

Agenda Report

2005 JUN 29 PM 3:18

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Oakland Public Library
DATE: July 12, 2005
RE: **RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR, ON BEHALF OF THE CITY OF OAKLAND, TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH JONATHAN HIRABAYASHI DESIGN (JHD), IN AN AMOUNT NOT TO EXCEED EIGHT HUNDRED THOUSAND DOLLARS (\$800,000) AND FOR THE PERIOD OF SEPTEMBER 1, 2005 THROUGH SEPTEMBER 30, 2007, FOR THE DESIGN, FABRICATION AND INSTALLATION OF A FAMILY HISTORY MEDIA AND RECORDING CENTER (FHMRC) AND MUSEUM EXHIBITION SPACE FOR THE AFRICAN AMERICAN MUSEUM AND LIBRARY AT OAKLAND (AAMLO)**

SUMMARY

Staff has prepared a report and resolution authorizing the City Administrator to enter into a professional services agreement with Jonathan Hirabayashi Design (JHD), in an amount not to exceed eight hundred thousand dollars (\$800,000) and for the period of September 1, 2005 through September 30, 2007, for the design, fabrication and installation of a Family History Media and Recording Center (FHMRC) and exhibition space for the African American Museum and Library at Oakland (AAMLO). JHD is a certified local minority firm selected for this project through a Request for Proposals (RFP) process. The agreement is funded through a California Department of Parks and Recreation/Historical and Cultural Resources Preservation Grant, awarded specifically for the purpose of developing a permanent exhibit for AAMLO.

FISCAL IMPACT

Funding for this agreement, including the 3% contract assessment fee, is provided in the California Department of Parks and Recreation/Historical and Cultural Resources Preservation Grant and budgeted as follows: Fund 2134 (California Parks and Recreation); Organization 61511 (AAMLO); Project G241310 (AAMLO History Record/Media Ctr.); Account 54919 (Contract Services). Completion of this grant-funded contract will result in an enhanced visitor experience at AAMLO. There is no fiscal impact on the General Fund.

BACKGROUND

In July 2001, the City of Oakland received notification that AAMLO was nominated to compete for funding available from the Urban Recreational and Cultural Centers, Museums and Facilities for Wildlife Education or Environmental Education Grant. Accordingly, Library Director Carmen Martinez and AAMLO Chief Curator Rick Moss prepared a 2002-2003 State Legislative

proposal, approved by the City Council in Resolution No. 76798 C.M.S., dated October 30, 2001, wherein the FHMRC concept was proposed. The City accepted and appropriated the \$1,000,000 grant from the State Department of Parks and Recreation in Resolution No. 77949 C.M.S., dated July 15, 2003. The purpose of the grant is to provide a permanent exhibit space for AAMLO that incorporates the FHMRC.

The purpose of the FHMRC is to promote generational communications that encourage family and community connections. An innovative multimedia format will combine the rich cultural heritage contained in the oral histories of Oakland residents, and the human relationships that led to the development of vibrant and varied East Bay communities. It will link them to each other, the region, the nation and the world. A media environment will be created where the family recollections, archival collections and community histories can be interpreted and accessed via a unique multimedia computer platform. The multimedia interface will use the framework of people, place and time and allow the public to customize their own network of connections as they link to a growing database of individual, family and community stories as seen through the background of African American history.

AAMLO's goal is to become a center for the gathering and dissemination of American stories, as seen through the eyes of the African American community, which promote the institutions of family and community. The Historical and Cultural Resources Preservation grant allows AAMLO to develop an exhibition consistent with its mission "to discover, preserve, interpret and share the historical and cultural experiences of African Americans in Northern California for present and future generations" that will retain its validity and relevance over many years.

