



THE CITY OF SAN DIEGO

DATE ISSUED: January 27, 2010 REPORT NO.: RA-10-08

ATTENTION: Honorable Chair and Members of the Redevelopment Agency
Docket of February 2, 2010

SUBJECT: Agreement with Keyser Marston Associates, Inc. for As-Needed Economic
Consultant Services

REQUESTED ACTIONS: That the Redevelopment Agency:

1. Approve the As-Needed Agreement Between the Redevelopment Agency of the City of San Diego and Keyser Marston Associates, Inc. for Economic Consulting Services and authorize the Executive Director or designee to execute the Agreement.
2. Authorize the City's Chief Financial Officer, as delegated, to appropriate, encumber and expend non-housing tax increment funds of up to \$100,000 immediately committed and the remaining \$200,000 contingent on first furnishing a certificate that funds are, or will be, on deposit in the City Treasury for additional work that may be required on an as-needed basis.

STAFF RECOMMENDATION: Approve the requested actions.

BACKGROUND: On October 30, 2009, the Agency released a Request for Qualifications (RFQ) for Economic Consultants to provide economic and financial analysis services for the Redevelopment Project Areas administered by the Redevelopment Division and the Southeastern Economic Development Corporation (SEDC). Based on the solicitation, the Agency received 14 responses. The RFQ review panel consisted of staff from the Redevelopment Division and SEDC. The primary services economic consultants provide include pro forma analyses to evaluate the financial feasibility of proposed projects and provide recommendations for Agency financial participation; real estate market and economic feasibility studies; and blight, economic and financial analyses for redevelopment plan amendments and adoptions. Responses were evaluated according to set criteria, including an understanding of California Redevelopment Law, experience in real estate finance with emphasis on urban infill projects, understanding of the local environment and other factors. The evaluation team then conducted in-person interviews of a select group of firms.

DISCUSSION: Of the fourteen firms who responded to the RFQ, the review panel selected six firms to be placed on a list of pre-qualified consultants that the Redevelopment Division and/or SEDC may engage for general as-needed services or for specific tasks. The six firms are Keyser Marston Associates, Inc.; Bay Area Economics; Rosenow Spevacek Group; Tierra West



Redevelopment Agency

1200 Third Avenue, Suite 1400, MS 56D • San Diego, CA 92101-4110
Tel (619) 236-6700 Fax (619) 533-3219

City Planning & Community Investment



Advisors, Inc.; David Paul Rosen & Associates; and Seifel Consulting, Inc. As the need for services arises, bids will be solicited from the pre-qualified firms deemed to be the best fit for the particular scope of work. Bids may be solicited from some or all of the pre-qualified firms.

The Requested Action is approval of an agreement with Keyser Marston Associates, Inc. Agreements with the remaining pre-qualified firms will be awarded under the Executive Director's authority to award contracts.

EQUAL OPPORTUNITY CONTRACTING: The Agreement is subject to the City's Equal Opportunity Contracting (San Diego Ordinance No. 18173, Section 22.2701 through 22.2708) and Non-Discrimination in Contracting Ordinance (San Diego Municipal Code Sections 22.3501 through 22.3517).

ENVIRONMENTAL REVIEW: This activity is statutorily exempt from CEQA pursuant to State CEQA Guidelines, Section 15262.

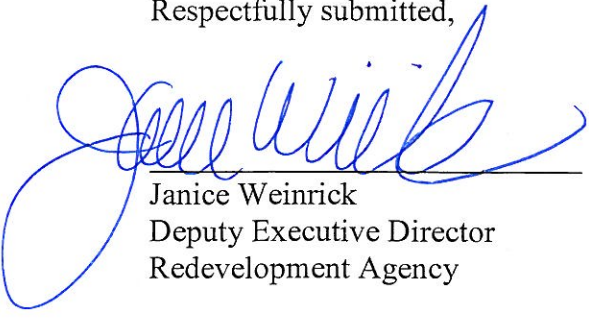
FISCAL CONSIDERATIONS: There is no impact to the City's General Fund. Funds for the first year in the cumulative amount of \$100,000 are proposed to be committed at this time and are available within the Project Areas' carryover and FY2010 capital projects budgets. These expenditures were taken into account when determining each Project Area's ability to fund its CDBG repayment to the City and its estimated portion of the State's ERAF Take and will not impact the Agency's ability to make the CDBG repayment to the City or the FY 2010 ERAF Payment at such time it becomes legally obligated to do so. Subsequent years' funding will be appropriated in future Agency budgets and encumbered on an as-needed basis contingent on the City Comptroller first furnishing a certificate that funds are, or will be, on deposit in the City Treasury.

PREVIOUS AGENCY AND/OR COMMITTEE ACTION: None.


COMMUNITY PARTICIPATION & PUBLIC OUTREACH EFFORTS: None.

PROJECTED IMPACTS AND KEY STAKEHOLDERS: Keyser Marston Associates, Inc.: A. Jerry Keyser, President; Gerald Trimble, Managing Principal; Paul C. Marra, Principal

Respectfully submitted,



Janice Weinrick
Deputy Executive Director
Redevelopment Agency



Approved: William Anderson
Assistant Executive Director
Redevelopment Agency

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