



**AGENDA SUMMARY PAGE**  
**City Council**  
**Meeting of: January 15, 2025**

Agenda Item No.:  
**24**

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**DEPARTMENT: Finance**

**CONSENT**

**DIRECTOR: Gayle Lloyd-Leakos**

**SUBJECT:**

For possible action to approve award of Contract No. 240144-DM, Economic Impact Study For Historic Jackson Avenue Redevelopment - Department of Economic and Urban Development - Award recommended to: HR&A ADVISORS, INC. (Not-to-Exceed \$175,000 - Federal State and Local Initiatives Special Revenue Fund) - Ward 5 (Summers-Armstrong)

**FISCAL IMPACT:**

Budget Funds Available

Amount: Not-to-Exceed \$175,000

Funding Source: Federal State and Local Initiatives SRF

Dept./Division: Economic and Urban Development

**PURPOSE/BACKGROUND:**

The primary goal of this project is to comprehensively understand the economic opportunities and challenges facing Jackson Avenue. The company will complete an analysis of the historical context, current ownership landscape, development potential, and barriers to investment to identify strategies for reinvestment that foster economic growth without displacement. This award recommendation is made as the result of a competitive Request for Proposals process. The project is funded through a U.S. Department of Commerce, Economic Development Administration (EDA) grant. HR&A ADVISORS, INC. is located in Los Angeles, California.

**RECOMMENDATION:**

Approve as recommended, with signature authority granted to the Purchasing and Contracts Manager per R-20-2017.

**BACKUP DOCUMENTATION:**

1. Contract No. 240144-DM
2. Certificate - Disclosure of Ownership and Principals