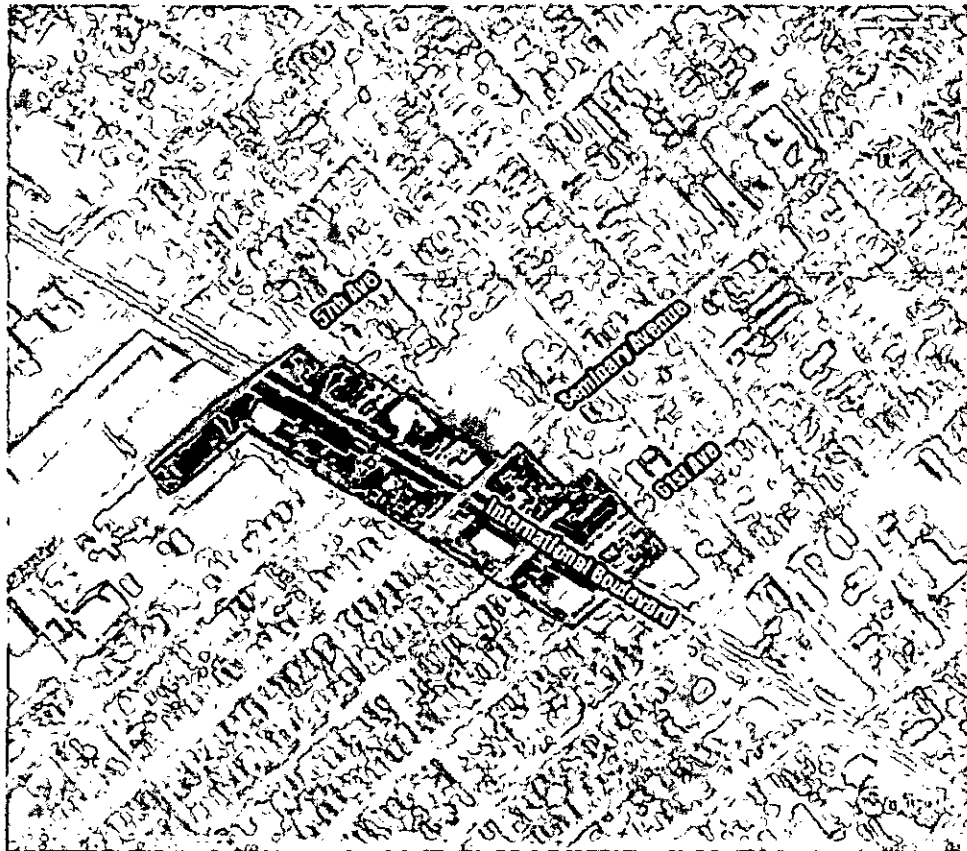
The Unity Council was responsible for introduction of a multi-tenant Latino-themed Market Hall on International Boulevard. The Unity Council also developed the Transit Village, where retail uses have begun to fill in after initially performing below expectations.

In comparison to Oakland averages, the neighborhoods served by Fruitvale and International have lower per-capita incomes, larger household sizes with more than half of all households include children. The Fruitvale and International district has successfully performing convenience, comparison, and eating and drinking stores. There is potential to improve the retail performance so it is classified as suitable for further improvement.

### Node Demographics

Fruitvale & International 2006	1/2 Mile Radius	1 Mile Radius	3 Mile Radius	City of Oakland
Population	15,267	46,809	275,941	400,377
Households	3,765	12,248	101,314	149,082
Households Size	3.92	3.74	2.68	2.64
Per Capita Income	\$12,620	\$14,278	\$25,332	\$25,469
Number of Households with Children	2,069	6,485	34,896	49,976

Source: Conley Consulting Group, JRDV, Strategic Economics, Claritas, 2008.



