

## **RESOLUTION NO. 9-2011**

*Adopted February 1, 2011*

### **AUTHORIZING A PERSONAL SERVICES CONTRACT WITH ADR CONTINENTAL GROUP, A CALIFORNIA LIMITED LIABILITY CORPORATION IN ASSOCIATION WITH KATZ & ASSOCIATES, A NEVADA CORPORATION, , FOR AN AMOUNT NOT TO EXCEED \$99,860, FOR A NINE-MONTH TERM TO DEVELOP A STRATEGIC COMMUNICATIONS PLAN AND AN IMPLEMENTATION PLAN FOR THE AGENCY; AGENCY WIDE PROJECT AND SURVEY AREAS**

#### **BASIS FOR RESOLUTION**

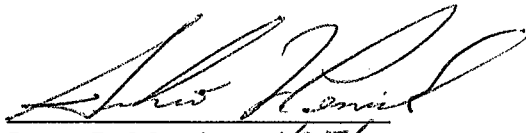
1. The Redevelopment Agency of the City and County of San Francisco ("Agency") currently has nine project areas and two survey areas. The Agency's mission today reflects an evolutionary process garnered from fifty years' experience. The most important elements of today's mission are: Housing, Economic Development, and Quality of Life.
2. The Agency's primary message, over the years, has been that of a transparent and unifying mission between it and the communities in which it works; and is seeking to enhance its current policies, methods and approaches to relating with its diverse public constituency. The Agency's relationships with the communities in which it works and with the general public are essential to its mission.
3. The Agency's core audience includes: Project Area residents, community based organizations, nonprofit and for profit developers, local businesses, general and ethnic media, the general public, and other local government entities.
4. Agency staff issued a Request for Qualifications ("RFQ") seeking Statements of Qualifications from consultants and consulting firms that have experience and qualifications in the area of public relations. Specifically, the RFQ called for expertise in the visual and print medias, and the creation of Communications and Implementation Plans for the Agency to execute in all of its project and survey areas and in San Francisco in general. The RFQ offered the opportunity to contract with the Agency to provide public relations expertise that would assist the Agency in enhancing and building on its positive relationships with stakeholders of the communities in which it works and with the residents of the City and County of San Francisco.
5. The Agency received seven complete Statements of Qualifications. After a lengthy evaluation process, ADR Continental Group in association with Katz & Associates ("ADR/Katz") was selected to create the Agency's Communications and Implementation Plans. ADR/Katz is a San Francisco-based firm with over 30 years of combined experience in public affairs and media relations specializing in ethnic media.

6. Staff is now requesting authorization to enter into a personal services contract ("PSC") with Katz/ADR for a period of six months to develop the Communications and Implementation Plans. The proposed scope of services includes (1) recommendations to improve the Agency's media outreach strategies; (2) a community outreach and information strategy; (3) marketing and branding plans; (4) specific steps to implement the communications plan produced; (5) interviews with Agency Commissioners, key Agency staff and key stakeholders; (6) community communications and outreach; (7) supporting Agency management and staff to manage the release and distribution of information that exceeds its traditional communication efforts; and (8) serving as an extension of communication staff, providing arms and legs as necessary in addition to strategic counsel and on-the-ground support. The proposed budget for this scope of services is \$99,860.
7. Katz/ADR work will begin immediately. Once the Communications and Implementation Plans are complete, along with any new branding plans, staff will return to the Commission to present Katz/ADR's findings and implementation strategy for the Commission's further consideration.
8. Agency authorization of a PSC with Katz/ADR will allow for the creation of a Strategic Communications Plan and Implementation Plan for the Agency. This activity will have no resultant significant impacts on the physical environment, and is exempt from the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines Section 15061(b)(3).

## 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 Katz & Associates, a Nevada corporation, in association with ADR Continental Group, a California limited liability corporation, for an amount not to exceed \$99,860, for a nine-month term to develop a Strategic Communications Plan and an Implementation Plan for the Agency that will build on and maintain the Agency's positive relationships in the communities in which it works and in San Francisco in general, substantially in the form lodged with the Agency General Counsel.

**APPROVED AS TO FORM:**

  
James B. Morales 1/25/11  
Agency General Counsel