

**RESOLUTION NO. 153-2010**

*Adopted December 14, 2010*

**AUTHORIZING A PERSONAL SERVICES CONTRACT WITH MARKET STREET ASSOCIATION, A CALIFORNIA NONPROFIT PUBLIC BENEFIT CORPORATION, TO PROVIDE ADMINISTRATIVE, COORDINATION, AND PUBLIC INFORMATION SERVICES IN SUPPORT OF THE MID-MARKET PROJECT AREA COMMITTEE, FOR AN 18-MONTH TERM IN AN AMOUNT NOT TO EXCEED \$105,000, WITH ONE 18-MONTH OPTION TO EXTEND, FOR AN AGGREGATE AMOUNT NOT TO EXCEED \$210,000, SUBJECT TO BUDGET APPROPRIATIONS; 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 (“Survey Area”) pursuant to the Community Redevelopment Law of the State of California (California Health & Safety Code Sections 33000 et seq.) (“CRL”).
2. On November 25, 1996, by Resolution No. 1089-96, the Board determined that a Project Area Committee (“PAC”) should be formed and approved Articles of Formation (“Articles of Formation”) for the Mid-Market PAC. On February 26, 1997, an election was held in the Survey Area to form the Mid-Market PAC. On May 27, 1997, by Resolution No. 522-97, the Board amended the Articles of Formation, found that the appropriate election procedures were followed, and found that the members of the PAC were duly elected.
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. Agency staff reconvened the members of the Mid-Market PAC to discuss reinitiation of the redevelopment plan adoption process and to solicit their feedback. Subsequently, the Mid-Market PAC filled a number of vacant seats in accordance with its By-Laws.
6. Agency staff issued a Request for Qualifications for PAC Administrative, Coordination and Public Information Services ("RFQ") on August 18, 2010, advertised the RFQ for 30 days, and received two Statements of Qualifications on September 20, 2010. Agency staff evaluated each submittal against the selection criteria outlined in the RFQ and interviewed both consultant teams in collaboration with a representative from the Mid-Market PAC. The interview panel unanimously recommended awarding the contract to Market Street Association, a California nonprofit public benefit corporation ("MSA").
7. Agency staff recommends that the Agency enter into a personal services contract ("Contract") with MSA for administrative, coordination, and public information services in support of the Mid-Market PAC. The Mid-Market PAC discussed the Contract with MSA at its November meeting and concurs with Agency staff's recommendation.
8. The Contract allows for the provision of PAC administrative support services, which are normal Agency administrative activities in support of its community advisory groups and are not Projects as defined by California Environmental Quality Act ("CEQA") Guidelines Section 15378(b)(5). These activities will not cause any physical changes in the Mid-Market Redevelopment Survey Area, will not independently result in a physical change in the environment, and are not subject to environmental review under CEQA.

## 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 Market Street Association, a California nonprofit public benefit corporation, to provide administrative, coordination, and public information services in support of the Mid-Market Project Area Committee, for an 18-month term in an amount not to exceed \$105,000, with one 18-month option to extend, for an aggregate amount not to exceed \$210,000, substantially in the form lodged with the Agency General Counsel.

**APPROVED AS TO FORM:**



*fv* James B. Morales  
Agency General Counsel