## Havencourt-Lockwood

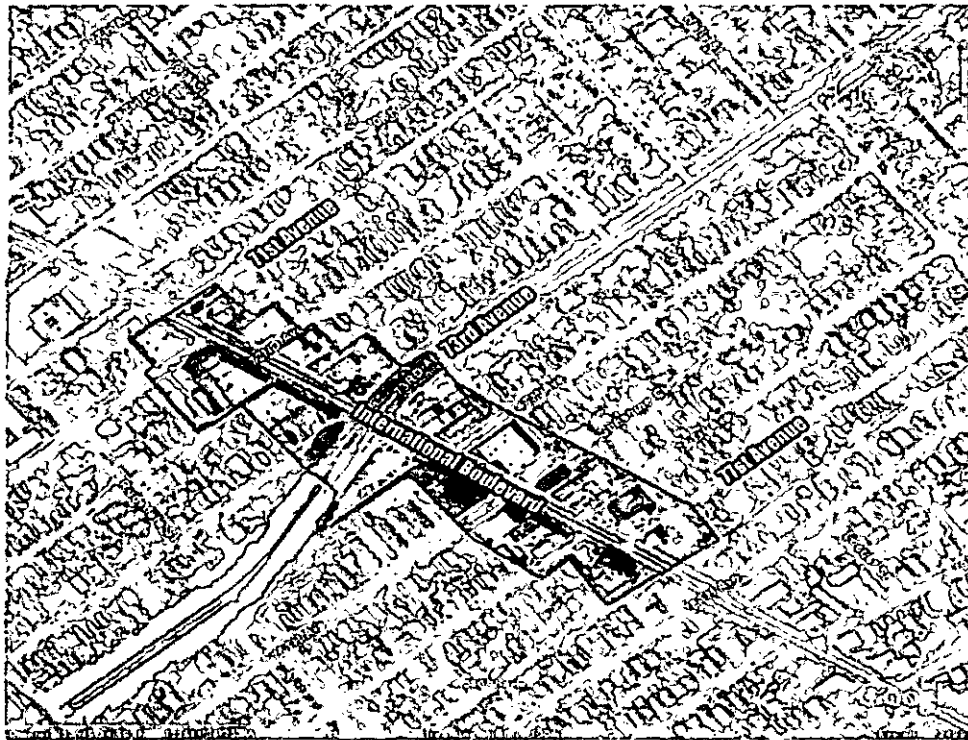
Havencourt-Lockwood is located at the intersection of International Boulevard and Seminary Avenue, which is the main commercial arterial in this node. In 2006, Havencourt-Lockwood generated less than \$10 million in total sales, with more than 40 percent of sales in convenience goods. Despite its location on at a major intersection in Oakland, there are not many retail establishments in the area. However, this area has several of large opportunity sites that could be used for large-format stores.

The area's per-capita income level is low in comparison to the rest of the city. Nearly half of the households in the area have children and households are larger than average for Oakland. Havencourt-Lockwood could potentially benefit from neighborhood-serving retail such as a grocery or major drug store. Given its locational challenges, Havencourt-Lockwood is considered to be a small neighborhood-serving node needing improvement.

### Node Demographics

Havencourt-Lockwood 2006	1/2 Mile Radius	1 Mile Radius	3 Mile Radius	City of Oakland
Population	12,502	38,035	245,524	400,377
Households	3,464	11,144	77,976	149,082
Households Size	3.55	3.37	3.10	2.64
Per Capita Income	\$11,982	\$14,290	\$20,078	\$25,469
Number of Households with Children	1,892	5515	34,203	49,976

Source: Conley Consulting Group, JRDV, Strategic Economics, Claritas, 2008.



## Hegenberger/73rd and International

Hegenberger and 73rd and International Boulevard are located at the intersection of 73rd Avenue and International Boulevard, where 73rd Avenue becomes Hegenberger Avenue. It is close to the Eastmont, Hegenberger Corridor and Coliseum nodes. Hegenberger Road, 73rd Avenue and International Boulevard is a major intersection and both 73rd Avenue and International Boulevard are major cross-town arterials. The surrounding area becomes more residential with a high representation of single family homes backing right up to the commercial streets.

In 2006, this retail node had less than \$10 million in total sales with more than 40 percent of sales in eating and drinking sales. There are not many retail establishments in this node. The majority of retailers in this node are corner grocery stores and fast food restaurants. Many of these small retail stores receive exposure to residents beyond the immediate neighborhood because this intersection acts as a busy transit stop.

This location serves as an on the way home convenience location to many of the residents who live in this area. Parcel sizes are smaller on this portion of International Boulevard and 73rd Avenue than the larger sites located along Hegenberger Road near the I-880 freeway. Due to the small site sizes in this node, this retail node does not have the capacity to accommodate large format stores. On average, the immediate neighborhood has larger households and lower per-capita income than to the City of Oakland, and over half of all households include children. This node is categorized as having potential to be repositioned to serve retailers benefiting from a homebound intercept location.