Request for Proposals (RFP) Process

AAMLO, working with the Contract Compliance and Employment Services Division, issued an RFP for exhibition design and fabrication services in March 2005. The RFP sought to identify industry professionals familiar with the creative process of exhibition design to present proposals that would a) incorporate emerging information-based delivery systems; b) emphasize the importance of "connections" in historical development, and c) create a dynamic and flexible exhibition environment that would define, and be unique to AAMLO. The RFP called for proposals that would present a plan to guide the overall design, fabrication and installation of the exhibition and all of its multimedia components. Proposals had to include plans for the following:

- Delivery of conceptual designs/drawings for exhibit layout and multimedia components.
- Delivery of schematic designs for exhibit layout and multimedia components (e.g., elevation, placement, graphics and lighting systems, outline of multimedia elements and features, interactive flow charts, video story boards content, screen layouts).
- Contract responsibility for the supervision of exhibition fabrication, graphic design & production, and lighting.
- Contract responsibility for the supervision of the design, development, selection and procurement of multimedia hardware and software.
- Installation of completed exhibit and multimedia components.
- Post Installation follow-up on Multimedia components (1 year service warranty).

RFP packages were mailed to 13 firms nation wide. Four firms submitted letters of intent to apply. Two firms attended the bidder's conference held at AAMLO on March 23, 2005 and both of those firms, Jonathan Hirabayashi Design (JHD) of Oakland, and General Graphics Exhibits (GGE) of San Francisco, submitted proposals by the April 25, 2005 deadline.

AAMLO established an evaluation team that included OPL executive management, Public Works Agency facility management, and an Oakland Museum of California Senior Curator and cultural facilities manager. The cultural facilities manager also represented the Board of the Northern California Center for Afro-American History and Life, OPL's private non-profit partner in the establishment of AAMLO. Contract Compliance and Employment Services also reviewed the proposals to determine the level of compliance with the City's contracting requirements.

The evaluation team met on May 12, 2005 to discuss and rate the proposals. While both firms were highly rated in terms of relevant experience and qualifications of personnel, the team believed that JHD demonstrated a superior approach to the unique requirements set forth in the RFP. They believed that the small team assembled by JHD was more cohesive and more likely to pull together a project that was unique to AAMLO. They deemed that, generally, the JHD submission was more responsive to the RFP. Further, Contract Compliance and Employment Services determined that JHD was in compliance with the City's Local/Small Local Business Enterprise (L/SLBE) program, awarding them 4 preference points, while GGE did not meet the L/SLBE requirement (see Attachment A.) The evaluation team selected JHD by consensus.

KEY ISSUES AND IMPACTS

The timeframe of the California Department of Parks and Recreation/Historical and Cultural Resources Preservation Grant is January 1, 2003 to December 31, 2007. According to grant guidelines, all grant funds must be encumbered by December 2005. The JHD contract is scheduled to run from September 1, 2005 to September 30, 2007, in order to allow adequate time to complete the work of JHD within the term of the grant.

The preliminary design included in the JHD proposal does not require structural alterations to the AAMLO second floor gallery space. Final designs will be required to work with the existing electrical wiring capacity built into the historic renovation of AAMLO completed in 2001. The renovation contractors anticipated the use of multimedia technology; therefore, the space already has ample electrical capacity.

SUSTAINABLE OPPORTUNITIES

Economic: JHD is a certified Local/Small Local Business Enterprise, with a 62% share of the project. Most of the materials and supplies needed for this project will be purchased locally.

Environmental: There are no negative environmental impacts associated with approving the contract. Materials that have been approved as non-toxic or non-invasive will be used in both construction and production of multimedia computer platforms.

Social Equity: The development of the permanent exhibit for AAMLO represents a major enhancement to an important Oakland cultural resource. AAMLO strives to be a center where people gather to experience the rich and varied history of the African American community. This project will provide the structure and resources to achieve that end.

DISABILITY AND SENIOR CITIZEN ACCESS

The design of the Family History Media and Recording Center will be in compliance with the American Disabilities Act (ADA) and provide disability access for the public.

RECOMMENDATIONS AND RATIONALE

Staff recommends that the City Council approve a resolution authorizing the City Administrator, on behalf of the City of Oakland to enter into a professional services agreement with Jonathan Hirabayashi Design (JHD), in an amount not to exceed eight hundred thousand dollars (\$800,000) and for the period of September 1, 2005 through September 30, 2007, for the design, fabrication and installation of a Family History Media and Recording Center (FHMRC) and exhibition space for the African American Museum and Library at Oakland (AAMLO).

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the City Council approve this resolution.

