

STRICTLY CONFIDENTIAL

CITY OF OAKLAND

AGENDA REPORT

2007 JUL 27 11:06:44

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Community and Economic Development Agency
DATE: July 10, 2007

RE: A Resolution Authorizing The City Administrator To Negotiate And Execute A Sole Source Professional Services Contract With The Oakland Merchant Leadership Forum In An Amount Not To Exceed \$72,500 To Plan And Convene Monthly Educational Forums For Merchant Leaders And To Coordinate Merchant Participation In The City Of Oakland's Shop Oakland Marketing Campaigns From July 1, 2007 Through December 31, 2007

SUMMARY

A resolution has been prepared authorizing the City Administrator to negotiate and execute a sole source professional services contract with the Oakland Merchant Leadership Forum (OMLF) in an amount not to exceed \$72,500 for planning and convening monthly educational forums for merchant leaders and coordinating merchant participation in the City's Shop Oakland marketing campaign from July 1, 2007 to December 31, 2007. During this period OMLF will also serve as an information and referral resource for merchant leaders, maintain an OMLF website and use it to disseminate information and update and distribute Merchant Association Tool Kits. In addition OMLF will collaborate with the City's Marketing Division on the Shop Oakland campaign and assist the Business Development Division with the retail attraction project. The \$72,500 will pay for a part time Administrator/Program Manager, the design and maintenance of a web site, printing, intern stipends, development and distribution of marketing materials and OMLF overhead expenses including rent, office supplies, insurance telephone, internet DSL and postage. An overview of OMLF is provided as Attachment A.

FISCAL IMPACT

Funding for the \$72,500 grant will be allocated from FY 2005-07 budget General Purpose Fund (1010), Neighborhood Commercial Revitalization (NCR) Service Delivery System (88569), Miscellaneous Contract Services (54919), Merchant Organizing/Shop Oakland Project (P275310).

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BACKGROUND

Resolution No. 78919 C.M.S. authorizing, budgeting and appropriating \$321,000 of anticipated parking meter and enforcement revenue funds for additional Shop Oakland marketing and merchant organizing and activities was approved by the City Council on November 16, 2004. The Resolution appropriated \$160,000 in fiscal year 2004-05 to the Marketing Division and \$155,000 to the NCR Unit. The funds appropriated to NCR were used to fund a sole source professional services contract with OMLF to coordinate merchant organizing activities. A sole source contract with OMLF was granted because it was the only organization in Oakland solely focused on supporting the leadership of all neighborhood commercial districts. OMLF's mission was to develop policies and strategies to strengthen and promote neighborhood commercial districts and individual businesses. Its leadership was comprised of entrepreneurs and merchants leaders with over 20 years of experience and they worked successfully for ten years on a variety of district promotions and marketing initiatives. After several months of negotiating a scope of services, a contract between the City of Oakland and OMLF was executed on August 26, 2005 for a twelve month period that ended August 26, 2006.

Under the terms of the contract OMLF worked with two nascent merchant groups to implement "PRIDE in Oakland", a program designed to organize and strengthen merchant groups in neighborhood commercial districts to undertake comprehensive commercial district revitalization. A copy of staff's evaluation of the contract with OMLF is included as Attachment B to this report.

The merchant groups selected to receive technical assistance from OMLF were Grand Avenue Business Association (GABA) and the International Boulevard Merchant Association (IBMA). OMLF hired a staff person in September 2005 to perform the duties outlined in the contract's Scope of Services which included:

- District selection and assessment process
- Organizational Development
- Leadership Development
- Development of 2 Year Management Plans for Selected Districts
- Evaluation

Evaluations of OMLF's performance were submitted by GABA and IBMA at the end of the contract period. Both groups indicated that the assistance they received from OMLF, including meeting facilitation and outreach, was helpful. Both groups commented that training provided by OMLF's helped them to understand the benefits of and need for their associations to be better organized. GABA and IBMA also agreed that 12 months was not enough time for change to occur and non-productive organizational habits to be reversed. In brief, the two merchant associations assisted by OMLF were generally satisfied with the services received.

Staff's evaluation of OMLF's performance was generally satisfactory, the exception being timeliness of performance. The Agreement between the City of Oakland and OMLF expired August 26, 2006 and the final deliverables were submitted in late November, during the Thanksgiving week, and subsequently reviewed by staff the first week in December 2006. The final contract payment was made in January 2007 and an evaluation of the contract was completed on March 5, 2007.