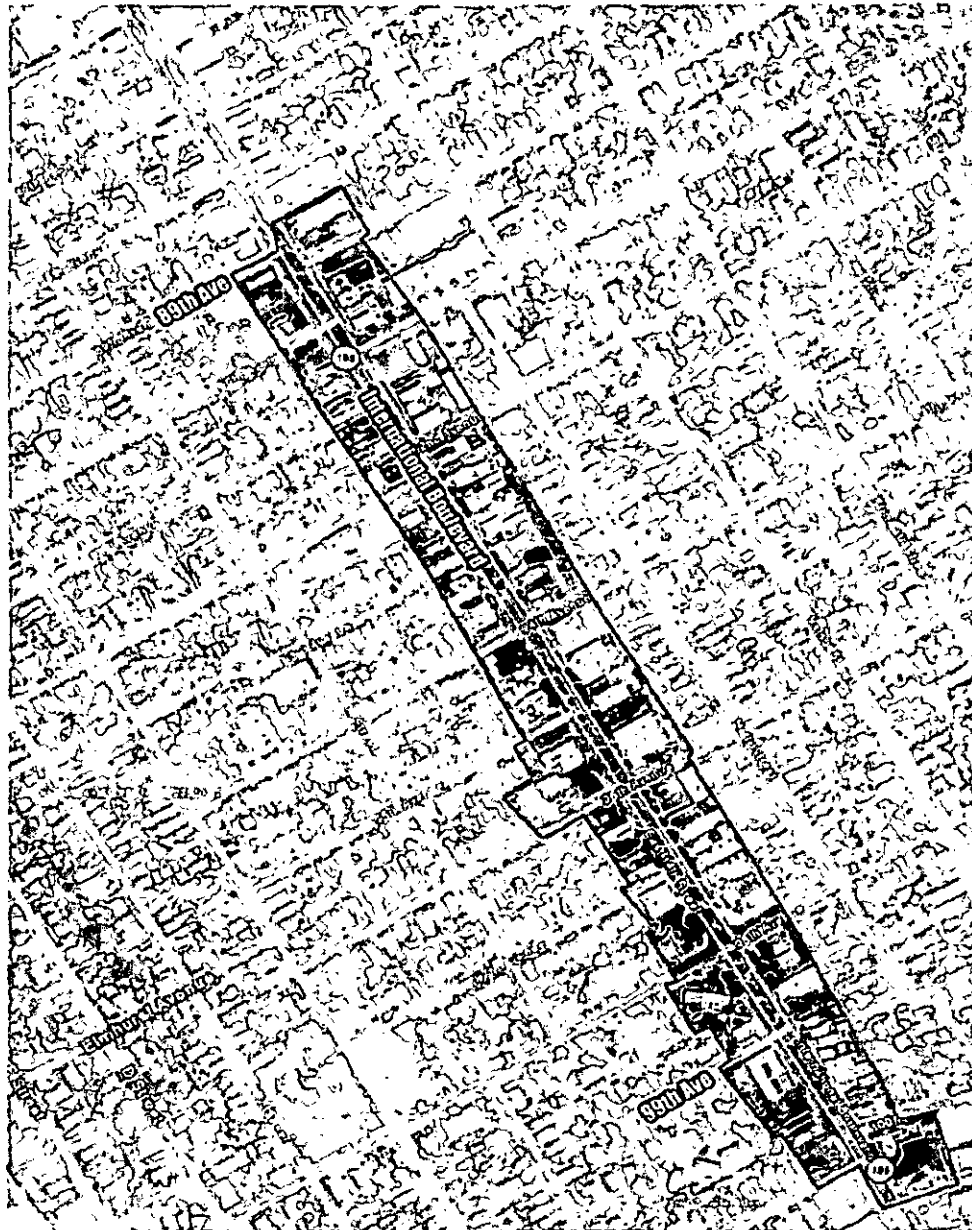
### Node Demographics

Hegenberger/ 73rd & International 2006	1/2 Mile Radius	1 Mile Radius	3 Mile Radius	City of Oakland
Population	13,119	41,519	216,334	400,377
Households	3,734	11,776	67,925	149,082
Households Size	3.50	3.50	3.14	2.64
Per Capita Income	\$13,798	\$12,717	\$19,842	\$25,469
Number of Households with Children	1,928	6,194	30,440	49,976

Source: Conley Consulting Group, JRDV, Strategic Economics, Claritas, 2008.

