

RESOLUTION NO. 150-2010

Adopted December 14, 2010

AUTHORIZING A PERSONAL SERVICES CONTRACT WITH SEIFEL CONSULTING, INC., A CALIFORNIA CORPORATION, TO PROVIDE REDEVELOPMENT PLAN ADOPTION CONSULTING SERVICES FOR A TWO-YEAR TERM, WITH A ONE-YEAR OPTION TO EXTEND, IN AN AMOUNT NOT TO EXCEED \$346,000; MID-MARKET REDEVELOPMENT SURVEY AREA

BASIS FOR RESOLUTION


1. In 1995, the Board of Supervisors of the City and County of San Francisco (“Board”) designated the boundaries for the Mid-Market Redevelopment Survey Area pursuant to the Community Redevelopment Law of the State of California (California Health & Safety Code Sections 33000 et seq.) (“CRL”).
2. On September 18, 2003, the Planning Commission certified, by Motion No. 16657, and the Redevelopment Agency of the City and County of San Francisco (“Agency”) certified, by Resolution No. 153-2003, the Final Environmental Impact Report for the Mid-Market Redevelopment Plan in compliance with the California Environmental Quality Act (California Public Resources Code Sections 21000 et seq.) (“CEQA”) and the CEQA Guidelines (14 California Code of Regulations Sections 15000 et seq.).
3. In 2005, both the Agency Commission and Planning Commission approved the Mid-Market Redevelopment Plan and recommended its adoption by the Board. The Mid-Market Redevelopment Plan was introduced but not adopted by the Board.
4. In January 2010, the Mayor announced the “Central Market Partnership,” a public/private initiative to renew and coordinate efforts to revitalize Central Market Street and the larger Mid-Market community through a focus on the arts, business development, and quality of life enhancement. In response to the Mayor’s request, the Agency is working closely with the community and other City agencies to reinitiate a formal redevelopment plan adoption process pursuant to CRL.
5. The redevelopment plan adoption process will require analysis of new information, and preparation, review, and consideration of a number of statutorily mandated documents. The process will also involve the preparation and circulation of an environmental impact report for the proposed plan.

6. Agency staff issued a Request for Qualifications (“RFQ”) for Mid-Market Plan Adoption Consulting Services on August 18, 2010, advertised the RFQ for 30 days, and received three Statements of Qualifications on September 20, 2010. Agency staff evaluated each submittal against the selection criteria outlined in the RFQ and interviewed all three consultant teams in collaboration with a representative from the Office of Economic and Workforce Development and the Mid-Market Project Area Committee (“PAC”), which serves as the Agency’s advisory body for this effort. The interview panel unanimously recommended awarding the contract to Seifel Consulting, Inc. (“Seifel”).
7. Agency staff recommends that the Agency enter into a personal services contract (“Contract”) with Seifel for plan adoption consulting services. The PAC discussed the Contract with Seifel at its November meeting and concurs with Agency staff’s recommendation.
8. The Contract to provide redevelopment plan adoption services for the Mid-Market Redevelopment Plan is statutorily exempt from environmental review pursuant to CEQA Guidelines Section 15262 (Feasibility and Planning Studies), because the Contract is only for the provision of technical environmental review services.

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 Personal Services Contract with Seifel Consulting, Inc., a California corporation, to provide redevelopment plan adoption consulting services for a two-year term, with a one-year option to extend, in an amount not to exceed \$346,000, for the Mid-Market Redevelopment Plan, substantially in the form lodged with the Agency General Counsel.

APPROVED AS TO FORM:



James B. Morales
Agency General Counsel