

**REDEVELOPMENT AGENCY
OF THE CITY OF OAKLAND**
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2008 MAY 29 PM 7:49

TO: Office of the City/ Agency Administrator
ATTN: Deborah A. Edgerly
FROM: Community and Economic Development Agency
DATE: June 10, 2008

RE: An Agency Resolution Authorizing One Year Agreements With Oakland Artists To Provide Blight Reduction Services By Oakland Youth Through The Creation Of A Mural Beautification Project In The Coliseum And Central City East Redevelopment Project Areas In An Amount Not To Exceed \$78,000

SUMMARY

A resolution has been prepared to authorize the Agency Administrator to enter into an agreement not to exceed \$78,000 with Oakland artists for services to implement workforce training activities in the Coliseum and Central City East project areas. This program will provide paid comprehensive training and meaningful employment opportunities to numerous at risk youth in Oakland. This will be a great opportunity for youth to learn about community revitalization, receive class-room training on mural creation, Oakland history, social identity, as well as other art related topics.

A Request for Qualifications (RFQ) was released on May 7, 2008 with a deadline for submissions of June 9, 2008. This RFQ is open to all practicing, professional artists residing and/or maintaining a business in Oakland, CA. The Redevelopment Agency is looking to identify Artists and/or teams with experience in creating community murals with the goal of training youth and beautifying the city. The chosen Artists will have great opportunities to tell stories about Oakland people, culture, history, tradition, community and values.

FISCAL IMPACT

Authorization to enter into a one year agreement with artists will allow the Agency to implement blight reduction services in the Coliseum and Central City East project areas. Under this contract \$78,000 will be paid directly to the artists for outreach, training, materials and supplies related to the creation of murals. Half the funds shall be allocated from the Coliseum Operations Fund (9450), Workforce Development Organization (88549), Coliseum Staff Project (\$82600) and the other half from the Central City East Operations Fund (9540), Central City East (88699), Miscellaneous Operating Expenditures (52921), ORA-Central City East Repayment Agreement (\$233310).

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BACKGROUND

Due to an overwhelming demand from local business groups and the residential community to address blight in their respective areas, the Agency has sponsored Operation Tough on Blight since 2006. This operation was recently conducted again in the Coliseum project area during the month of February 2008. Over the course of several weekends, teams of redevelopment staff and code inspectors systematically targeted and methodically surveyed the entire Coliseum project area. As a result of the operation, over 600 citations were issued for a variety of code violations with ultimately an 85% compliance rate from the property owners.

During the course of the operation, it was also noted that a strong need existed to support youth workforce development and training services to address at-risk youth and eradicate graffiti in the neighborhoods. As a result, it was determined that a secondary and sustained operation of activities, including the creation of murals, would be utilized to address this critical issue.

The Agency is prepared to address this issue of promoting youth workforce training while simultaneously dealing with the persistent problem of graffiti along commercial corridors. The problem of youth continuously "tagging" buildings with graffiti on both public and private properties will be addressed. As part of the Mural Project scope of services, artists will work together with property owners and at-risk youth to reduce the amount of graffiti in the neighborhoods by creating murals.

KEY ISSUES AND IMPACTS

Adoption of this resolution will allow the Agency to further address the community's concerns to provide workforce training to at-risk youth who reside in the City of Oakland and will allow the Agency to take steps to reduce physical blight in the Coliseum and Central City East project areas.

PROJECT DESCRIPTION

The murals will be painted in multiple locations throughout the Coliseum and Central City East Redevelopment project areas. Efforts will focus on properties that are visible from the freeways, Bart tracks, etc. with a total of 6 murals to be painted. The sizes range from 1,000 sq. feet to 2,000 sq. feet.