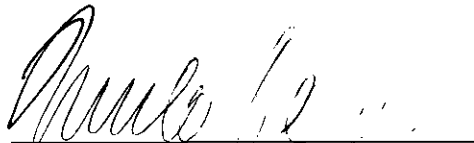
Respectfully submitted,



Carmen Martínez
Director, Library Services

Prepared by:
Rick Moss
AAMLO Director/Chief Curator

APPROVED FOR FORWARDING TO THE
LIFE ENRICHMENT COMMITTEE


Office of the City Administrator

attachment

OFFICE OF THE CITY ADMINISTRATOR
 Contract Compliance & Employment Services Division

Memo

TO: Karimah Watson, Management Assistant
THROUGH: Deborah Barnes, CC&ES Manager *Deborah Barnes*
FROM: Vivian Inman, Contract Compliance Officer
CC: Contract Compliance Officer File
DATE: May 2, 2005

RE: African American Museum and Library at Oakland - Permanent Exhibit

Contract Compliance & Employment Service reviewed two (2) proposals received in response to the above referenced project. Below is the outcome of our compliance evaluation for the twenty percent (20%) minimum participation requirement and a preliminary review for compliance with the Equal Benefits Ordinance.

The local/small local compliance findings are as follows (in alphabetical order):

Company Name	Bid Amount (if applicable)	Proposed Participation				Preferences		Banked Credits Eligibility	EBO Compliant ? Y/N
		Total	LBE	SLBE	Trucking	Preference Points	Adjusted Bid Amount		
General Graphics &	NA	0.00%	0.00%	0.00%	NA	0%	NA	0	Y
Jonathan Hirabayashi	NA	62.50%	0.00%	62.50%	NA	4	NA	2	Y

As noted above, Jonathan Hirabayashi met and exceeded the 20% L/SLBE requirement and is in compliance with the City's EBO policy. Hirabayashi is eligible to receive 2 banked credits. General Graphics & Exhibits did not meet the L/SLBE requirement.

Should you have any questions please feel free to contact me at 238-6261.

LBE/SLBE Participation General Graphics & Exhibits

Project Name: African American Museum & Library at Oakland - Permanent Exhibit

Project No.:		Engineers Estimate:								
Discipline	Prime & Subs	Location	Cert. Status	LBE %	SLBE %	LBE/SLBE %	TOTAL Percentage	For Tracking Only		
								Ethn.	MBE	WBE
PRIME Design MultiMedia	General graphics & Exhibits	SF	UB				42.00%	NL		
	IQ Magic	Santa Monica	UB				18.00%	NL		
	Red Hill Studios	Larkspur	UB				40.00%	NL		
Project Totals				0%	0%	0%	100.00%		0%	0%
Requirements: The 20% requirements is a combination of 10% LBE and 10% SLBE participation. An SLBE firm can be counted 100% towards achieving 20% requirements. LBE firms can only be counted up to 10% of the total contract amount.				LBE 10%	SLBE 10%	TOTAL LBE/SLBE 20%		Ethnicity AA = African American A = Asian C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed		
Legend		LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise				UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise				



City of Oakland

Equal Benefits Ordinance

Certificate of Compliance

is hereby awarded to

General Graphics Exhibits

For satisfying all requirements necessary for compliance with the Equal Benefits Ordinance.

Deborah Barnes

Deborah Barnes

Contract Compliance & Employment Services Manager

April 30, 2005

Date

LBE/SLBE Participation Jonathan Hirabayashi Design

Project Name: African American Museum & Library at Oakland - Permanent Exhibit

Project No.:		Engineers Estimate:									
Discipline	Prime & Subs	Location	Cert. Status	LBE %	SLBE %	LBE/SLBE %	TOTAL Percentage	For Tracking Only			
								Ethn.	MBE	WBE	
PRIME Proj. Mgr. Exhibits Proj. Mgr. Multimedia Metal Work	Jonathan Hirabayashi Design	Oakland	CB		62.50%	62.50%	62.50%	A	62.50%		
	Gene Takeshita Design		UB					NL			
	Jeffrey Reynolds, Ph.d		UB					NL			
	Kytin Design		UB					NL			
Project Totals				0.00%	62.50%	62.50%	100.00%		62.50%	0.00%	
Requirements: The 20% requirements is a combination of 10% LBE and 10% SLBE participation. An SLBE firm can be counted 100% towards achieving 20% requirements. LBE firms can only be counted up to 10% of the total contract amount.				LBE 10%	SLBE 10%	TOTAL LBE/SLBE 20%		Ethnicity AA = African American A = Asian C = Caucasian H = Hispanic NA = Native American O = Other NL=Not Listed			
Legend LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise				UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise							