KEY ISSUES AND IMPACTS

There is currently \$72,500 in NCR's FY 2006/07 budget for merchant organizing and marketing. The original appropriation of \$155,000 in FY 2004/05 was reduced to \$77,500 in FY 2005/06 during the mid year budget adjustments. Due to the amount of time it took to execute the first agreement with OMLF (November 2004 to August 2005), FY 2005/06 funds went unexpended and were returned to the General Purpose Fund. The protracted negotiations were due in part to a refinement of the contract Scope of Work to avoid any duplication of staff duties.

Staff recommends entering into a sole source contract with OMLF for \$72,500 to generally plan and convene monthly merchant forums and workshops and coordinate with the Marketing Division to increase merchant participation in the Shop Oakland campaign. OMLF continues to be uniquely suited to perform the tasks outlined in the proposed contract Scope of Services, including convening monthly merchant forums, serving as a resource to commercial district leaders, maintaining and distributing the Merchant Association Tool Kit and collaborating with the City's Marketing Division to increase merchant participation in the Shop Oakland campaign. Therefore the rationale for recommending a sole source contract with OMLF is the same as it was for the previous contract.

PROJECT DESCRIPTION

A detailed description of the proposed contract Scope of Services includes:

Technical Assistance, Communications and Outreach

- Plan and convene monthly educational forums for commercial district leaders with presentations on topics pertinent to small businesses, including customer service, crime prevention, marketing, information on City of Oakland programs and services, etc. Provide direct merchant-to-city leaders contact and commercial district-to-commercial district networking and communication opportunities. A special effort will be made to outreach to merchants to East and West Oakland urging them to increase their attendance at the monthly forums.
- Serve as an information and referral resource for commercial district leaders on topics related to merchant organizing, district marketing, promotional event planning, etc. Maintain a call and email log of inquires made and responses provided.

- Update and distribute Merchant Association Tool Kit. Provide tool kits, which consist of useful and pertinent information for small businesses, to each commercial district leader. Coordinate with various City agencies to include information on City services and programs aimed at small businesses.
- Disseminate information through OMLF website, mailings, telephone, etc., about current topics of importance to commercial districts and small businesses such as upcoming City Council agenda items, conferences, events and opportunities.
- Maintain OMLF website to include up-to-date information about coming events, available resources, etc.
- Create and maintain a database of merchant associations including name of association leader and contact information.
- Assist the City's Business Division with the citywide retail project by conducting interviews with merchants.

Marketing and Promotion

- Collaborate with the City's Marketing Division on the Shop Oakland campaign, including alerting businesses and district leaders to cooperative advertising opportunities.
- Collaborate with the City's Marketing Division to recruit merchants to participate in the Oakland Passport Program and to produce the Passport for publication in spring 2008. The Oakland Passport Program is a book of special offers from Oakland merchants to promote shopping in local neighborhood commercial districts.
- Provide web based promotion of neighborhood commercial district events.

The proposed contract amount is \$72,500 and the contract term is July 1, 2007 to December 31, 2007. An evaluation will be conducted at the end of the contract period to determine if proposed tasks were completed and deliverables provided.

SUSTAINABLE OPPORTUNITIES

Economic: Marketing City of Oakland services and programs to neighborhood merchant associations and increasing neighborhood merchant association participation in the Shop Oakland campaign are activities that strengthen merchant associations, support neighborhood retail, expand shopper's awareness of Oakland's neighborhood shopping districts and increase the City's sales tax revenues. Retail businesses contribute to the vitality of the City through sales tax contributions and neighborhood vibrancy; employ Oaklanders, provide entry level management positions and provide entrepreneurial opportunities for the self-employed.

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Environmental: Organized and informed merchant associations have effectively addressed a myriad of issues in their commercial districts including cleanliness and safety, both of which impact the shopping environment and shopper experience. The more pleasant the shopping environment, the more likely it is to attract shoppers. Shopping close to home means less driving overall and the Shop Oakland campaign markets and promotes shopping in Oakland to Oakland residents and visitors.

Social Equity: Outreaching to merchant associations citywide to provide information about programs, services and opportunities that support Oakland's neighborhood commercial districts facilitates capacity building. Building the capacity of merchant associations to address a range of issues which affect the viability and vitality of commercial districts and fostering information sharing among merchant leaders can effectively assist both strong and struggling districts.