Oakland Retail Node #11

Small Neighborhood



# Elmhurst

The Elmhurst retail node is located in east Oakland along International Boulevard between 89th Avenue and 101st Avenue, and borders the Elmhurst South retail node. This node had more that \$10 million in sales in 2006, with more than 40 percent of sales in convenience good shopping. There is an even distribution of retail establishments in the Elmhurst retail node, however, there are higher sales generated in the convenience good category, followed by eating and drinking.

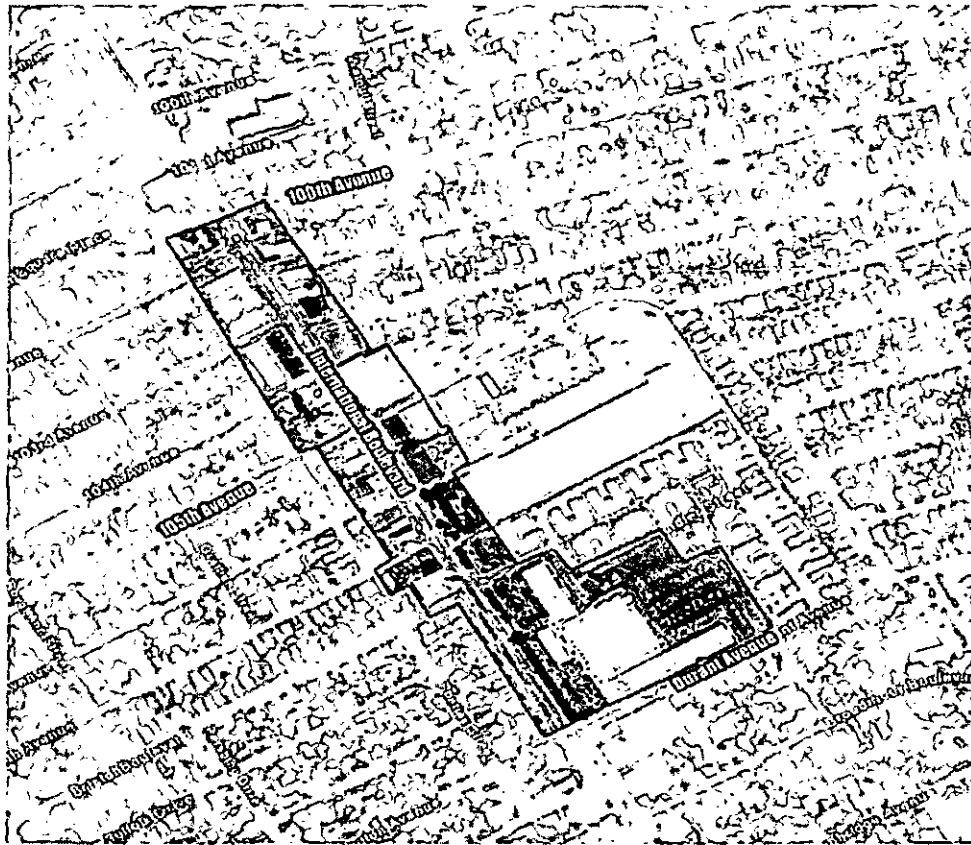
Neighborhood residents in the Elmhurst retail node area have lower per-capita incomes than the City average. Households are larger than average, with over half of all households including children. This retail node has been categorized as a small neighborhood node with repositioning potential to reposition.

Node Demographics				
Elmhurst 2006	1/2 Mile Radius	1 Mile Radius	3 Mile Radius	City of Oakland
Population	14,749	42,099	165,365	400,377
Households	3,783	11,794	53,971	149,082
Households Size	3.84	3.54	3.03	2.64
Per Capita Income	\$12,076	\$13,504	\$20,744	\$25,469
Households with Children	2,274	6,411	23,037	49,976

Source: Conley Consulting Group, JRDV, Strategic Economics, Claritas, 2008.

**Oakland Retail Node #12**

**Box Comparison**



## Elmhurst South

The Elmhurst South node extends along International Boulevard between 102nd Avenue to Durant Avenue, just before the Oakland and San Leandro city border. In 2006, this retail node had more than \$10 Million in total sales, with more than 40 percent comparison. Has large number of establishments to generate high comparison sales. There are still relevant convenience sales given the small number of establishments. Durant Square, which includes multiple retail stores, is well known among East Oakland residents. This shopping center attracts youth as well as families looking for bargains. Within the Elmhurst South node there is opportunity at the as the old Lloyd Weise auto dealership, which is expected new residential development with some retail. This node benefits from its location on a popular thoroughfare, International Boulevard, and may also benefit from public transportation upgrades in the future.

