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OAKLAND

CITY OF OAKLAND 12 APR 16 PM 1:49

AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Fred Blackwell

SUBJECT: Resolution Authorizing Mural Grants

DATE: March 29, 2012

City Administrator

Date

Approval

Deanna J. Santana

4/16/12

COUNCIL DISTRICT: 2, 5, and 7

RECOMMENDATION

Staff recommends that the City Council adopt the following piece of legislation:

A Resolution Authorizing Grant Contracts for Mural Projects At Six Sites In East Oakland Without Returning to Council, and Allocating and Appropriating Grant Funds in an Amount not to Exceed \$ 14,950 per Mural for a Total not to Exceed \$89,700

EXECUTIVE SUMMARY

Before its dissolution, the Redevelopment Agency allocated funding for five murals in the Coliseum Redevelopment Area to address blight and restore community pride, and allocated funds in the Central City East Project Area for the 14th Avenue Streetscape sufficient to fund one mural as part of the project. Funds for the murals were included in Resolution No. 2011-0027, which authorized a funding agreement between the Oakland Redevelopment Agency and the City of Oakland for public improvements and other Redevelopment Agency projects and programs. These funds were subsequently listed in the Enforceable Obligations Payment Schedule.

Since the murals are to be located on private property, each will be funded through grant agreements between the City and the property owners. Each grant would be a maximum of \$14,950 and the maximum cost per square foot is to be \$12.00, which will result in murals of at least 1,245 square feet. Also, a requirement that the muralist partner with area youth to develop a theme, assist in the painting of the mural and receive training will be written into the grant agreements. Three of the murals would be placed along International Blvd. between 82nd and 98th Avenues where the Neighborhood Services Division has been building a viable Merchant Watch Group and installing surveillance cameras to reduce crime. Two murals would be located at high visibility sites within the boundaries of the Coliseum Redevelopment Project in Council District 5, and one mural will be located at a high visibility site in the Central City East Redevelopment Project Area in the vicinity of the 14th Avenue Streetscape project.

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OUTCOME

The proposed legislation authorizes the execution of six grant agreements for up to \$14,950 for murals on private property in the Coliseum and Central City East Redevelopment Project Areas, for a total of up to \$89,700. Three murals are to be located on International Boulevard between 83rd Avenue and 98th Avenue, two murals are to be located at high visibility sites elsewhere in the Coliseum Project Area, and one mural is to be located in the Central City East Project Area. The goal of the murals is to eliminate blight by discouraging graffiti, to beautify the City, and to foster community pride.

BACKGROUND/LEGISLATIVE HISTORY

Funds for the murals were included in Resolution No. 2011-0027, which authorized a funding agreement between the Oakland Redevelopment Agency and the City of Oakland for public improvements and other Redevelopment Agency projects and programs.

The Central City East and Coliseum Redevelopment Projects have created several murals in the respective project areas as part of a comprehensive anti-graffiti strategy. In particular, four large murals created along the 880 corridor have reduced the incidence of graffiti at the sites and have broadcast the creativity and vibrancy of Oakland to travelers on this major freeway, and colorful artwork on the columns supporting 1-880 now welcomes residents and visitors to the Fruitvale district.

City staff is currently working to transform the section of International Boulevard between 82nd and 98th Avenue to address the high crime and lack of economic activity in this area, and the creation of three murals in this community is one component of the plan to eliminate blight and revitalize businesses. The section of International Blvd. is the border between Police Beats 33x and 34x and currently has some of the highest crime and blight in the City of Oakland with many closed businesses and a large amount of graffiti. The City's Neighborhood Services Division has been working in the area to strengthen the Neighborhood Crime Prevention Council and establish a viable Merchant Watch Group for International Blvd. As of January of 2011 the Beat 33x NCPC had not met in seven months, and the Beat 34x NCPC had been decertified for over a year due to internal conflict and procedural problems. Also, there was no organized Merchant Organization such as Merchant Watch. The Neighborhood Services Coordinators that were assigned these beats were both laid off during the budget process in June of 2010. Also, due to a reduction in force that same month, the Problem Solving Officers had been transferred back to patrol. This left a gap in services felt especially hard in this neighborhood. Therefore, in January of 2011 the Neighborhood Services Division launched an aggressive outreach campaign that included assigning an experienced bilingual Neighborhood Services Coordinator, a half-time Neighborhood Services Supervisor, and support from the rest of the division. This effort was aided by the redeployment of the Problem Solving Officers after the successful passage of Measure BB. Currently the NCPC for Beats 33/34 have a monthly attendance averaging 25 residents, they adopted by-laws in September, conducted elections in October and are prepared to seek recertification from the Community Policing Advisory Board.