DISABILITY AND SENIOR CITIZEN ACCESS

Approval of the resolution has no direct implication for disability and senior access.

RECOMMENDATION(S) AND RATIONALE

Approval of the attached resolution will enable OMLF to continue to conduct monthly education forums, serve as an information and referral resource for commercial district leaders, disseminate information, maintain their website and develop databases, update the Merchant Toolkit, collaborate with the City's Marketing Division on the Shop Oakland campaign and coordinate merchant participation in the Oakland Passport Program the citywide retail project.

ACTION REQUESTED OF THE CITY COUNCIL

It is requested that the City Council approve the Resolution to authorize the City Administrator to negotiate and execute a sole source contract with the Oakland Merchant Leadership Forum in an amount not to exceed \$72,500 to plan and convene monthly educational forums for merchant leaders, coordinate merchant participation in the City of Oakland's Shop Oakland marketing campaign and the citywide retail project from July 1, 2007 to December 31, 2007.

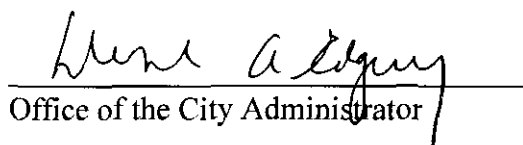
Respectfully submitted,



GREGORY HUNTER
Interim Director of Redevelopment,
Economic Development, Housing and
Community Development

Prepared by: Stephanie Floyd-Johnson, Manager
Neighborhood Commercial Revitalization Unit
Economic Development Division

APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC DEVELOPMENT
COMMITTEE:



Office of the City Administrator

Attachments

Attachment A: Overview of the Oakland Merchant Leadership Forum
Attachment B: Consultant Performance Evaluation

Overview of Oakland Merchants Leadership Forum

The Oakland Merchants Leadership Forum (OMLF) is a not-for-profit organization dedicated to strengthening the 35+ neighborhood commercial districts in Oakland. Formed over 16 years ago with the idea that merchants need a vehicle to share best practices and promote business in Oakland, OMLF has brought together merchants associations, local government and the business community to provide leadership in the areas of marketing, support to business improvement districts, promotional events, community partnerships, and developing merchants associations.

Although best practice sharing has been at the heart of OMLF's efforts, the organization is most known for spearheading the annual Shop Oakland holiday shopping campaign for the past 16 years in conjunction with the City's Marketing Department and the Community and Economic Development Agency (CEDA). Despite funding limitations, this program has a longstanding positive reputation among business, residents and visitors. Sponsorship in the last few years for the program has included dozens of local businesses, including partnerships with AC transit to promote Shop Oakland throughout Alameda County.

Composed solely of volunteers from throughout the city's business community, OMLF has provided a vital link, to and among, the numerous member merchants associations. As economic challenges have both increased need and decreased support, OMLF's role as conduit has become of even greater importance. Attendees of the monthly forum have included Mayors, Councilmembers, police chiefs, city administrators, city attorneys, and numerous business leaders across the city.

In response to both the impact of the economic downturn and the promising results seen in certain districts with organized merchants associations, OMLF decided in 2004 to formalize and expand its commitment to develop strong merchants' associations. As the only organization comprised of, and solely focused on small merchants, OMLF is in a unique position to identify, codify and share local best practices while also bringing the necessary commitment to do the admittedly challenging work of organizing in areas where merchants' associations are either weak or nonexistent.

OMLF is incorporated and has a 501(c)4 tax status. OMLF has a bank account and has raised and spent funds to pay for Shop Oakland campaign expenses, such as shopping bags, decorations, and event materials.