Nearly half of all the households in the immediate area include children. This node has a larger household size compared to the city and a lower per-capita income. Due to the existing large format stores and buildings in the area Elmhurst South has been categorized as a big box comparison node with potential to expand that function.

**Node Demographics**


Elmhurst South 2006	1/2 Mile Radius	1 Mile Radius	3 Mile Radius	City of Oakland
Population	11,301	40,091	161,143	400,377
Households	3,354	12,000	53,162	149,082
Households Size	3.34	3.30	3.00	2.64
Per Capita Income	\$16,623	\$17,269	\$20,878	\$25,469
Number of Households with Children	1,651	5,837	22,349	49,976

Source: Conley Consulting Group, JRDV, Strategic Economics, Claritas, 2008.

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Agency Counsel

## REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

Resolution No. \_\_\_\_\_ C.M.S.

**AGENCY RESOLUTION AUTHORIZING A CONTRIBUTION OF AN AMOUNT NOT TO EXCEED \$30,000 FROM THE COLISEUM REDEVELOPMENT PROJECT AND \$10,000 FROM THE CENTRAL CITY EAST REDEVELOPMENT PROJECT TO THE CITY OF OAKLAND UNDER THE COOPERATION AGREEMENT TO PROVIDE THE LOCAL MATCH FOR A TRANSPORTATION PLANNING GRANT FOR THE INTERNATIONAL BOULEVARD TRANSIT-ORIENTED DEVELOPMENT PLAN**

**WHEREAS**, the City of Oakland ("City") submitted an application to the California Department of Transportation ("Caltrans") for up to \$245,000 in funding for a Community-Based Transportation Planning Grant for the International Boulevard Transit-Oriented Development Plan ("Project"); and

**WHEREAS**, the Community-Based Transportation Planning Grant was approved by Caltrans; and

**WHEREAS**, the stipulations of the Community-Based Transportation Planning Grant require that the City of Oakland provide a local match of \$40,000; and

**WHEREAS**, the purpose of the Project is to evaluate opportunities for transit-oriented developments within the San Antonio, Fruitvale, Central East, and Elmhurst neighborhoods; and

**WHEREAS**, these neighborhoods are within the boundaries of the Coliseum Redevelopment Project Area and the Central City East Redevelopment Project Area; and

**WHEREAS**, the Coliseum Redevelopment Project wishes to contribute \$30,000 towards the required local match for the Project, and the Central City East Redevelopment Project wishes to contribute \$10,000 towards the local match for the Project; and

**WHEREAS**, the Agency wishes to fund the local match for the Project for an amount not to exceed \$40,000; and

**WHEREAS**, the City and the Agency entered into a Cooperation Agreement on July 1, 2004, which generally governs the provision of assistance and the payment of funds between the two agencies, including Agency financial contributions to City activities in support of redevelopment projects; and

**WHEREAS**, Sections 33020, 33021, and 33131 of the California Health and Safety Code authorize a redevelopment agency to prepare plans for the redevelopment of a project area; and

**WHEREAS**, the Project will include a comprehensive evaluation of redevelopment opportunities for areas within both the Coliseum and Central City East Redevelopment Project Areas; and

**WHEREAS**, the City is consenting to the use of Agency funding for the Project; now, therefore, be it

**RESOLVED**: That the Redevelopment Agency hereby allocates and contributes \$30,000 to the City under the Cooperation Agreement to fund the local match required for the Project from Coliseum Operations Fund (9450), Coliseum Redevelopment Org (88659) Coliseum Redevelopment Miscellaneous Operating Project (\$82600), and \$10,000 from the Central City East Operations Fund (9450), CCE Redevelopment Org (88699), CCE Redevelopment Miscellaneous Operating Project (\$233360), for the Project; and be it

**FURTHER RESOLVED**: That the Agency hereby authorizes the Agency Administrator, or his or her designee, to take all actions necessary with respect to the Agency funding in accordance with this Resolution and its basic purposes.

