

RESOLUTION NO. 49-2009

Adopted May 19, 2009

AUTHORIZING A PERSONAL SERVICES CONTRACT WITH HELENE FRIED AND ASSOCIATES, A SOLE PROPRIETORSHIP, FOR A ONE-YEAR TERM, WITH ONE, ONE-YEAR EXTENSION, FOR A TOTAL AGGREGATE CONTRACT AMOUNT NOT TO EXCEED \$230,000, TO PROVIDE SUPPORT SERVICES RELATED TO IMPLEMENTATION OF THE CULTURAL HISTORIC RECOGNITION PROGRAM ON THE HUNTERS POINT SHIPYARD, INCLUDING ASSISTING WITH THE COMMISSIONING, INSTALLATION AND MAINTENANCE OF WORKS OF ART; HUNTERS POINT SHIPYARD REDEVELOPMENT PROJECT AREA

BASIS FOR RESOLUTION

1. On February 18, 2009, Agency staff issued a Request for Proposals (“RFP”) for qualified consultants to facilitate implementation of the Cultural Historic Recognition Program (“CHRP”) on the Hunters Point Shipyard (“Shipyard”) and work with the Redevelopment Agency of the City and County of San Francisco (“Agency”) to facilitate the selection, installation and maintenance of public works of art as the CHRP Coordinator.
2. The CHRP is one of 11 community benefit programs included in the Community Benefits Agreement of the Shipyard Phase 1 Development and Disposition Agreement (as amended, “DDA”) for the redevelopment of the Shipyard. The objective of the CHRP is to create an art program that identifies opportunities for recognizing cultural components of the Shipyard and surrounding community in the development of the Shipyard, integrates cultural features and facilities throughout the Shipyard, and provides opportunities for local artists to participate in creating public art for the Shipyard.
3. Significant work has been completed to date to meet this objective, including: (1) a “Remembering our Past for the Future” event in July 2004 that was developed by Myles Stevens with input from the Hunters Point Shipyard Citizens Advisory Committee (“CAC”); (2) additional community outreach and input coordinated by Ilona McGriff, a consultant hired by Lennar in 2005, including input from an exploratory committee comprised of interested stakeholders; and (3) creation of a Shipyard Open Space & Streetscape Master Plan, approved by the Commission on January 17, 2007, by Resolution No. 6-2007, that identified specific opportunities to tell the story of the Shipyard and the surrounding Bayview Hunters Point community through interpretive features.

4. Although the work completed has led to the creation of the vision for the CHRP, including general guidelines and locations for implementation, additional work must be undertaken to implement the CHRP.
5. Consistent with the Agency's Interim Purchasing Policy and Procedures, the RFP for the CHRP Coordinator was advertised (1) on the Agency's website, (2) on the City's Bid and Contract Opportunities Website, and (3) in the San Francisco Examiner. In addition, the RFP was mailed to art related businesses on the Agency's mailing list.
6. On March 6, 2009, staff hosted a pre-bid conference for interested consultants. Staff provided an overview of the Shipyard project, CHRP, the requirements of the RFP, the Agency's contracting process, and responded to questions from the attendees. All of the questions and responses were posted on the Agency's website and sent to the registered bidders.
7. On March 25, 2009, the Agency received seven proposals, one of which was from Hasz Development LLC ("Hasz"). Hasz possessed some art curatorial and art production experience but lacked any public art commissioning experience and therefore was not considered. The other six responsive applicants were interviewed by a five person Agency-led panel consisting of a CAC member, a representative from the City's Arts Commission, a representative from Lennar, and two Agency staff members. The six applicants were evaluated based upon their qualifications and experience, as well as a number of other relevant criteria described in the RFP.
8. The written proposals, which counted for 40 percent of the total score, were evaluated based on responses to the RFP that measured the applicant's ability to perform the scope of services. During the 45 minute in-person interviews, which counted for 60 percent of the total score, the applicants were given 10 minutes to describe their project plan and were asked a series of standardized questions regarding their qualifications. The results of the scoring are below and are based on a 100-point scale:

1. Helene Fried and Associates:	91 points
2. Architectural Resources Group:	71 points
3. Leslie Prichett:	69 points
4. Aesthetics, Inc.:	68 points
5. RBA Creative:	67 points
6. CALPAA:	32 points
9. The panel unanimously endorsed Helene Fried and Associates as the CHRP Coordinator giving the team a score of 91 points out of a possible 100 points. The CAC concurred with the panel's endorsement at its April meeting. Staff now proposes to enter into a personal services contract ("Contract") with Helene Fried and Associates to provide support services related to implementation of the CHRP.

10. The CHRP Coordinator and the art to be installed on the Shipyard will be funded from a \$2.3 million grant from the United States Department of Commerce, Economic Development Administration (“EDA”), which must be spent no later than August 15, 2010. The goal of the EDA grant is to generate jobs, help retain existing jobs, and stimulate industrial and commercial growth in economically distressed areas of the United States. This goal is consistent with the Hunters Point Shipyard Redevelopment Plan.
11. The Contract with Helene Fried and Associates, which includes assisting with the commissioning of art pieces, facilitating the installation of art pieces, and developing a maintenance plan, will not directly cause any change in the physical environment, and is exempt from the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines Sections 15262 and 15061(b)(3).

RESOLUTION

ACCORDINGLY, IT IS RESOLVED by the Redevelopment Agency of the City and County of San Francisco that the Executive Director is authorized to execute a Personal Services Contract with Helene Fried and Associates, a sole proprietorship, for a one-year term, with one, one-year extension, for a total aggregate contract amount not to exceed \$230,000, to provide support services related to implementation of the Cultural Historic Recognition Program on the Hunters Point Shipyard, including assisting with the commissioning of art pieces, facilitating the installation of art pieces, and developing a maintenance plan for the works of art, substantially in the form lodged with the Agency General Counsel.

APPROVED AS TO FORM:



James B. Morales
Agency General Counsel

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