Board Members

Erin Kilmer Neel, Co-President, Oakland business owner (Oakland Unwrapped)

Aziz Khatri, Co-President, Oakland real estate agent

Helen Wyman, Secretary, Director of Montclair & Laurel Business Improvement District

Troy Christmas, Director, Oakland Unified School District

Nancy Strange, Director, former Coordinator of Lakeshore Business Improvement District

Jenny Kassin, Director, former Coordinator of Fruitvale Main Street Program, Oakland resident

Stu Sweetow, OMLF Director, Oakland business owner (Audio Visual Consultants)

Alton Jelks, Director, Peralta Community Colleges

Lamiya Zainuddin, Treasurer, Oakland business owner (Safee Hardware)

Contacts

Shari Godinez
Program Manager
405 14th St., Suite 712
Oakland, CA 94612
Tel. (510) 663-0653
Shari@omlf.org

Erin Kilmer Neel
Co-president
405 14th St., Suite 712
Oakland, CA 94612
Tel. (510) 967-3126
ekn@oaklandunwrapped.org

Aziz Khatri
Co-president
405 14th St., Suite 712
Oakland, CA 94612
Tel. (510) 368-8347
aziz@kw.com

**Schedule L
City of Oakland
Consultant Performance Evaluation Form**

Consultant Name and Address: Oakland Merchant Leadership Forum, 405 14th Street, Oakland, CA 94612

Type of Services/Work Provided: Merchant organizing and organizational development.

Project Complexity (Standard or Difficult): Standard

Consultant Lead Project Manager: Lome Aseron Esq., President (510 346-0101 and Jann Yankauskas, Project Manager

Project name: Merchant Organizing and Capacity Building

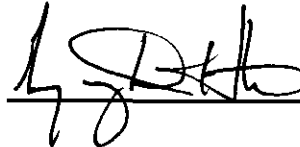
City Project No.: P.O.# 84397

Duration of Consultant Contract (Start & end dates): August 26, 2005 to August 26, 2006

Final Value of Consultant Contract: \$150,350.

Date of Evaluation: February 23, 2007

City Project Manager/Evaluator (with phone #): Stephanie Floyd-Johnson, NCR Program Manager, 238-3699

Reviewed and approved By (with phone #):  X2992

Questions	Poor	Needs to Improve	Average	Excellent	Not Applicable
1. Quality of design/work			X		
2. Ability to meet the project objectives			X		
3. Knowledge, expertise and state of the art technologies			X		
4. Innovation of design/work			X		
5. Thoroughness of design/work			X		
6. Quality control of work					X
7. Ability to react and respond to problems/issues			X		
8. Ability to maintain to the			X		

Professional Service Contract- OMLF PRIDE 2006
 Schedule L- Evaluation

project schedule and to time commitments					
9. Ability to maintain to the project budget			X		
10. Accuracy of cost estimating					X
11. Constructability of design/work					X
12. Quality of construction support services					X
13. Accuracy and timeliness of billings and other documents			*X		
14. Sufficient and appropriate staffing of the project by consultant			X		
15. Ability to manage and coordinate sub-consultants			X		
16. Ability and ease of communicating with city staff			X		
17. Ability to communicate with community to make presentations			X		
18. Willingness, flexibility and attitude in working with the City			X		
19. Ability to follow city directives (i.e. architectural design concept other requirements, etc.			X		
20. Overall Rating			X		

* Final deliverables were not submitted until December 2006 and final payment of (\$4,600) processed on 12/13/06.

Comments:

Background

On November 16, 2004 City Council approved Resolution No. 78919 appropriating \$160,000 to the Marketing Division for additional Shop Oakland marketing activities and \$155,000 to the Community and Economic Development Agency's Neighborhood Commercial Revitalization (NCR) Program) for Shop Oakland and merchant activities. In addition the resolution authorized a sole source contract with the Oakland Merchant Leadership Forum (OMLF) in the amount of \$155,000 from the NCR appropriation. Under the terms of the contract OMLF proposed to work with two nascent merchant groups, selected based on need, readiness and local support, to implement "PRIDE in Oakland", a program designed to build the capacity of neighborhood commercial districts

Professional Service Contract- OMLF PRIDE 2006
Schedule L- Evaluation

to conduct comprehensive revitalization. Measurements of the initiative's success included:

- Establishment of a viable district association: formal establishment of merchant associations with officers, operation plans and budgets.
- Increased merchant association membership and participation.
- Development of a vision statement with buy-in from key stakeholders.
- Development of an external funding plan created and executed (e.g. private grant applications)
- Training workshops conducted
- Development of detailed profiles and assessments of the two commercial districts.
- Development of a newsletter
- Establishment of six month and one year goals with criteria for effective measurements of progress.

