

  
CITY ATTORNEY'S OFFICE

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

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**RESOLUTION 1) AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH BARRETTO-CO. LLC, AN OAKLAND CERTIFIED SMALL LOCAL BUSINESS ENTERPRISE, FOR SIGNAGE AND WAYFINDING GRAPHIC DESIGN SERVICES AT 250 FRANK H OGAWA PLAZA, FOR A ONE-YEAR TERM WITH THE OPTION TO EXTEND FOR AN ADDITIONAL ONE YEAR, FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$300,000; AND 2) WAIVING THE COMPETITIVE REQUEST FOR PROPOSAL/QUALIFICATIONS REQUIRMENTS**

**WHEREAS**, the City Administrator's Office is seeking design services for a new wayfinding signage system at the Single Storefront Permit Center (SSPC) at 250 Frank H. Ogawa Plaza commensurate with other physical and operational upgrades at the Center, and in alignment with the ongoing *#OakPermits Citywide Permitting* program; and

**WHEREAS**, the City has a mandate to provide clear, accessible, and easy-to navigate public facilities and services; and

**WHEREAS**, the City lost much of the design documentation and fabrication specifications for the pre-existing signage and wayfinding system for the SSPC in the ransomware attack in 2023; and

**WHEREAS**, City staff issued an informal Request for Proposals (RFP) on March 17, 2026 to nine vendors and received one response from Barretto-Co. LLC, a certified Small Local Business Enterprise (SLBE); and

**WHEREAS**, Oakland Municipal Code Chapter 2.04.040 stipulates that contracts procured through an Informal Advertising and Bidding process cannot exceed \$50,000; and

**WHEREAS**, an internal, cross-departmental working group evaluated Barretto-Co. LLC's proposal and found it be extremely thorough and well-structured, and the firm's portfolio of past work to be squarely aligned with the proposed outcomes of the project; and

**WHEREAS**, upon evaluation, staff determined that since the original design specifications were lost in the 2023 ransomware attack, the scope of work would need to be increased to allow the vendor to facilitate reconstruction of lost design assets; and

**WHEREAS**, Additionally, expanding the proposed contract will also enable staff to include an optional Fabrication Planning and Management component, allowing the vendor to deliver the newly designed assets to the City for installation in 250 FHOP, rather than contract out this portion of work to a new/separate vendor; and

**WHEREAS**, the revised, currently proposed professional services agreement will facilitate consistent deployment of visually cohesive, brand-aligned, and ADA-compliant customer wayfinding and signage in a key public facility, and is expected to have Citywide benefits as staff anticipate the deliverables will be applicable at many, if not all City facilities in addition to the SSPC at 250 FHOP; and

**WHEREAS**, funding for this contract is available from a prior budget allocation for the *Re-Imagining Citywide Permitting* project in Development Services Fund (2415), Non-Departmental Organization (90591), Phase II ROSP Athenian Group Project (1006079) and DPBNP Administration Program (IP49);

**WHEREAS**, Oakland Municipal Code (OMC) Section 2.04.051(B) authorizes the City Council to waive the competitive request for qualifications/proposals (RFQ/RFP) selection requirements if it finds that it is in the City's best interest to do so; and

**WHEREAS**, staff recommends that it is in the City's best interest for the City Council to waive the competitive RFQ/RFP process for this contract because the initial scope of work has changed and utilizing this vendor will enable the City to avoid contracting out work to additional vendors; now, therefore, be it

**RESOLVED:** That the City Administrator is authorized to enter into a professional services agreement with Barretto-Co. LLC, an Oakland Certified Small Local Business Enterprise, for signage and wayfinding graphic design services at 250 Frank H. Ogawa Plaza for a one-year term with the option to extend for an additional one year for a total contract amount not to exceed \$300,000; and be it

**FURTHER RESOLVED:** That the City Council finds and determines that pursuant to Section 2.04.051(B) of the OMC and based upon the reasons stated above and in the City Administrator’s Agenda Report accompanying this resolution, it is in the best interest of the City to waive the RFQ/RFP process, and hereby waives the RFQ/RFP requirements.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROWN, FIFE, GALLO, HOUSTON, RAMACHANDRAN, UNGER, WANG, AND  
PRESIDENT JENKINS

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_  
ASHA REED  
City Clerk and Clerk of the Council of the  
City of Oakland, California

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