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OFFICE OF THE CITY CLERK  
OAKLAND  
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**CITY OF OAKLAND  
COUNCIL/AGENCY AGENDA REPORT**

TO: Office of the City Manager/ Agency Administrator  
ATTN: Deborah Edgerly  
FROM: Community and Economic Development Agency  
DATE: April 27, 2004

**RE: A RESOLUTION AUTHORIZING THE AGENCY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A CONTRACT FOR AN AMOUNT NOT TO EXCEED \$145,000 WITH KORVE ENGINEERING FOR PROFESSIONAL SERVICES TO PREPARE A PLANNING STUDY AND PRELIMINARY CONSTRUCTION DRAWINGS FOR PEDESTRIAN STREETScape ENHANCEMENTS TO TELEGRAPH AVENUE FROM 20TH STREET TO CLAREMONT AVENUE.**

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**SUMMARY**

The item is a request for Redevelopment Agency approval of a resolution authorizing the Agency Administrator to negotiate and execute a contract with Korve Engineering for an amount not to exceed \$145,000 to prepare a planning study and preliminary construction drawings for pedestrian streetscape enhancements to Telegraph Avenue between 20<sup>th</sup> Street and Claremont Avenue.

The project is located within two Redevelopment Project Areas: Central District and Broadway/MacArthur/San Pablo. The funding for this project will be shared by the two project areas. Staff recommends that the Agency approve the resolution authorizing this contract.

**FISCAL IMPACTS**

The cost of the professional services contract is capped at \$145,000. The Agency will divide the cost of this project between the two involved Redevelopment project areas as follows: \$100,000 from the Central District Capital Improvement Project Fund (Fund 9553 Project P130610) and \$45,000 from the Broadway/MacArthur/San Pablo Redevelopment Project Fund (Fund 9529 Project P187510). The 3% contract compliance set aside fee of \$4,350 will be funded by the Broadway/MacArthur/San Pablo Redevelopment project area. This project will have no impact on the General Fund.

**BACKGROUND**

**Project Background**

Telegraph Avenue is a key thoroughfare connecting Downtown Oakland to the neighborhoods of North Oakland, the City of Berkeley, and the University of California. In addition, it is an important commercial corridor that serves as the hub of the Temescal District and is the central focus of the fast-growing Korea Town district. Recent and planned mixed-use in-fill developments on Telegraph, including the Sears Lofts, Telegraph Gateway, and the proposed

MacArthur BART Transit Village project, are creating an ever-growing residential community, which relies on Telegraph as its main pedestrian corridor.

Due to its importance as a multimodal transportation corridor, Telegraph Avenue has been the focus of numerous planning efforts over the past few years (some of which are still ongoing) that have looked at redesigning the street to accommodate different modes of transportation. These planning efforts include (but are not limited to), the Telegraph-Northgate Plan, the City of Oakland Bicycle Master Plan, the City of Oakland Pedestrian Master Plan, the Downtown Streetscape Improvement Plan, and AC Transit's Bus Rapid Transit project. These planning efforts have all occurred as separate enterprises with limited coordination between them. The right-of-way needs for each mode of transportation were not taken into account in all of the studies creating conflicts between the desired improvements and what can actually be accommodated in the limited right-of-way.

The work that the Agency proposes to complete under this contract is to integrate the existing planning efforts to develop the pedestrian component of a multimodal design for Telegraph Avenue that accommodates bicycle, pedestrian, Bus Rapid Transit service, and automobile use. Since so much planning ground work has already been completed, this effort will focus on integrating the common elements of the different plans and identifying and resolving potential conflicts between the plans. The effort will include an in-depth feasibility and design study (including preliminary surveying work) and detailed cost estimation for the pedestrian component.

### **Consultant Selection Process**

On February 2, 2004, the Agency issued a Request for Proposals (RFP) to streetscape design consultants, seeking proposals to work with the local community to develop designs for pedestrian streetscape enhancements to Telegraph Avenue. The proposals were due on March 3, 2004. The Agency received proposals from seven consultant teams. The Agency held interviews with three of the seven teams that submitted proposals on March 15, 2004. Three panel members from CEDA reviewed the qualifications and presentations of the consultant teams and evaluated them according to a broad range of criteria including adherence to the requested scope and budget, and experience with community participation, pedestrian-oriented improvements, and coordination with multiple public agencies. Evaluation points were assigned to the criteria and totaled for each consultant team. All three panel members ranked the Korve Engineering team first based on their ability to complete the requested scope within the project budget, their experience with community participation, and their past design work for similar projects.

### **Consultant Team**

Korve Engineering has 17 years of experience in working with cities on transportation planning, traffic engineering, and civil engineering design services. Korve Engineering (LBE) will lead an experienced consultant team composed of Bottomley Design and Planning (streetscape design, SLBE), PLS Surveys (surveying work, SLBE), and YEI Engineers, Inc. (electrical and lighting engineering, SLBE). The consultant team is made up entirely of Oakland-based firms. The City's

Contract Compliance Division has reviewed the consultant team proposal and has determined that they are in compliance with the City's LBE/SLBE goals.

### **KEY ISSUES AND IMPACTS**

AC Transit is in the process of completing design work for its Rapid Bus and proposed Bus Rapid Transit projects. It has selected Telegraph Avenue as the preferred route for the Berkeley-Oakland-San Leandro corridor line. It is critical that the City of Oakland begin working on the pedestrian component of Telegraph Avenue in order to be able to provide input to AC Transit on desired pedestrian amenities that will compliment the planned bus improvements project.