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This effort has grown into a larger City effort that includes responding to calls for service in the area, resident and merchant engagement, installing surveillance cameras along the Boulevard, and conducting positive neighborhood events. A recent clean-up in the area on Dr. Martin Luther King Jr. Day was attended by over 150 residents. The Mayor's Holiday Toy Drive conducted its first ever East Oakland Drive specific to this area so that low income residents would not have to travel to downtown Oakland to receive a free gift for their children.

In August, a meeting of merchants and business owners was conducted in which the Mayor, Council President, Redevelopment Staff, and Neighborhood Services staff members met with approximately 35 business owners to discuss how they could be better served by the City and what programs could be put in place that encouraged their participation. At that meeting, several merchants expressed interest in being trained in Merchant Watch, participating in the Surveillance Camera Program, and offering up wall space for murals to beautify the area. Since that meeting, the Neighborhood Services Division staff members have been meeting one on one with merchants identifying appropriate locations for surveillance cameras. To date, 15 locations have either had camera systems installed or signed contracts and are awaiting installation.

In December a contest was conducted at Elmhurst Middle School in which students came up with themes for a mural project in the area. The submissions were judged by members of the NCPC and a winning theme of "Community Pride" was selected. The Redevelopment Agency successfully addressed graffiti problems at several locations in East Oakland by contracting with local artists who work with area youth to develop a theme for and actually paint the mural. By utilizing local artists and youth, the murals are better received by the larger community and less likely to be targeted with graffiti. They also can instill a sense of community pride that could inspire merchants and residents to do even more to beautify the area.

Neighborhood Services Staff have met with local professional artists who have experience working with youth on these types of projects and have scouted the area to identify high visibility locations to place the murals. The anticipated timeline for the installation of the murals is July/August when the youth involved can be developing their skills while being paid through the Mayor's Summer Jobs Program.

The mural in the Central City East Redevelopment Project Area, funded through the 14th Avenue Streetscape Project, is being developed in partnership with the East Bay Asian Youth Center (EBAYC) and the many neighbors they are working with to combat prostitution in the area. Resident and merchants of the International corridor in the San Antonio neighborhood have been organizing to fight the sex trade in their neighborhood for the last two years, with hundreds attending rallies and marches that have included police and elected officials. The local Merchant Watch has partnered with the City on security camera installations in the past six months and resident groups like EBAYC have worked with the City Attorney's office to combat prostitution at a local motel. The proposed mural would be on a building owned by one of the Merchant Watch members located directly across the street from the problem motel. The owner and the community have had and continue to have extensive discussion about the content and style of the

mural so that the resulting art beautifies the area, sends a positive message of female empowerment and contributes to rising property values.

Two murals are proposed for Council District 5 in the Coliseum Redevelopment Project Area. One mural is proposed for a site on 23rd Avenue near East 12th Street and visible from BART, where the property owner has approached the City expressing interest in a mural because of the difficulty combating graffiti on their building. The Eastside Arts Alliance, whose headquarters are located in the vicinity, has suggested a project for this site to continue the successful approach of combating graffiti by involving area youth in the creation of mural art. One unique aspect to the proposed mural by the Eastside Arts Alliance is that they wish to paint a new mural on a regular basis in the same spot for no additional cost per square foot. The location for the second mural proposed for Council District 5 has yet to be determined.

