

Southeastern  
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## Memorandum

Date Issued: January 15, 2010 Item No. 7a - Report No. 10-001

Meeting of: January 20, 2010

To: Chair and Members of the Board of Directors' Budget and Finance Committee

From: Nancy M. Lytle, AICP, Vice President of Projects and Development

**Subject:** *Review and Recommend Approval an Agreement for Economic Services with Keyser Marston Associates, Inc.*

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### SUMMARY:

Staff Recommendation: That the Committee recommends the Board approval of an Agreement for as-needed services between the Southeastern Economic Development Corporation (SEDC) and Keyser Marston Associates, Inc. (KMA) for Economic Consulting Services (Agreement) for a total compensation of \$400,000 from the approved FY 2010 SEDC Program Budget.

Fiscal Impact: Funding in the amount of \$400,000 was anticipated in the SEDC FY2010 Program Budget for economic consulting services and is available Southcrest Capital Projects and Low and Moderate Housing Funds for Central Imperial in the amount of \$160,000 and for Southcrest in the amount of \$240,000.

### BACKGROUND

The Request for Qualifications for Economic Consultants (RFQ) for services to the Agency staff and SEDC was distributed on October 12, 2009. The RFQ process for advertising, receipt of proposals, review and interviewing was led by the Agency staff in partnership with SEDC staff. Distribution included posting on the Agency's and SEDC's websites, sent to a list of financial consultants, posted in the Daily Transcript, and also on the website of the California Redevelopment Association. Fourteen submittals were received by the October 30, 2009 due date, and interviews were held in early December. Submittals were rated by Agency and SEDC staff based on criteria that included the competitiveness of fees, redevelopment experience understanding and methodology of scope of work, project examples and references, experience of personnel, local presence and equal opportunity employment.

## DISCUSSION

Submittals were received from KMA, RSG, Seifel, David P. Rosen, BAE, Tierra West, Basile Bauman Prost Cole ERA/AECOM, C.H. Johnson, Jones Lang LaSalle, Kosmont, MarketPointe Realty, Ometeotl Group, and Rea & Parker. Based on the RFQ criteria, the firm of KMA was the unanimous choice of the Agency and SEDC selection panel. While ranked as one of the preeminent Redevelopment firms in California, KMA has extensive, specific experience in the issues that face the Agency and can draw from their knowledge and involvement in redevelopment projects throughout the state to provide expert and up to date economic, redevelopment and financial services to the Agency. KMA represents public sector clients in over 50 communities in California.

- Agreement

The Agreement in the amount of \$400,000 is for a term of three years following execution of the Agreement. In the as-needed Agreement, there is a general 'Description of Professional Services' and individual 'Task Order Authorizations' that include all activities or work anticipated to be necessary for completion of each Task requested by SEDC. The Task Order Authorizations contain the Scope of Services, Time of Performance and not to exceed cost in order to administer each Task Order for completion of work, on-time and on-budget. Task Orders are required to be pre-approved before performance of services.

- Scope of Services

SEDC anticipates the need for economic and financial services for the redevelopment plans' merger and amendments, project feasibility analyses, analyses and documentation real estate transactions and negotiations for complex development agreements. The anticipated first Task Order would be for the redevelopment plans financial mergers, territorial expansion and SB211 amendment as identified in the SEDC Preliminary Draft Strategic Plan recommendations.

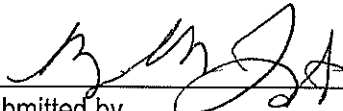
## EQUAL OPPORTUNITY CONTRACTING (EOC):


KMA has a San Diego office staff of 14 employees, including six females. Forty-two per cent of the employees are from the following minority groups: 2 Black Females, 1 Hispanic Female, 2 Asian Females and 1 Asian Male.

KEY STAKEHOLDERS: Keyser Marston Associates, Inc., a private real estate and economic consulting firm, including Timothy C. Kelly, President, and Gerald M. Trimble, Senior Principal.

CONCLUSION

The consulting services of KMA will add the economic, redevelopment and financial expertise to the projects and development staff for a team effort in the implementation of projects and programs within SEDC's Area of Influence.

  
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Submitted by  
Nancy M. Lytle, AICP  
Vice President of Projects and Development

  
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Approved by:  
Brian L. Trotier  
Acting President/CEO