Submittals from artists will be pre-screened by an Artist Selection Panel appointed by the Redevelopment Agency, which will include representatives from the City Council, Oakland Public Art Division and community members. This Panel will review all submissions and recommend finalists in prioritized order to the Deputy Director of the Community and Economic Development Agency for final approval. Recommendations will be based on the following criteria:

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- Artistic excellence, innovation, creativity and originality as demonstrated in submitted materials;
- Appropriateness of medium and style as it relates to the project, design, and goals;
- Experience with projects of a similar scope and scale;
- Demonstrated ability to successfully undertake and execute this project in accordance with the scope of services and project budget;
- Experience in supervision and teaching of others in a community mural project.

The Redevelopment Agency and a selection panel will be responsible for coordinating access and permission to work on each site.

The artists are responsible for making the youth familiar with the project, site, and procedures. Once the youth's fundamental introduction to mural creation is complete, the Artists and youth will come up with a design for the review panel's approval. Once the designs are approved the artists will work with the youths to create the murals.

The artists will provide workforce training services for the proposed mural project for a period not to exceed 12 months. The contract funds shall not exceed \$78,000. The artists will perform the following work:

- Hire and train Oakland at-risk youth
- Track project progress and provide weekly reporting to the Agency.
- Work closely with the Agency and PWA Graffiti Abatement Division.
- Supervise, ensure completion of assignments and provide general oversight to participants so that work is completed in a timely fashion.
- Provide appropriate disciplinary action for non-performance.
- Analyze participants' social service needs and make appropriate referrals.
- Generate and maintain documentation and files for each worker.
- Work directly with Agency and PWA staff to deal on any issues that arise with program participants.
- Meet the City's minimum insurance requirements.
- Provide monthly reports and a final report with pictures that describe performance and track achievements.

SUSTAINABLE OPPORTUNITIES

Economic: Implementation of the program provides an opportunity to use local artists, at-risk youth and offers temporary employment to Oakland residents. The physical improvements to the Coliseum and Central City East project areas will help improve and protect the economic vitality of the community.

Environmental: Environmental factors will be considered such as using paints with low volatile organic compounds (VOC) and using safe practices and abatement standards during the mural creation process.

Social Equity: Implementation of this program will provide quality of life improvements for a social and economic disadvantaged community. Benefits will include increasing the exposure of Oakland artists, training to at-risk youth by providing skills that may enable them to find future employment; and reduce the overall appearance of physical blight in the neighborhoods.

DISABILITY AND SENIOR CITIZEN ACCESS

The authorization of the workforce training program will have no permanent impact on disability and senior citizen access. However, temporary construction barricades may be required along public right of ways and other areas to ensure public safety while abatement work is in progress.

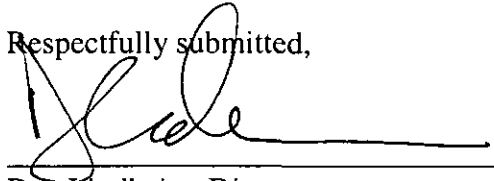
RECOMMENDATION(S) AND RATIONALE

Staff recommends that the Council approve the attached resolution authorizing the Agency Administrator to enter into a one year agreement not to exceed \$78,000 with Oakland artists to provide workforce training to Oakland youth through the creation of a mural beautification project in the Coliseum and Central City East project areas.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council approve the resolution.

Respectfully submitted,



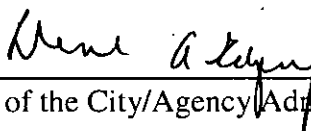
Dan Lindheim, Director
Community and Economic Development Agency

Reviewed by:
Gregory Hunter
Deputy Director of Redevelopment and Economic
Development

Larry Gallegos
Manager, Coliseum Project Area
Oakland Redevelopment Agency

Prepared by:
Yonathan Santana
Assistant to Deputy Director of
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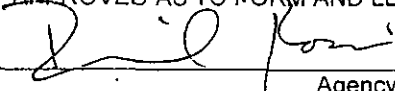
APPROVED AND FORWARDED TO
THE COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE:


Office of the City/Agency Administrator

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APPROVED AS TO FORM AND LEGALITY:



Agency Counsel

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

RESOLUTION No. _____ C. M.S.