ANALYSIS

A cost of \$12.00 per square foot is a reasonable maximum rate for the services to be provided by mural artists to the grantees under the six grants. For the five murals previously created with Redevelopment Agency funds along the I-880 corridor, the average cost per square foot is estimated to have been approximately \$11.75. In addition to working with area youth, artists will also present designs for approval by the property owners and the City before commencing work, and cover the finished murals with an anti-graffiti coating. Artists for the six murals will be chosen from the pool of artists who responded to the Request for Qualifications to design and paint graffiti abatement murals in the Coliseum Redevelopment Area. The RFQ will be reopened to allow additional entries in order to augment the pool of qualified artists. Selected artists will develop mural proposals for specific sites; these proposals will be reviewed and approved through the City of Oakland Public Art Advisory Committee. No one artist or arts organization will be involved in the creation of more than three of the six proposed murals. The creation of six new murals in the area will benefit residents and area businesses by discouraging graffiti and beautifying the built environment. Past mural projects have attracted positive media attention and generated community cohesion and pride.

PUBLIC OUTREACH/INTEREST

As noted above, since 2011 the Neighborhood Services Division and other City staff worked closely with the area Neighborhood Crime Prevention Council (NCPC), the merchants on International Boulevard, and youth living in the community to develop the theme and to determine the best placement of the murals between 82nd and 98th Avenues along International Boulevard. The proposed designs for all six murals will be reviewed by the Public Art Advisory Committee, offering an additional opportunity for public participation in the process, and the three mural designs for International Blvd. between 82nd and 98th Avenues will also be reviewed by the NCPC and the merchants on International Boulevard. The grant agreements for all murals will require the artists to work with area youth.

The mural proposal for the 14th Avenue Streetscape area originated from a series of community actions and meetings with over 200 residents and a long standing neighborhood youth development center (EBAYC) as the lead partner. The mural to be located on 23rd Avenue near East 12th St. was requested by the property owner at a site that Redevelopment staff had flagged as a high visibility graffiti hot spot, and a local arts organization, (Eastside Arts Alliance) has proposed using a mural at this location as an ongoing project to engage area youth. The second mural in Council District 5, at a location to be determined, will be subject to the same public design approval, property owner approval and youth involvement requirements as the other murals.

COORDINATION

Staff from the Neighborhood Services Division and the Office of Neighborhood Investment worked together to prepare this report. The City Attorney's Office was consulted to determine appropriate title and resolution language.

COST SUMMARY/IMPLICATIONS

1. AMOUNT OF RECOMMENDATION/COST OF PROJECT: \$89,700
2. COST ELEMENTS OF AGREEMENT/CONTRACT: \$89,700
3. SOURCE OF FUNDING: \$74,750 is available in the Coliseum Projects Fund (5650), CIP Coliseum Organization (94859), Graffiti Abatement and Murals Coliseum Project (T374210). \$14,950 is available in the Central City East Taxable Bonds Series 2006A-T Fund (5643), Central City East Redevelopment Organization (02446), 14th Avenue Streetscape Project (P402310).
4. FISCAL IMPACT: This use of former redevelopment funds previously allocated for this purpose by the Redevelopment Agency will have no impact on the City budget.

Since the funds for these agreements might be subject to an attempt by the State to return these funds to the successor agency, there could be risks to the City's General Purpose Fund if money is expended for the agreements and the State later deems the expenditures invalid; however, entering into the mural grant agreements with the property owners should protect the funds from claw back, since the funds will have been contractually committed to third parties for expenditure prior to any claw back order.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

Positive performance appraisals will be a prerequisite for artists who have worked with the City or Agency in the past.

SUSTAINABLE OPPORTUNITIES

Economic: The creation of the murals will have a positive effect on area businesses by discouraging graffiti. Also, paying local youth to assist in the installations of the murals, if possible, will contribute to the local economy.

Environmental: The murals will beautify the area.

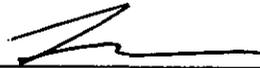
Social Equity: The expenditure of redevelopment funds in these underserved areas of East Oakland will have a net positive effect on the community.