The Korve Engineering team has provided engineering services for other stretches of Telegraph Avenue as part of the proposed Uptown Development project. Their sub-consultant, Bottomley Design and Planning, was the lead consultant for the Downtown Oakland Streetscape Master Plan, which included a recommendation for Telegraph Avenue from 20<sup>th</sup> to 40<sup>th</sup> Street. As a result of this prior work, the selected team is able to produce more detailed design drawings under the limited budget of this project than the other teams that proposed on this project under the RFP.

The preliminary design development drawings and detailed cost estimates that will be completed under this contract will be used by the Agency to compete for capital funding grants to implement pedestrian access improvements on Telegraph Avenue.

### **SUSTAINABLE OPPORTUNITIES**

#### **Economic**

The pedestrian access plan created under this contract, if implemented, will catalyze economic development in the surrounding area as a result of improved pedestrian safety and access on Telegraph Avenue.

#### **Environmental**

The pedestrian access plan created under this contract will focus on improving pedestrian access and access to public transit. If implemented, the plan will lead to increased pedestrian activity and transit ridership and will result in reduced dependency on automobiles within the surrounding community.

#### **Social Equity**

This project will have no impact on social equity.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

The planning study being undertaken in this contract will directly address the issue of disability and senior citizen access as part of the analysis of pedestrian safety and access on Telegraph Avenue. Any proposed improvements identified under the plan will be required to comply with state and federal accessibility requirements, including Federal ADA Accessibility Guidelines and the State of California's Title 24 Accessibility regulations.

**ACTION REQUESTED OF THE COUNCIL AND AGENCY MEMBERS**

Staff recommends that the Agency approve the resolution authorizing the Agency Administrator to negotiate and execute a contract with Korve Engineering for an amount not to exceed \$145,000, to prepare a planning study and preliminary construction drawings for pedestrian streetscape enhancements to Telegraph Avenue.

**Respectfully submitted,**

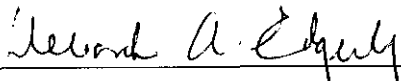


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Dan Vanderprie, Director of  
Redevelopment, Economic Development,  
and Housing and Community Development

Prepared by:  
Kathy Kleinbaum  
Urban Economic Analyst III

**APPROVED FOR FORWARDING TO  
THE COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE**



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OFFICE OF THE CITY MANAGER/  
AGENCY ADMINISTRATOR

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*[Signature]*  
Agency Counsel

# REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

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

## RESOLUTION AUTHORIZING A CONTRACT FOR AN AMOUNT NOT TO EXCEED \$145,000 WITH KORVE ENGINEERING TO PREPARE A PLANNING STUDY AND PRELIMINARY CONSTRUCTION DRAWINGS FOR PEDESTRIAN STREETScape ENHANCEMENTS TO TELEGRAPH AVENUE FROM 20<sup>TH</sup> STREET TO CLAREMONT AVENUE

**WHEREAS**, the Five Year Implementation Plan for the Broadway/ MacArthur/ San Pablo Redevelopment Project, adopted on July 25, 2000 (Ordinance No.12269 C.M.S.), includes streetscape improvements on Telegraph Avenue; and

**WHEREAS**, the Five Year Implementation Plan for the Central District Redevelopment Project, adopted on December 7, 1999 (Resolution No.99-58 C.M.S.), includes a Streetscape Master Plan for major downtown corridors, which includes Telegraph Avenue; and

**WHEREAS**, the Agency desires to complete a planning study for pedestrian streetscape enhancements on Telegraph Avenue from 20<sup>th</sup> Street to Claremont Avenue to develop designs and cost estimates for improvements in order to seek capital grant funds for implementation; and

**WHEREAS**, the Agency prepared and distributed a Request for Proposals to design and engineering consultants, seeking a team to prepare a planning study and preliminary construction drawings for pedestrian streetscape enhancements on Telegraph Avenue; and

**WHEREAS**, the Agency received seven responses to the Request for Proposals and an Agency Selection Committee interviewed three of the respondents; and

**WHEREAS**, the Selection Committee unanimously recommended Korve Engineering and their associated team to complete the analysis; and

**WHEREAS**, the Agency finds that the services provided pursuant to the agreement authorized hereunder are of a professional, scientific or technical nature and are temporary in nature; and

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**WHEREAS**, the Agency finds that this contract shall not result in the loss of employment or salary by any person having permanent status in the competitive service; and

**WHEREAS**, the proposed study area is within the boundaries of both the Central District and the Broadway/MacArthur/San Pablo Redevelopment Project Areas; and

**WHEREAS**, the Agency plans to cover \$100,000 of the costs of this contract amount from Fund 9553 Project P130610 (Central District Capital Improvement Project) and the remainder, including the required 3% contract compliance fees, from Fund 9529 Project P187510 (Broadway/MacArthur/San Pablo Redevelopment Project); now, therefore, be it

**RESOLVED:** That the Agency Administrator or her designee is hereby authorized to negotiate and execute a contract for an amount not to exceed \$145,000 with Korve Engineering for professional services to prepare a planning study and preliminary construction drawings for pedestrian streetscape enhancements to Telegraph Avenue from 20<sup>th</sup> Street to Claremont Avenue; and be it further

**RESOLVED:** That the Agency Administrator or her designee is hereby authorized to reimburse other City departments for fees related to the oversight of the work product completed under this contract; and be it further

**RESOLVED:** That the Agency Administrator or her designee is hereby authorized to extend, amend (except as to increase compensation), and take whatever action is necessary with respect to this contract consistent with this Resolution and its basic purpose; and be it further

**RESOLVED:** That the contract shall be reviewed and approved by Agency Counsel for form and legality prior to execution, and a copy shall be placed on file with the Agency Secretary.

IN AGENCY, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2004

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN, AND  
CHAIRPERSON DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_  
CEDA FLOYD

Secretary of the Redevelopment  
Agency of the City of Oakland

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