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OAKLAND

CITY OF OAKLAND
COUNCIL AGENDA REPORT 2003 OCJ -2 PH 2:05

TO: Office of the City Manager
ATTN: Deborah Edgerly
FROM: Public Works Agency
DATE: October 14, 2003

RE: A resolution authorizing the City Manager to accept a contribution of \$10,000 from the Friends of Peralta Hacienda Historical Park (Friends) and award a contract for an amount not to exceed \$190,000 to Friends of for project management services to oversee the development and implementation of an interpretive exhibit project, valued at \$200,000, for Peralta Hacienda Historical **Park**

SUMMARY

The Council is requested to approve a resolution accepting a contribution of \$10,000 from the Friends of Peralta Hacienda Historical Park (Friends) and authorizing the City Manager to award a contract for an amount not to exceed \$190,000 to Friends, a non-profit organization, for project management services to oversee the development and implementation of an interpretive exhibit project. The project will provide historical interpretive exhibits for the Peralta Hacienda House and the Park. The project is funded by a \$100,000 grant to the City from the State Office of Historic Preservation California Heritage Fund and by matching funds of \$90,000 from the City and \$10,000 from a grant to Friends from the California Council for the Humanities. The total project amount is \$200,000.

FISCAL IMPACTS

Resolution No. 76971 C.M.S., dated February 26, 2002, authorized the City to apply for, accept and appropriate a grant from the State Office of Historical Preservation (SHPO). The City was successful in obtaining the grant in May 2002 for the Peralta Hacienda Historical Park (PHHP) interpretive exhibits. The grant provides funding of \$100,000 for the implementation of historical, interpretive exhibits documenting the history of Peralta Hacienda Historical House and Park. The grant funding will be appropriated upon receipt of the executed contract from SHPO, estimated no later than the end of September 2003.

The grant funding requires 100% matching funds, also to be used for the interpretive project. Of the \$100,000 required for matching, \$90,000 is coming from City's Measure I, General Obligation Bond (Project No. C86500, Fund No. 5010) and from Council Discretionary Funds from District 5 (Paygo, Fund No. 5500). An additional \$10,000 will come from a grant to Friends from the California Council for the Humanities (CCH).

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Maintenance and operational costs to the City for the interpretive exhibits should be minimal, if not negligible, as the exhibits will be implemented mostly inside the Peralta Hacienda Historical House. The house has recently been renovated through the cooperative effort of the Friends and the City. The exhibits will be a part of the historical educational and tour program that Friends will be conducting.

BACKGROUND

The City working with Friends submitted a grant application in 2002 to the State Office of Historical Preservation (SHPO) to obtain a grant for implementation of historical interpretive exhibits. The City was successful in receiving the grant, although the grant amount was reduced from the amount requested in the application. The City has been working with SHPO to revise the grant scope to reflect the awarded amount. An executed contract from SHPO is forthcoming.

The grant application states that Friends will be responsible for implementation of the project scope. Friends has the historical knowledge and information relative to this project and will be able to implement the project promptly.

Completion of this project will meet Council's Goal No. 4 to Support Youth by providing community programs for youth by creating after-school and educational programs for children and youth as well as benefit the public. The project will also support Council's Goal No. 6 to Maintain and Enhance Oakland's Physical Assets. By working with Friends, Council's Goal No.7 to Inspire Creativity and Civic Engagement is enhanced as the City collaborates with community-based organizations to enhance community ownership and participation.

PROJECT DESCRIPTION

The project is to provide historical interpretive exhibits for the Peralta Hacienda House and the Park. The project scope will provide two major areas of Peralta House interpretation. The main area focuses on the interior Peralta House exhibits using photo panels and paintings displaying historical images. Interpretive audio stations will be established at various rooms to provide storytelling of the history of each particular space and document aspects reflective of the historical era of the Peralta family, the stream of newcomers after the Gold Rush, the Native Americans who had been brought to the missions, and the Spanish-influenced rancho era. Exhibit cases will be fabricated and installed displaying labeled artifacts and historical fixtures. Photographic displays and frameworks will be used to provide interpretive information. Signage will identify the significance of specific elements on the interior and the exterior of the house.

The second area of the interpretive project will focus on the outdoor park with the development of an outdoor audio tour program. The purpose of the project is to help visitors understand the vanished history of the rancho period that existed in past times on the spot now occupied by the Park. The audio tour will guide visitors through the Park, identifying locations of the adobe wall and the footprint of the adobe houses, the site of the Peralta orchard, the bull ring, and the creek, and explaining their importance to early California settlement.

KEY ISSUES AND IMPACTS

The grant application specifically stated that the project would be implemented with the involvement of Friends, who was instrumental in the development of the application package and who has knowledge through extensive research of the site history and use. The contract will allow Friends to expeditiously implement the design development of the interpretive exhibits, provide historical information and text for the exhibits, and complete fabrication and installation of the exhibits.