City of Oakland

Equal Benefits Ordinance

Certificate of Compliance

is hereby awarded to

Jonathan Hirabayashi Design

For satisfying all requirements necessary for compliance with the Equal Benefits Ordinance.

Deborah Barnes

Deborah Barnes
Contract Compliance & Employment Services Manager

May 3, 2005

Date



OAKLAND CITY COUNCIL

RESOLUTION NO. _____

FILED
OFFICE OF THE CITY CLERK
CITY OF OAKLAND
C.M.S.

2005 JUN 28 PM 3:19

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR, ON BEHALF OF THE CITY OF OAKLAND, TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH JONATHAN HIRABAYASHI DESIGN IN AN AMOUNT NOT TO EXCEED EIGHT HUNDRED THOUSAND DOLLARS (\$800,000) FOR THE PERIOD OF SEPTEMBER 1, 2005 THROUGH SEPTEMBER 30, 2007 FOR THE DESIGN, FABRICATION AND INSTALLATION OF A FAMILY HISTORY MEDIA AND RECORDING CENTER AND MUSEUM EXHIBITION SPACE FOR THE AFRICAN AMERICAN MUSEUM AND LIBRARY AT OAKLAND

WHEREAS, in Resolution No.77949 C.M.S., dated July 15, 2003, the City Council accepted and appropriated \$1,000,000 from the California Office of Parks and Recreation (DPR) for the development of the Family History Recording and Media Center (FHRMC) project as a permanent exhibit for the African American Museum and Library at Oakland (AAMLO); and

WHEREAS, the concept for the FHRMC was presented to the City Council in the 2003 Legislative Proposal/State DPR grant application; and

WHEREAS, a Request for Proposals was issued in March 2005 for the purpose of selecting a firm to design, fabricate and install the FHRMC and exhibition space for AAMLO; and

WHEREAS, an evaluation team consisting of library, facility and museum professionals selected Jonathan Hirabayashi Design, a certified L/SLBE firm for this project in May 2005; and

WHEREAS, this contracted project must be completed within the timeframe for the State DPR grant which is January 1, 2003 to December 31, 2007; and

WHEREAS, the City now desires to contract with Jonathan Hirabayashi Design (JHD), in an amount not to exceed eight hundred thousand dollars (\$800,000) and for the period of September 1, 2005 through September 30, 2007, for the design, fabrication and installation of a Family History Media and Recording Center and exhibition space for the African American Museum and Library at Oakland, within the budget and timeframe of the California DPR grant; and

WHEREAS, the City of Oakland finds that this contract is professional and temporary in nature and will not result in a loss of employment or salary by any person having permanent status in the competitive service; now therefore be it

RESOLVED: That the City Council hereby authorizes the City Administrator or her designated representative to enter into a professional services agreement with Jonathan Hirabayashi Design (JHD), in an amount not to exceed eight hundred thousand dollars (\$800,000) and for the period of September 1, 2005 through September 30, 2007, for the design, fabrication and installation of a Family History Media and Recording Center and exhibition space for the African American Museum and Library at Oakland; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator or her designated representative as agent of the City to conduct all negotiations, execute and submit all documents, including but not limited to agreements, modifications (with the exception of those related to an increase in compensation), payment requests and related actions which may be necessary for the completion of the aforementioned contract in accordance with its basic purpose; and be it

FURTHER RESOLVED: That the contract will be approved by the Office of the City Attorney and copies, along with this resolution, will be filed with the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2005
PASSED BY THE FOLLOWING VOTE:

AYES – BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ASTENTION –

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
Of the City of Oakland, California