IN AGENCY, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and CHAIRPERSON BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

LaTonda Simmons  
Secretary, Redevelopment Agency  
of the City of Oakland, California



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Approved as to Form and Legality

  
City Attorney's Office

## OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

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**A RESOLUTION ACCEPTING AND APPROPRIATING A CONTRIBUTION OF REDEVELOPMENT AGENCY FUNDS UNDER THE COOPERATION AGREEMENT IN AN AMOUNT NOT TO EXCEED \$40,000 TO PROVIDE THE LOCAL MATCH FOR A TRANSPORTATION PLANNING GRANT FOR THE INTERNATIONAL BOULEVARD TRANSIT-ORIENTED DEVELOPMENT PLAN**

**WHEREAS**, the City of Oakland ("City") submitted an application to the California Department of Transportation ("Caltrans") for up to \$245,000 in funding for a Community-Based Transportation Planning Grant for the International Boulevard Transit-Oriented Development Plan ("Project"); and

**WHEREAS**, the Community-Based Transportation Planning Grant was approved by Caltrans; and

**WHEREAS**, the stipulations of the Community-Based Transportation Planning Grant require that the City of Oakland provide a local match of \$40,000; and

**WHEREAS**, the Redevelopment Agency wishes to fund the local match for the Project; and

**WHEREAS**, the Redevelopment Agency has authorized a \$40,000 contribution to the City as the local match for the Project; and

**WHEREAS**, the City and the Agency entered into a Cooperation Agreement on July 1, 2004, which generally governs the provision of assistance and the payment of funds between the two agencies, including Agency financial contributions to City activities in support of redevelopment projects; and

**WHEREAS**, the Project will include a comprehensive evaluation of redevelopment opportunities for areas within both the Coliseum and Central City East Redevelopment Areas; now, therefore, be it

**RESOLVED**: That the City Council hereby accepts a contribution from the Redevelopment Agency for the local match for the International Boulevard Transit-Oriented

Development Plan in the amount of \$40,000; and be it

**FURTHER RESOLVED:** That \$40,000 is appropriated and accepted into City of Oakland Fund (2140), Org (92210), and Project To Be Determined; and be it

**FURTHER RESOLVED:** That the City Council hereby authorizes the City Administrator, or his or her designee, to take all actions necessary with respect to the Agency funding in accordance with this Resolution and its basic purposes.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, AND PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2009 APR 30 PM 6:46

APPROVED AS TO FORM AND LEGALITY

  
Deputy City Attorney

## OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

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**A RESOLUTION AUTHORIZING THE SELECTION OF CONSULTANT(S) AND AWARD OF PROFESSIONAL SERVICES AGREEMENT(S) IN AN AMOUNT NOT TO EXCEED \$245,000 FOR CONSULTING SERVICES FOR THE INTERNATIONAL BOULEVARD TRANSIT-ORIENTED DEVELOPMENT PLAN WITHOUT FURTHER COUNCIL ACTION**

**WHEREAS**, the City of Oakland ("City") submitted an application to the California Department of Transportation ("Caltrans") for up to \$245,000 in funding for a Community-Based Transportation Planning Grant for the International Boulevard Transit-Oriented Development Plan ("Project"); and

**WHEREAS**, the Community-Based Transportation Planning Grant was approved by Caltrans; and

**WHEREAS**, the purpose of the Project is to evaluate opportunities for transit-oriented developments within the San Antonio, Fruitvale, Central East, and Elmhurst neighborhoods; and

**WHEREAS**, the locations under consideration were based on the findings of the 2008 Oakland Retail Enhancement Strategy, an effort that identified several commercial nodes citywide and particularly along International Blvd where retail opportunities might be improved; and

**WHEREAS**, an economic and real estate market assessment, a transportation and parking assessment, and a community needs assessment of the conditions within these locations is required for development of the Project; and

**WHEREAS**, private consulting services will be required to prepare these assessments for the Project; and

**WHEREAS**, the City of Oakland will issue a Request for Proposals to solicit private consulting services for the Project; and

**WHEREAS**, proposals for conducting the consulting services have not yet been received and the most responsive, and responsible proposer has not been named yet; and

**WHEREAS**, it is important that the City of Oakland enter into professional services agreements as soon as the proposals have been reviewed and most responsive and responsible proposer has been named; and

**WHEREAS**, sufficient funds in the amount of \$245,000 are available from the approved Community-Based Transportation Planning Grant (Project G374910, Org 92210 Administrative and Transportation Planning Services, Fund 2140); and