Friends is contributing \$10,000 to complete the matching funds for the California Heritage Fund Grant. The contribution will result in the completion of the interpretive project elements that shall become property of the City. The City is required to accept the contribution as a gift for the completed project.

SUSTAINABLE OPPORTUNITIES

Economic: The completed interpretive exhibits can serve as expanded awareness for the public on the historical significance of this site and allow expansion of educational programs that could economically benefit the surrounding neighborhood with increased public awareness of the site significance.

Environmental: The exhibit display materials used will incorporate sustainability design and recycled-content materials to the extent possible.

Social Equity: The project will provide enrichment of historical awareness and pride for the surrounding neighborhoods by identifying and celebrating the ethnic diversity that has contributed to the Park throughout its significant history.

DISABILITY AND SENIOR CITIZEN ACCESS

The interpretive exhibits will be installed on the interior and the exterior of the existing Peralta House. The Peralta House is an historic house in compliance with California Codes of Regulations, Title 24 and ADA Accessibility Guidelines for historical buildings. This includes disability accessible ramp entry to the building, accessible restrooms within the house and a disabled parking space.

RECOMMENDATION(S) AND RATIONALE

It is recommended that the City Manager or her representative be authorized to accept a gift of \$10,000 from Friends and award a contract in an amount not to exceed \$190,000 to Friends for project management services to oversee the development and implementation of an interpretive exhibit project with a total project value of \$200,000 for Peralta Hacienda Historical Park.


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The award of this contract will complete the interpretive exhibit project in an expeditious manner by utilizing Friends' knowledge of the history of the site.

ACTION REQUESTED OF THE CITY COUNCIL

City Council is requested to approve the aforementioned resolution.

Respectfully submitted,



CLAUDETTE R. FORD

Director, Public Works Agency

Prepared by:

Lily Soo Hoo, Project Manager
Facilities Planning & Development Division
Public Works Agency

Reviewed by:

Jeanne Zastera, Manager
Facilities Planning & Development Division
Public Works Agency

APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE



OFFICE OF THE CITY MANAGER

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FILED
OFFICE OF THE CITY CLERK
OAKLAND

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OAKLAND CITY COUNCIL

RESOLUTION No: _____ C.M.S.



A RESOLUTION AUTHORIZING THE CITY MANAGER TO ACCEPT A CONTRIBUTION OF TEN THOUSAND DOLLARS (\$10,000) FROM FRIENDS OF PERALTA HACIENDA HISTORICAL PARK (FRIENDS) AND AWARD A CONTRACT IN AN AMOUNT NOT TO EXCEED \$190,000 TO FRIENDS FOR PROJECT MANAGEMENT SERVICES TO OVERSEE THE DEVELOPMENT AND IMPLEMENTATION OF AN INTERPRETIVE EXHIBIT PROJECT, VALUED AT \$200,000, FOR PERALTA HACIENDA HISTORICAL PARK

WHEREAS, the City received a grant from the State Office of Historic Preservation California Heritage Fund in the amount of \$100,000 for historical interpretive exhibit project on the Peralta Hacienda Historical Park (Project); and

WHEREAS, the City and the Friends of Peralta Hacienda Historical Park (Friends) desire to implement historical interpretive exhibits for the Peralta Historical House and site; and

WHEREAS, the Friends received grant funding of \$10,000 from the California Council for the Humanities and will include the grant as matching funds for the California Heritage Grant; and

WHEREAS, the City has matching funds totaling \$90,000 available in Measure I, General Obligation Bond, (Fund 5010) and in District 5 Council Discretionary Funds (Fund 5500); and

WHEREAS, the above funding constitutes a total of \$200,000 available for the interpretive project; and

WHEREAS, the implementation of the Peralta Hacienda Historical Park interpretive project would benefit the City and the Oakland community at large; and

WHEREAS, the City wishes to award a contract to Friends of Peralta Hacienda Historical Park to provide project management services to implement the project; and

WHEREAS, the City Council finds and determines that the performance of this contract shall not result in the loss of employment or salary by any person having permanent status in the competitive services and that the services are temporary in nature; now therefore, be it

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RESOLVED: That the City Manager, or her designee, is hereby authorized to accept a contribution of ten thousand dollars (\$10,000) from Friends of Peralta Hacienda Historical Park, a non-profit organization, and to award a contract in an amount not to exceed \$190,000 to Friends for project management services to oversee the development and implementation of an interpretive exhibit project, valued at \$200,000, partially funded by the State Office of Historic Preservation California Heritage Fund Grant; and, be it

FURTHER RESOLVED: That the City Manager, or his designated representative, is hereby authorized to approve any subsequent amendments, modifications, or extensions of said agreement, excepting those related to increasing the amount of the contract above the amounts authorized under this Resolution; and be it

FURTHER RESOLVED: That all documents shall be reviewed and approved by City Attorney for form and legality prior to execution, and copies will be placed on file with the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2003

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN AND
PRESIDENT OF THE COUNCIL DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California

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LIFE ENRICHMENT CMTE.

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