CEQA

This report is not a project under CEQA.

For questions regarding this report, please contact Joe DeVries, Neighborhood Services Supervisor, at 510-238-3083.

Respectfully submitted,



Fred Blackwell, Assistant City Administrator

Prepared by:
Joe DeVries, Neighborhood Services Supervisor
Neighborhood Services Division

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OFFICE OF THE CITY CLERK
OAKLAND

12 APR 18 PM 1:49

APPROVED AS TO FORM AND LEGALITY:

Hee

Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

A RESOLUTION AUTHORIZING GRANT CONTRACTS FOR MURAL PROJECTS AT SIX SITES IN EAST OAKLAND WITHOUT RETURNING TO COUNCIL, AND ALLOCATING AND APPROPRIATING GRANT FUNDS IN AN AMOUNT NOT TO EXCEED \$ 14,950 PER MURAL FOR A TOTAL NOT TO EXCEED \$89,700

WHEREAS, graffiti and blight in East Oakland inhibit economic development and lower the quality of life for the residents; and

WHEREAS, graffiti is often used by gangs to delineate their area of control, causing rival gang members to potentially resort to violent criminal acts near buildings that are tagged with graffiti; and

WHEREAS, the merchants on the International Boulevard Corridor between 82nd Avenue and 98th Avenue are working together to create a more positive atmosphere by starting a Merchant Watch Group, installing surveillance cameras, and attending their local Neighborhood Council Meetings; and

WHEREAS, installing murals with a theme of community pride where graffiti is a recurring problem will prevent graffiti and add an aesthetically pleasing component to the area; and

WHEREAS, the City has successfully partnered with local artists on mural projects in East Oakland who, in turn, work with area youth to paint murals where graffiti was prevalent before; and

WHEREAS, those murals have prevented new incidents of graffiti because the murals are respected by area youth, especially those who helped paint them; and

WHEREAS, the City has already set aside funding for graffiti abatement and street improvements in the Coliseum and Central City East Redevelopment Project Areas which can be spent on murals; and

WHEREAS, at a price of \$12 per square foot, 6 murals can be installed for a price of \$14,950 each at a size of at least 1245 square feet; and

WHEREAS, \$74,750 is available in the Coliseum Projects Fund (5650), CIP Coliseum Organization (94859), Graffiti Abatement and Murals Coliseum Project (T374210); and

WHEREAS, \$14,950 is available in the Central City East Taxable Bonds Series 2006A-T Fund (5643), Central City East Redevelopment Organization (02446), 14th Avenue Streetscape Project (P402310); and

WHEREAS, a pool of artists was created through a Request for Qualifications process for past murals; and

WHEREAS, that pool will be expanded to allow more local artists to participate; and

WHEREAS, the requirements of CEQA, the CEQA Guidelines as prescribed by the Secretary for Resources, and the provisions of the Environmental Review Regulations of the City of Oakland have been satisfied, because, without limitation, this action is not a project under CEQA and is otherwise exempt from CEQA review under the following separate, independent bases (without limitation): CEQA Guidelines sections 15183, 15061(b)(3), and/or 15378, now, therefore, be it

RESOLVED: That the City Council allocates \$89,700 to be granted in six separate grants to property owners in an amount not to exceed \$14,950 per mural to install murals along the International Boulevard Corridor and other commercial corridors in the Central City East and Coliseum Redevelopment Project Areas in East Oakland; and be it further

RESOLVED: That the City Administrator or her designee is authorized to identify mural location, negotiate project scope, negotiate and execute grant agreements, oversee implementation, and disburse funds to property owners for each mural without returning to Council; and be it further

RESOLVED: That the City Administrator or her designee is authorized to adopt guidelines for the mural grants and take any other action consistent with this Resolution and its basic purpose; and be it further

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

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2012

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, DE LA FUENTE, KERNIGHAN, NADEL, REID, SCHAAF AND
PRESIDENT REID

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

LATONDA SIMMONS
City Clerk and Clerk of the Council, City of Oakland