After several months of negotiating the contract scope of services with OMLF to focus the scope of work to avoid duplication of duties performed by City staff and to address similar concerns expressed by the City Attorney's Office, the agreement between the City and OMLF was executed on August 26, 2005 for a one year term ending August 26, 2006 in the amount of \$150,350. OMLF hired a project manager, Jann Yankauskas, in September 2005 to perform the duties outlined in the contract scope of services. An evaluation of the five tasks that comprised the scope of services follows:

1. ***District selection and assessment process-*** OMLF developed an application and implemented a process to select two districts to receive organizational development assistance. Ten applications were received and a panel assembled to review and rate the applications. The International Blvd. Merchant Association (IBMA) representing businesses between 81st Avenue to the San Leandro border and the Grand Avenue Business Association (GABA), representing businesses from Lake Park Avenue to the City of Piedmont border (generally speaking) were the two districts selected to receive organizational development assistance. District selection and assessment tasks were completed from Sept. to November 2005.
2. ***Organizational Development- initiate outreach and conduct kick-off meeting-*** Kick off meetings occurred in the two selected districts in December 2005. With the assistance of OMLF interim boards were established and steps taken to revive the dormant IBMA and GABA.

International Blvd. Merchant Association

During November and December 2005 OMLF assisted IBMA to conduct biweekly meetings. The meetings resulted in the establishment and activation of a block leader network to increase communication between merchants and action teams to respond to a variety of concerns and issues including crime and safety, litter and beautification and blighted properties. In addition OMLF worked with IBMA to develop a bilingual newsletter as a mechanism

Professional Service Contract- OMLF PRIDE 2006
Schedule L- Evaluation

to convey summaries of merchant meetings and to announce important events and information. A three tiered leadership structure was created to facilitate resident involvement in merchant led revitalization activities. The interim board of IBMA agreed to focus on reviving the formal merchant association, serve as liaison to the City and OMLF and to provide oversight to activities of the block leaders and action teams. Block leaders served as the “listening post” for residents and merchants on matters pertaining to their blocks. Action teams, serving as committees, comprised of merchants and residents focused on strategies to reduce crime, promote safety and implement beautification projects. Teams explored ways to reduce the number of blighted properties and initiatives to support and involve neighborhood youth in revitalization activities.

Grand Avenue Business Association

In December 2005 OMLF assisted GABA to establish a marketing committee. The marketing committee produced a newsletter and implemented an initiative to collect information from businesses for a business directory. An outreach committee was also established to plan and implement a holiday mixer.

3. ***Leadership Development and establishment of organizations goals-***
Between January and March 2006, OMLF developed a leadership training curriculum and provided training to IBMA and GABA. The underlying principal of the training was to help the groups to see themselves as stewards of the commercial districts and catalysts for sustaining the surrounding neighborhoods. The approach included conducting an analysis of the districts, identifying strengths and weaknesses and the barriers to being a vibrant commercial district. The process also included developing a vision for their districts and a list of activities to support the vision. The exercise included identifying allies (i.e., residents, community organizations, etc.) that could participate in implementing the identified activities and to serve on action teams. With assistance from OMLF, IBMA and GABA developed one year goals and objectives. Both associations were encouraged to attend OMLF meetings to network with other merchants to discuss strategies for reducing crime, implementing beautification projects and increasing promotion of their commercial districts.
4. ***Development of 2 year Management Plan for commercial districts-***
OMLF began the process of developing 1 year management plans and budgets based on the goals established by IBMA and GABA. OMLF’s efforts were well received by both groups. In April 2006 an issue arose with IBMA that effectively ended OMLF’s provision of technical assistance to the association. OMLF apprised the City’s contract manager of the situation and both parties agreed to allow time for the IBMA to work through the situation. The report submitted by OMLF for the period of January to May 2006 includes a description of the issue which segmented the leadership of IBMA.

5. **Evaluation-**

OMLF develop matrices for use by IBMA and GABA to evaluate their services. Three evaluations were submitted by GABA members and two were submitted by IBMA members.

GABA

The following is a snapshot of the level of participation of businesses on Grand Avenue in the services provided by OMLF. Of the approximately 220 businesses in the area covered by GABA, 9 businesses and 3 community representatives participated on the Board and 12 additional businesses participated in the leadership group. 6 businesses participated on the Beautification Committee, 2 on the Communications Committee, 5 on the Crime Reduction Committee and 3 on the Promotions Committee. All 3 evaluations submitted by members of GABA reflected general satisfaction with the services provided by OMLF. Comments provided by GABA to questions on the evaluation follow:

Q 1. How did GABA's participation in PRIDE -06 increase the strengths and assets of the corridor, if any?

