

RESOLUTION NO. 124-2010

Adopted September 21, 2010

AUTHORIZING A FIRST AMENDMENT TO THE PERSONAL SERVICES CONTRACT WITH THE CENTRAL MARKET COMMUNITY BENEFIT DISTRICT TO INCREASE THE BUDGET BY \$150,000, FOR A TOTAL AMOUNT NOT TO EXCEED \$300,000, AND EXTEND THE TERM BY ONE YEAR, ENDING JUNE 30, 2011, TO CONTINUE THE COMMUNITY GUIDES PROGRAM ON SIXTH STREET AND ADJACENT ALLEYS TO PROVIDE SOCIAL SERVICE OUTREACH AND ASSISTANCE TO BUSINESSES, RESIDENTS AND VISITORS; SOUTH OF MARKET REDEVELOPMENT PROJECT AREA

BASIS FOR RESOLUTION

1. The Redevelopment Plan for the South of Market Redevelopment Project Area (“Redevelopment Plan”) was adopted in December 2005 as an amendment to the South of Market Earthquake Recovery Redevelopment Plan. The Redevelopment Plan includes among its goals to “create a business friendly environment” and “promote the distribution of information about [social and health] services to those living and working in the Project Area.” In addition, Section 33071 of the California Community Redevelopment Law (“CRL”) states that “a fundamental purpose of redevelopment is to provide an environment for the social, economic, and psychological growth and well-being of all citizens.”
2. Since 2003, the Redevelopment Agency of the City and County of San Francisco (“Agency”) has been implementing an economic development program in the South of Market Redevelopment Project Area (“Project Area”) that has resulted in the construction of new, widened sidewalks, new street lights, new street trees, and the creation of 20 new businesses on Sixth Street. Conditions in the Project Area have improved significantly; however, homeless individuals and drug use along Sixth Street persist. Many of the new businesses struggle daily with disruptive behavior, which create a negative perception among visitors and make it difficult to attract customers.
3. In December 2008, the Central Market Community Benefit District (“CBD”) began a community guides program within its service area on Market Street between Fifth and Ninth Streets, immediately adjacent to the Project Area. In September 2009, pursuant to an Agency personal services contract (“Contract”) with the Central Market CBD, the community guides program was expanded to include Sixth Street and its adjacent alleys. Through a contract with MJM Management Group (“MJM”), the Central Market CBD provides uniformed social service outreach officers who patrol the area and help connect individuals with social services. Two community guides are specifically assigned to Sixth Street, between Market and Harrison Streets. Through a dispatch service, the

community guides can be called by any business, resident or visitor to provide non-emergency assistance in dealing with common quality-of-life issues related to homelessness and drug use. The program has been welcomed by both businesses and residents and has improved conditions on both Sixth and Market Streets.

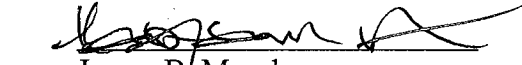
4. Under the proposed contract, MJM and the Central Market CBD will continue to provide two community guides to walk the Sixth Street corridor and adjacent alleyways five days a week for seven hours a day, including all dispatch services, administrative support, and supplies and equipment necessary for such service. MJM employs the community guides and provides annual training, including training on social service outreach and programs from City agencies and providers, training on public safety and conflict resolution from the San Francisco Police Department, and first aid training. The Central Market CBD provides management services and support for the community guides, including custom uniforms, an e-newsletter, and brochures for distribution by the guides.
5. The proposed extension of two uniformed social service outreach officers who patrol the area and help connect individuals with social services or law enforcement as necessary will address the problems associated with persons engaging in activities that hinder the full development and preservation of existing and new businesses. These activities adversely affect the capital improvements that the Agency seeks to promote through its investments. This also creates a more conducive atmosphere for continued private investment in the improvement, modernization, reconstruction and rehabilitation of the Project Area as such activities are provided for in the definition of redevelopment pursuant to CRL Section 33021. The Contract service providers will provide services that are expected to result in decreased crime, vandalism and other behaviors that discourage economic development, ultimately resulting in the promotion and preservation of the Project Area physical improvements, as well as assisting in the elimination of physical and economic blight as defined in CRL Section 33031.
6. Agency staff proposes to issue a First Amendment to the Contract with the Central Market CBD to increase the budget by \$150,000, for a total amount not to exceed \$300,000, and extend the term of the Contract for one year, ending June 30, 2011. The Central Market CBD has operated the community guides program along Sixth Street for the past year, gaining a unique skill set and knowledge base specific to the challenges faced in the corridor. The current community guides have also established positive working relationships with business owners, service providers, and residents in the area. Over the next several years, as funding in the Project Area begins to wind down, Agency staff will work with the Central Market CBD to expand the current community benefit district boundaries to include other portions of the Project Area. This extension will facilitate the further development of an important ongoing partnership between the Central Market CBD and property owners in the Project Area and would demonstrate the value of the services that a community benefit district could continue to provide after tax increment funding is no longer available.

7. The First Amendment to the Contract ("First Amendment") permits the Central Market CBD to continue a community guides program on Sixth Street and adjacent alleyways. The First Amendment is an Agency administrative activity that would not independently result in a physical change in the environment, and is not a "Project" pursuant to California Environmental Quality Act Guidelines Section 15378(b)(5).

RESOLUTION

ACCORDINGLY, IT IS RESOLVED by the Redevelopment Agency of the City and County of San Francisco that the Executive Director is authorized to execute a First Amendment to the Personal Services Contract with the Central Market Community Benefit District to increase the budget by \$150,000, for a total amount not to exceed \$300,000, and extend the term by one year, ending June 30, 2011, to continue the community guides program on Sixth Street and adjacent alleyways to provide social service outreach and assistance to businesses, residents and visitors in the South of Market Redevelopment Project Area, substantially in the form lodged with the Agency General Counsel.

APPROVED AS TO FORM:


James B. Morales
Agency General Counsel