RESOLUTION AUTHORIZING ONE YEAR AGREEMENTS WITH OAKLAND ARTISTS TO PROVIDE WORKFORCE TRAINING TO OAKLAND YOUTH THROUGH THE CREATION OF A MURAL BEAUTIFICATION AND GRAFFITI ABATEMENT PROJECT IN THE COLISEUM AND CENTRAL CITY EAST REDEVELOPMENT PROJECT AREAS IN A TOTAL AMOUNT NOT TO EXCEED \$78,000

WHEREAS, Oakland artists can provide comprehensive training and meaningful employment opportunities to Oakland youth; and

WHEREAS, the Agency wishes to enter into agreements with Oakland artists to provide workforce training for graffiti abatement services in the Coliseum and Central City East Redevelopment Project Areas in connection with the Mural Project; and

WHEREAS, the Mural Project offers trainees work experience on community revitalization projects, culture, history, tradition, values, and classroom training in pre-employment issues, environmental topics and leadership; and

WHEREAS, the Office of Contract Compliance has determined that youth workers of this Mural Project are exempt from the Living Wage Ordinance under Oakland Municipal Code Section 2.28.090 because they are trainees; and

WHEREAS, the Mural Project contracts shall be funded through the Redevelopment Agency's Coliseum Operations Fund (9450), Workforce Development Organization (88549), Coliseum Staff Project (\$82600) and the Central City East Operations Fund (9540), Central City East (88699), Miscellaneous Operating Expenditures (52921), ORA-Central City East Repayment Agreement (\$233310) in an amount not to exceed \$78,000; and

WHEREAS, the agreements will be for a one-year period; and

WHEREAS, Section 33420.2 of the Health and Safety Code authorizes a redevelopment agency to take any actions that the agency determines are necessary to remove graffiti from public or private property upon a finding that, because of the magnitude and severity of the graffiti within the project areas, the action is necessary to

effectuate the purposes of the redevelopment plan, and that the action will assist with the elimination of blight; now, therefore, be it

RESOLVED: That the Agency Administrator or his or her designee is hereby authorized to negotiate and enter into one-year agreements with Oakland artists selected by the Agency Administrator or his or her designee for implementation of the workforce training program through the creation of a mural beautification project and graffiti abatement services in the Coliseum and Central City East Redevelopment Project Areas in a total amount not to exceed \$78,000; and be it

FURTHER RESOLVED: That these funds totaling \$78,000 will be allocated from Oakland Redevelopment Agency's Coliseum Operations Fund (9450), Workforce Development Organization (88549), Coliseum Staff Project (S82600) and the Central City East Operations Fund (9540), Central City East (88699), Miscellaneous Operating Expenditures (52921), ORA-Central City East Repayment Agreement (S233310); and be it

FURTHER RESOLVED: That the Agency finds that this workforce training program will benefit the Coliseum and Central City East Project Areas and serve a redevelopment purpose by providing job opportunities for at-risk youth, removing physical blight conditions in the Project Areas, and enhancing the aesthetic and functional appeal of the Project Areas for public use; and be it

FURTHER RESOLVED: That the Agency finds that, because of the magnitude and severity of the graffiti within the Coliseum and Central City East Project Areas, this program is necessary to effectuate the purposes of the Coliseum and Central City East redevelopment plans, and further finds that this program will assist with the elimination of blight in the Project Areas; and be it

FURTHER RESOLVED: That the Agency Administrator or his or her designee is hereby authorized to approve any subsequent amendments to, or extensions of, said agreements except for those involving an increase in contract price and to take any other action with respect to the agreements or the program consistent with this Resolution and its basic purposes; and be it

FURTHER RESOLVED: That the agreements and amendments or extensions are subject to the review and approval of Agency Counsel and shall be placed on file in the Office of the Agency Secretary.

IN AGENCY, OAKLAND, CALIFORNIA, _____, 2008

PASSED BY THE FOLLOWING VOTE:

AYES-

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

LATONDA SIMMONS
Secretary of the Redevelopment
Agency of the City of Oakland