



DISTRIBUTION DATE: December 21, 2022

## ***MEMORANDUM***

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Alexa Jeffress,  
Director

**SUBJECT:** On-Call Economic Consultant  
Services—Informational Memo

**DATE:** December 20, 2022

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City Administrator Approval

Date: Dec 21, 2022

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### **INFORMATION**

On June 1, 2021, the City Council (Council) adopted [Resolution 88677 C.M.S.](#) authorizing extensions to the contracts of five On-Call Economic Consultant Firms (Firms) through July 2023. At that time, the Council also asked that the City Administrator or his designee prepare an annual informational report for submission to the City Council describing the projects and detailing the expenditures of each Firm.

Consistent with Council direction, this report provides an annual review of the services provided by the five Firms and the corresponding projects, from July 2021 to July 2022.

### **BACKGROUND**

Staff originally released a Request for Proposals/Qualifications (RFP/Q) for as-needed economic consultants in April 2015. Nine submittals were received. Each consultant team was evaluated based on their qualifications and experience in seventeen areas, including pro forma analysis and review; real estate market and feasibility studies; financing plans; fiscal impact analysis; public financing analysis; affordable housing analysis; and business incentives negotiations. Additional consideration was given for consultant teams that incorporated sub-contractors with specific expertise such as design firms, parking consultants, and construction-cost-estimating firms. Staff determined that seven of the nine teams met the required criteria and were qualified, and therefore were selected to provide on-call economic consultant services. All seven also met or exceeded the City's minimum 50 percent Local Business Enterprise/Small Local Business Enterprise (LBE/SLBE) requirements.

On July 21, 2015, the Council adopted [Resolution No. 85717 C.M.S.](#) authorizing the seven selected firms for three-year Professional Service Agreements (PSAs), with options for three one-year extensions, with the total PSA amount of \$500,000 per firm. One of the seven selected firms was unable to meet all of the City's contracting requirements and did not enter into a PSA. The remaining six firms entered into PSAs with the City for the original three-year term. The initial three-year contract period terminated in 2018, and an internal evaluation led staff to pursue extensions with five of the six remaining firms through July of 2021.

On June 1, 2021, the Council adopted [Resolution No. 88677 C.M.S.](#) authorizing extensions of both amount and duration to the actions authorized for the five remaining firms (Century Urban, David Rosen Associates, Economic & Planning Systems, Hausrath Economics Group and

Keyser Marsten Associates) in Resolution No. 85717. The Council authorized a two-year extension of the services with an option for an additional one-year extension, subject to Council approval. As a result, the PSAs with each firm were extended through July of 2023. The amount of each agreement was also increased by an additional \$500,000 per firm, for a total of \$1,000,000 per firm for the total duration of the PSA. The City Council also asked that the City Administrator prepare an annual informational report for submission to the Council describing the projects and detailing the expenditures of each firm.

### **ANNUAL REPORT, JULY 2021 – JULY 2022**

The following five firms combined have provided services on 12 projects during the review period for this report, July 2021 – July 2022. In addition to providing services for EWDD, the Firms have provided services for the Planning and Building Department (PBD) and the City Administrator's Office (CAO). A description of the services each firm provided over the last year is provided below.

1. **Century Urban (CU)** provided consulting services on five projects, accounting for a total of \$480,038.75 during the review period. CU is actively working with the CAO on the Waterfront Ballpark District project. CU has also worked with the Economic & Workforce Development Department (EWDD) on major projects including the T5/T6 (Samuel Merritt University) Parcel II Financial Analysis Review, the 1911 Telegraph Financial Review, the Lakehouse Project Financial Review, and the 95<sup>th</sup> and International Affordable Housing Financial Analysis Review.
2. **David Paul Rosen and Associates (DRA)** has not engaged in any projects for the City during the review period.
3. **Economic & Planning Systems (EPS)** provided consulting services on three projects, accounting for a total of \$137,623.67 during the review period. EPS worked with PBD on the Downtown Oakland Specific Plan Incentive project. EPS has also worked with EWDD on the Oak Knoll Community Facility District implementation process and the Police Administration Building Financial Analysis Review.
4. **Hausrath Economics Group (Hausrath)** provided consulting services on four projects, accounting for a total of \$273,815.00 during the review period. Hausrath has engaged with PBD on all four projects, with each "project" representing analysis of an authorized phase of PBD's Downtown Zoning Incentive Program. Their work for the fifth phase began after the review period, in September of 2022.
5. **Keyser Marston Associates (KMA)** has not engaged in any projects for the City during the review period.

A breakdown of how many funds were spent by each Firm is included in **Table 1** below. It also shows how much funding is left in each Firm's PSA.

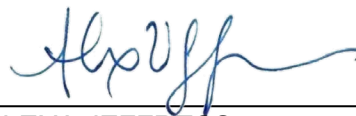
**Table 1: Funds Expended by Firm**

Firm	Total Funds Expended before Extension 7/2021	Funds Expended 07/2021-07/2022	# of Projects 7/2021-7/2022	Total Funds Expended 7/2015-7/2022	Total Contract Authority Remaining 7/2022
Century Urban	\$412,000.00	\$480,038.75	5	\$892,038.75	\$107,961.25
David Rosen Associates	\$99,800.00	\$0.00	0	\$99,800.00	\$900,200.00
Economic & Planning Systems	\$192,000.00	\$137,623.67	3	\$329,623.67	\$670,376.33
Hausrath Economics Group	\$206,000.00	\$273,815.00	4	\$479,815.00	\$520,185.00
Keyser Marsten Associates	\$329,377.05	\$0.00	0	\$329,377.05	\$670,622.95
<b>Total</b>	<b>\$1,239,177.05</b>	<b>\$891,477.42</b>	<b>12</b>	<b>\$2,130,654.47</b>	<b>\$2,869,345.53</b>

Consistent with City Council direction, staff will issue the next annual report detailing activity from July 2022 – July 2023 in Fall of 2023.

For questions, please contact Kimani Rogers, Urban Economic Analyst IV, at 510-238-6204.

Respectfully submitted,



ALEXA JEFFRESS

Director, Economic & Workforce Development  
Department