



# City of San Leandro

Meeting Date: March 21, 2016

## Staff Report

**File Number:** 16-124

**Agenda Section:** CONSENT CALENDAR

**Agenda Number:** 8.F.

**TO:** City Council

**FROM:** Chris Zapata  
City Manager

**BY:** Jeanette Dong  
Recreation and Human Services Director

**FINANCE REVIEW:** David Baum  
Finance Director

**TITLE:** Staff Report for a Resolution Authorizing the City Manager to Execute a Contractual Services Agreement Between the City of San Leandro and Gail M. Goldman Associates, LLC for a Public Art Master Plan for an Amount Not to Exceed \$50,000

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### SUMMARY AND RECOMMENDATIONS

Staff recommends that the City Council authorize the City Manager to execute a contractual services agreement with Gail M. Goldman Associates, LLC for an amount not to exceed \$50,000 to prepare a comprehensive Public Art Master Plan.

With a continued focus on the expansion of the City's public art program, and the establishment of the Arts Commission, the City seeks direction for the public art program through the creation of a Public Art Master Plan. Staff recommends that the City Manager approve a contract services agreement with Gail M. Goldman Associates, LLC to develop a comprehensive Public Art Master Plan that will provide direction to San Leandro's Arts Commission and guide the development of a public art program within the City. The Public Art Master Plan will identify resources for the support, maintenance, and expansion of public art throughout San Leandro and priorities for public art improvements in alignment with City planning and design.

### BACKGROUND

September 2, 2014, City Council established the San Leandro Arts Commission - Ordinance No. 2014-015.

April 20, 2015, City Council appropriated funds from General Fund reserve for a Public Art Master Plan.

October 5, 2015, the City released the RFP for consulting services and proposals; proposals were due December 1, 2015.

January 25, 2016, a four-member selection panel convened to review the proposals and select a consultant. The panel consisted of two City staff and two Commissioners. Gail M. Goldman Associates, LLC is the panel's top choice. The selection was presented to the Arts Commission at its February 10, 2016 regular meeting.

### **Analysis**

The City received four proposals in response to the RFP. None of the applying consultants are based out of Northern California. Applicants were screened on the following criteria:

- Adherence to the City's scope of work (35 points)
  - Price (30 points)
  - Information supplied in response to the RFP questions (25 points)
  - References (10 points)
- Total 100 points

Gail M. Goldman Associates, LLC was selected based on its comprehensive proposal including direct, prior experience with public art programs and creating public art master plans for a variety of governmental organizations around the country, including many local to the East Bay. The consultant comes highly recommended by other organizations for the following projects:

- City of Oklahoma City, Office of Arts & Cultural Affairs - AMP UP OKC: A Comprehensive Public Art Master Plan (contracted services December 2013 through August 2014)
- City of Claremont (CA), Community & Human Services Department - Momentum: Public Art Master Plan for Claremont (contracted services January 2013 through February 2014)
- County of San Diego, Department of General Services - County Operation Center public art plan (complex completed and opened in 2012)

The Public Art Master Plan will provide strategic direction to the Arts Commission on the expansion of public art and its impact on the City's cultural and visual landscape. The Plan will provide comprehensive policy, financing strategies, and program development recommendations. The consultant will develop recommendations to establish City ordinances related to public art and engage the community in the Plan's development.

Key work products that will result from this plan include:

- Develop vision statement for Arts Commission
- Provide recommendations on immediate and five year priorities for public art
- Suggest new funding sources and analysis of possible sources' uses
- Provide recommendations for program development (such as utility boxes, bus shelters, public art pocket map, murals, banners, public art mapping/interactive tour apps for smartphones, community art gallery, artists registry, marketing and outreach, collaborative and participatory art, performing art, music, digital media)
- Evaluate other cities' art programs and make recommendations for developing guidelines/policies/processes/ordinances for the following elements:

- Private development review
- Analysis and Policies related to a Public art fund
- Project selection criteria for art in public places
  - Definitions and policy development beyond aesthetics, including considerations of the following values:
    - Cultural Diversity,
    - Local History,
    - Environmental,
    - Educational,
    - Economic Development,
    - Community participation/outreach and
    - Equity.
  - Geographic priorities:
    - Gateways,
    - Corridors,
    - Development sites,
    - Open Space/Parks, and
    - Community Centers/City Services.
- Conduct community outreach for the Plan's development and scoping of recommendations for:
  - Program elements
  - Possible requirements for budget and fund allocations to an art in public places fund vs. private art investments
  - Site identification and project selection criteria
- Provide site identification criteria or recommendations for:
  - Temporary vs. permanent art
  - Iconic/gateway art placement
  - Participatory art
- Provide recommendations for:
  - Maintenance and conservation programs
  - Existing inventory and archive (public art registry)
- Suggestions for incorporating:
  - Both San Leandro and San Lorenzo Unified School Districts in planning public art (youth art)
  - The cultural diversity of San Leandro
- Provide recommendations for the qualifications of Arts Commissioners and persons selected to serve on review committees
- Provide recommendations for branding the Arts Commission
- The plan will be completed by the end of 2016.