**WHEREAS**, the City lacks the equipment and qualified personnel to perform the necessary work and the City Council finds and determines that services under these contracts will be temporary and the performance of these contracts is in the public interest because of economy; and

**WHEREAS**, the City Council finds and determines that the performance of these contracts shall not result in the loss of employment or salary by any person having permanent status in the competitive service; now, therefore, be it

**RESOLVED:** That the City Administrator, or his designee, is hereby authorized to award, negotiate, and enter into professional services agreements with consultants, as needed for the preparation of the International Boulevard Transit-Oriented Development Plan for an amount not-to-exceed \$245,000, selected pursuant to an advertised competitive process, and to execute any amendments or modifications of said professional services agreements, within the limitations of the Project budget, without returning to the City Council; and be it

**FURTHER RESOLVED:** That the professional services agreements shall be reviewed and approved by the City Attorney for form and legality and placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2009

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, DE LA FUENTE, KAPLAN , KERNIGHAN, NADEL, QUAN, REID, AND  
PRESIDENT BRUNNER

NOES-  
ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_

LATONDA SIMMONS  
City Clerk and Clerk of the Council  
of the City of Oakland, California

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2009 APR 30 PM 6:46

Approved as to Form and Legality

  
City Attorney's Office

## OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

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**A RESOLUTION AUTHORIZING THE EXECUTION OF MEMORANDUMS OF UNDERSTANDING AS NEEDED WITH TRANSFORM, THE ASSOCIATION OF BAY AREA GOVERNMENTS (ABAG) AND/OR OTHER AGENCIES PARTICIPATING IN THE DEVELOPMENT OF THE INTERNATIONAL BOULEVARD TRANSIT-ORIENTED DEVELOPMENT PLAN**

**WHEREAS**, the City of Oakland ("City") submitted an application to the California Department of Transportation ("Caltrans") for up to \$245,000 in funding for a Community-Based Transportation Planning Grant for the International Boulevard Transit-Oriented Development Plan ("Project"); and

**WHEREAS**, the Community-Based Transportation Planning Grant was approved by Caltrans; and

**WHEREAS**, the Project will include a comprehensive evaluation of redevelopment opportunities for areas within both the Coliseum and Central City East Redevelopment Areas; and

**WHEREAS**, it is important to provide community participation in the Project; and

**WHEREAS**, TransForm, a certified 501(c)3 non-profit corporation, as a "partnership of 90 groups working for a sustainable and socially just Bay Area," wishes to collaborate on community outreach to the residents and merchants of International Boulevard, particularly in the neighborhoods of San Antonio, Fruitvale, and Elmhurst; and

**WHEREAS**, the Scope of Work for the Project specifies that the City of Oakland enter into a Memorandum of Understanding with TransForm to coordinate on public outreach efforts; and

**WHEREAS**, entering into a Memorandum of Understanding with TransForm benefits the City by providing additional public outreach resources for the Project at no cost to the City; and

**WHEREAS**, TransForm will be responsible to pay all salary and expenses of its agents during their participation in the Project; and

**WHEREAS**, the Association of Bay Area Governments (ABAG) also wishes to participate in the preparation of the International Boulevard Transit-Oriented Development Plan by providing photo-simulations and other graphic services; and

**WHEREAS**, entering into a Memorandum of Understanding if needed with ABAG benefits the City by providing additional graphic resources for the Project at no cost to the City; and

**WHEREAS**, ABAG will be responsible to pay all salary and expenses of its agents during their participation in the Project; and

**WHEREAS**, Oakland City Charter section 504(l) empowers the City Administrator to represent the City in its "intergovernmental relations" and to negotiate contracts, which includes Memorandums of Understanding subject to approval by the City Council; now, therefore, be it

**RESOLVED**: That pursuant to Oakland City Charter section 504(l), the City Council authorizes the City Administrator to enter into a Memorandum of Understanding with TransForm, with the Association of Bay Area Governments if needed, and with other agencies if needed, for purposes of the Project; and be it

**FURTHER RESOLVED**: That the City Administrator is hereby authorized to renew, modify, extend, or amend any necessary agreement or other documents entered into in furtherance of this resolution, provided that no funds shall be allocated without prior Council approval; and be it

**FURTHER RESOLVED**: That all Memorandums of Understanding authorized hereunder shall be approved by the City Attorney for form and legality prior to execution and placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, AND PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California