A 1. *"GABA's participation in PRIDE helped GABA achieve a real presence on Grand avenue even though participation levels were low. I felt that most of the neighborhood is aware of GABA and other merchants have slowly started to recognize the benefits of a merchant association for Grand Avenue."*

A 2. *"Helped facilitate meetings that got us speaking with one another. Helped organize Parents Stroll, Helped us organize in a way to get the walking officer. Jann went door to door several times developing contact list for directory, newsletter mailing and email list. Helped coordinate Block Party, Phone tree, Newsletter."*

A 3. *"Merchants that attended the meeting saw hope for the first time in seven years. They were encouraged and supported. Publicity started to make us a destination stop but then old personality rifts emerged and people started to go to their respective corners and failed to participate. The membership is happy to have everything done for them but just can't find the time or desire to participate."*

Q 2. If the PRIDE project were to continue in other commercial corridors, what elements of the project approach would you change, if any?

A.1. *"I believe that the project needs to be longer. A year to change things in a commercial district that has languished is not an easy task and just as things are beginning to work, there will be no more support."*

A 2. *“Try to get the directories printed.”*

A 3. *“The coordinator must sit down and study the history of the organization by meeting with old presidents, and meet with all of the new businesses and develop a plan to have three attainable projects (directory, newsletter, landscape project, etc.). Then form a board among the new merchants and attain these goals. Hold a social and get speakers from the city and other assoc presidents to explain and cheer lead. “it takes a village” ..then hold a membership drive and hold an open election.*

Other Comment from GABA:

“Jann has achieved a great deal on Grand Avenue, she has helped merchants recognize and acknowledge the importance of a merchant association. She has helped businesses communicate with each other and the POD system implemented by Jann is quite an achievement- Bravo Jann. Jann is also a diligent and very thorough person and her friendliness and hand on attitude will be a loss for the merchants on Grand. Thank you Jann.”

IBMA

The following is a snapshot of the level of participation of businesses on International Blvd. in the services provided by OMLF. Of the approximately 130 businesses in the area covered by IBMA, 7 businesses and 2 community representatives participated in the Board and 4 additional businesses participated as Block Leaders. A roster of Action Team members was not provided. OMLF developed bylaws for IBMA. Five goals were identified by IBMA for the association. OMLF reported the outcomes of each of the goals and included this information in their final report. The 2 evaluations submitted by IBMA of the services provided by OMLF reflected general satisfaction. Responses from IBMA to questions on OMLF’s evaluation follow:

Q 1. How did IBMA’s participation in PRIDE -06 increase the strengths and assets of the corridor, if any?

A 1. *“By providing technical assistance and aide in helping to organize the Merchant Association the PRIDE -06 Project us a sound footing to begin to moving forward.”*

A 2. *“Because of PRIDE and TA from Jann, IBMA looked it was going to be a success, unfortunately personal issues and lack of communication bought an early death to the project.”*

Q 2. If the PRIDE project were to continue in other commercial corridors, what elements of the project approach would you change, if any?

A 1. *"I thought that the overall project was very good the only thing that I would add would be to include more training time for key board members on the subject of how local government operates and how to use the available resources to there best advantage. Especially when working with immigrants who may have greater expectations on the roll of government (City, State and Federal) than what is actually possible?"*

A 2. *"Nothing, Jann was doing a wonderful job."*

Other Comment from IBMA:

"In closing I thought that the PRIDE-06 Project would have succeeded if given more time and if a series of unfortunate events had not come to pass between one key member and one city official."

Comments from Contract Manager:

The work performed by OMLF under this contract was generally satisfactory. They completed the majority of the tasks outlined in the contract Scope of Services and provided deliverables. Final payment was delayed to December 2006 to allow time for OMLF to compile data bases developed for Grand Avenue and International Blvd. and to collect surveys from GABA and IBMA.