### **Current Agency Policies**

#### **FY2015-16 City Council Goals:**

- Advance projects and programs promoting sustainable economic development, including transforming San Leandro into a center for innovation
- Support and implement programs, activities and strengthen communication that enhances the quality of life and wellness, celebrates the arts and diversity and

promotes civic pride.

**Budget Authority**

The consulting services agreement will not exceed \$50,000, which will be funded from the current fiscal year budget of the Recreation and Human Services Department. The \$50,000 is available in Account 010-61-013-5120.

**ATTACHMENT**

- Review of Current City Public Art Collection

**PREPARED BY:** Breyana Brandt, Assistant Recreation and Human Services Director

## Review of Current City Public Art Collection

Because of the City's efforts, notable art installations have already been installed.

- Murals
  - *The Great Migration of the Monarch Butterflies* by world renowned artist Rigo 23 at the St. Leander's School Gymnasium, across from the San Leandro BART Station. The 24'x180' mural, though not originally designed for San Leandro, is site specific as the monarch butterflies migrate to San Leandro to winter at the Monarch Bay Golf Course and Marina.
  - *The Pulse of Nature* hand painted mural is a collaborative effort between George Mead/Wet Studios and Les Seymour/Mural Arts Studio. Local artist Mike Alvarez of San Leandro assisted in the mural production and contributed his technique to the lower portion of the mural. The mural is on the side of Preferred Freezer and is one of the largest murals in the region, measuring 60' x 350'. The mural, completed in 2014, is a nod to San Leandro's rich agricultural heritage and its founding by Portuguese immigrants. It is visible from the BART line.
  - The Don Clever Mural at 88 Market in the Manor Shopping Plaza. Mr. Clever was a San Francisco-based designer and muralist with numerous works around the Bay Area including a mural of Moses descending Mount Sinai in San Francisco's Temple Sherith Israel.
- Utility box art program – completed at multiple locations throughout the City with additional locations in the works. Some locations contain two or three boxes.
- Art installations available to the public in private developments include:
  - The forthcoming *Truth is Beauty*, a 55 foot tall steel sculpture of a woman, by Maro Cochrane, at the Tech Campus by Westlake. This project was part of a development agreement that includes a provision of 1% of project value dedicated to an arts piece. *Truth is Beauty* is the second in a three part series of monumental sculptures of a woman, Deja Solis, expressing her humanity. One thousand five hundred (1,500) individual multi-colored LED lights are distributed throughout her body. These lights are controlled by a custom iPad application to create a spectacular light show enhancing and expanding the visual experience.
  - Raymond Lowey, the "Father of Industrial Design, decorative tiles were installed at both the Kaiser Medical Center and The Village in 2014. The tiles were discovered at the former Lucky Grocery distribution center, on the site of the new hospital. The Village is located at the site of the first ever Lucky Grocery store, so the tiles have historical significance to both locations.
- AC Transit East 14<sup>th</sup> BRT Station Art – two bus stops are gearing up for artistic enhancements: E 14<sup>th</sup> St at Georgia Way and Davis at Hays.
- Living Innovation Zone interactive sound installation by the Exploratorium in the pedestrian plaza on Joaquin at E 14<sup>th</sup> St.



# City of San Leandro

Meeting Date: March 21, 2016

## Resolution - Council

**File Number:** 16-125

**Agenda Section:** CONSENT CALENDAR

**Agenda Number:**

**TO:** City Council

**FROM:** Chris Zapata  
City Manager

**BY:** Jeanette Dong  
Recreation and Human Services Director

**FINANCE REVIEW:** David Baum  
Finance Director

**TITLE:** RESOLUTION Authorizing the City Manager to Execute a Contractual Services Agreement Between the City of San Leandro and Gail M. Goldman Associates, LLC for a Public Art Master Plan for an Amount Not to Exceed \$50,000

WHEREAS the City Council established an Arts Commission to prioritize art in San Leandro; and

WHEREAS, the City Council supports and implements programs and activities that enhance the quality of life and wellness, celebrate arts and diversity, and promote civic pride; and

WHEREAS, on April 20, 2015 the City Council appropriated funds for the preparation of a Public Arts Master Plan; and

WHEREAS, the City in accordance with its purchasing provisions has identified Gail M. Goldman Associates, LLC to complete the City of San Leandro's Public Art Master Plan; and

WHEREAS, the City wishes to enter into an agreement with Gail M. Goldman Associates, LLC for said work; and

WHEREAS, the City Council is familiar with the terms of the agreement; and

WHEREAS, the City Manager recommends approval of said agreement.

NOW, THEREFORE, the City Council of the City of San Leandro does RESOLVE as follows:

1. That said agreement in an amount not to exceed \$50,000 is hereby approved; and

2. That the terms of the agreement will be memorialized in writing by the City Manager, subject to the approval of the City Attorney; and

3. That the City Manager is authorized to execute said agreement with Gail M. Goldman Associates, LLC; and

4. That an original executed agreement shall be provided to the City Clerk, and be attached to and made a part of this resolution.

