

RESOLUTION 2014-205

**RESOLUTION WAIVING BPC POLICY NO. 110,
SECTION IIC AND TO AUTHORIZE AN
AGREEMENT WITH COOK + SCHMID, LLC FOR
AN AMOUNT NOT TO EXCEED \$317,412 FOR A
PERIOD OF TWO YEARS FOR THE NORTH
EMBARCADERO PERSONALIZED PAVER AND
STREET FURNITURE NAMING PROGRAM FOR
PROGRAM ADMINISTRATION SERVICES**

WHEREAS, the San Diego Unified Port District (District) is a public corporation created by the legislature in 1962 pursuant to Harbors and Navigation Code Appendix 1, (Port Act); and

WHEREAS, the Board of Port Commissioners (BPC) adopted BPC Policy No. 110 to establish a policy governing the processing and administration of public projects, consulting and service agreements, the purchasing of supplies, materials and equipment, and grants; and

WHEREAS, the North Embarcadero Visionary Plan (NEVP) Phase 1 is a multi-phased public improvement project to enhance San Diego's North Embarcadero with over 1.2 miles of linear park; and

WHEREAS, NEVP Phase 1 was designed and funded through a partnership among the City of San Diego, the District, and Civic San Diego (formerly Centre City Development Corporation) acting through a Joint Powers Authority (JPA); and

WHEREAS, as part of an effort to raise revenues to increase the budget of NEVP Phase 1, at the September 2013 JPA Board Meeting, the JPA Board directed JPA staff to work with each Member Agency to implement or to seek the direction necessary to implement a personalized paver and street furniture naming program (Program); and

WHEREAS, together with a consultant, District staff has developed a Program manual and proforma and the services to be provided under the agreement were competitively bid through two Requests for Proposals but no proposals were received; thus, staff negotiated agreements directly with the proposed consultants; and

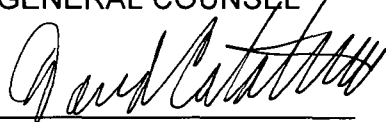
WHEREAS, staff negotiated a two year agreement with Cook + Schmid, LLC for an amount not to exceed \$317,412 on an as needed basis for program administration services which include all of the processes for a customer to

procure the paver or street furniture elements, utilizing the website, marketing plan, maintenance process, frequently asked questions, etc.

NOW, THEREFORE, BE IT RESOLVED by the Board of Port Commissioners of the San Diego Unified Port District, as follows:

BPC Policy No. 110, Section IIC is hereby waived and that the Executive Director or his designated representative is hereby authorized and directed on behalf of the San Diego Unified Port District to enter into an agreement with Cook + Schmid, LLC for an amount not to exceed \$317,412 for a period of two years for the North Embarcadero Personalized Paver and Street Furniture Naming Program for Program Administration Services.

APPROVED AS TO FORM AND LEGALITY:
GENERAL COUNSEL



By: Assistant/Deputy

2014-205

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 14th day of October 2014, by the following vote:

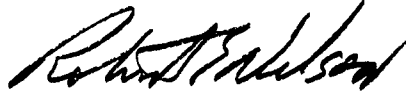
AYES: Bonelli, Castellanos, Malcolm, Merrifield, Moore, Nelson, and Valderrama.

NAYS: None.

EXCUSED: None.

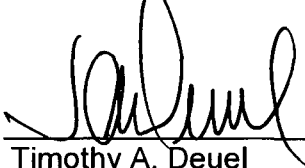
ABSENT: None.

ABSTAIN: None.



Robert E. Nelson, Chairman
Board of Port Commissioners

ATTEST:



Timothy A. Deuel
District Clerk

(Seal)