Based on feedback received from members of GABA and IBMA the Contract Manager concluded that the contract term of 12 months and deliverable to revive two nascent merchant associations, including developing 2 year operating plans and budgets was overly ambitious. A longer commitment of time is needed to develop organizations of merchants, many of whom have complicated histories of leadership struggles and/or are comprised of ethnically diverse recently established immigrants that are unaccustomed and unfamiliar with building multi-cultural collaborations. It is the conclusion of the Contract Manager that merchant organizing requires a multi-year commitment and allocation of resources in order to be successful. This function may not be suited to out sourcing and may be more effectively managed by City staff and done in conjunction broader community organizing initiatives and includes resources to address merchant/community concerns and to implement neighborhood improvement projects.

OFFICE OF THE CITY CLERK
2007 JUN 22 PM 6:44

APPROVED AS TO FORM AND LEGALITY:

Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A SOLE SOURCE PROFESSIONAL SERVICES CONTRACT WITH THE OAKLAND MERCHANT LEADERSHIP FORUM IN AN AMOUNT NOT TO EXCEED \$72,500 TO PLAN AND CONVEENE MONTHLY EDUCATIONAL FORUMS FOR MERCHANT LEADERS AND COORDINATE MERCHANT PARTICIPATION IN THE CITY OF OAKLAND'S SHOP OAKLAND MARKETING CAMPAIGN FROM JULY 1, 2007 TO DECEMBER 31, 2007

WHEREAS, there are many neighborhood commercial districts in Oakland that range from thriving and viable to struggling and economically challenged; and

WHEREAS, Oakland residents and visitors appear to be unaware of all the shopping opportunities available in the City, and

WHEREAS, the City has few resources to nurture and build merchant organizations and to market neighborhood commercial districts, and

WHEREAS, increasing merchant participation in the City of Oakland's Shop Oakland campaign is necessary to increase residents' and visitors' awareness of the diversity of shopping opportunities and districts in the City; and

WHEREAS, the City finds and determines that informed and organized merchants are important to the economic health and vitality of Oakland's neighborhood shopping districts, and fostering capacity building of merchants to partner with the City to address issues which impact the viability of their districts can effectively assist both strong and struggling districts, and

WHEREAS, the City Council approved Resolution No. 78919 C.M.S., dated November 16, 2004, which authorized a sole source professional services contract with the Oakland Merchant Leadership Forum to provide organizational development assistance to merchant groups; and

WHEREAS, the Oakland Merchant Leadership Forum performed the tasks included in the contract scope of services and despite a slow start-up, the overall evaluation of their performance was rated satisfactory; and

WHEREAS, the City finds and determines that the Oakland Merchant Leadership Forum continues to be uniquely qualified to coordinate development and capacity building of merchant association leaders because it is the only organization in Oakland which is solely focused on supporting the leadership of all neighborhood commercial districts and coordinating merchant organizations' participation in the Shop Oakland marketing campaign and

WHEREAS, the proposed tasks are exempt from the California Environmental Quality Act (CEQA) under Section 15306 (information collection) and Section 15322 (educational or training programs involving no physical changes) of the CEQA Guidelines; now therefore be it

RESOLVED: That the City Administrator is authorized to negotiate, execute, amend, modify and extend a contract with the Oakland Merchant Leadership Forum in an amount not to exceed \$72,500 to plan and convene monthly educational forums for merchant leaders and to coordinate merchant participation in the City's Shop Oakland marketing campaigns from July 1, 2007 to December 31, 2007; and be it

FURTHER RESOLVED: That funding for this contract will be allocated from General Purpose Fund (1010), Neighborhood Commercial Revitalization/Service Delivery System (88569), Miscellaneous Contract Services (54919), Merchant Organizing/Shop Oakland Project (P275310); and be it

FURTHER RESOLVED: That the City Council has independently reviewed and considered this environmental determination, and the Council finds and determines that this action complies with CEQA because this action on the part of the City is exempt from the California Environmental Quality Act (CEQA) under Section 15306 (information collection) and Section 15322 (educational or training programs involving no physical changes) of the CEQA Guidelines, and the Council directs the City Administrator to file an Environmental Declaration (California Fish and Game Code Sec. 711.4) and a Notice of Exemption with the County of Alameda; and be it

FURTHER RESOLVED: That staff will conduct an evaluation of the Oakland Merchant Leadership Forum's performance at the end of the contract term, and return to the Council for direction as to whether to enter into an additional contract with OMLF or to issue a Request for Proposals; and be it

FURTHUR RESOLVED: That the contract shall be approved as to form and legality by the Office of the City Attorney, and a copy shall be kept on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2007

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

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