

# **San Francisco Parks Alliance Proposed Scope of Work: Market Octavia Neighborhood Historic Commemorative Project**

November 30, 2018

Please also see Attachment A: Fee Proposal

## **DRAFT PROJECT PURPOSE**

Based on a meeting with a diverse group of stakeholders in and around the Market and Octavia Plan area in Summer 2018, the **key impact** we would expect to have through an installation or memorial **is to inspire future San Franciscans to realize that as ordinary people, they too can do extraordinary things to make the city better -- especially if inclusive of the diverse parts of our community.**

## **PHASE I: PROJECT DEFINITION**

**Task 1: Form a Historic Commemorative Project Working Group** to confirm the purpose of the project

- Who will be in this group? (i.e. Market Octavia CAC and community members)  
Will city agency staff be included?
- What is the role of the group?
- What are the commitments?

*Goal: Create a stable, sustainable and productive group that is diverse, representative of the neighborhood, and containing relevant City agency representatives and at least 3-5 individuals who are able to commit time on a bi-weekly or sometimes weekly basis from Jan-Oct 2019 to leading this effort with support of implementation partner.*

*Task 1 Deliverable: Working Group Roster*

**Task 2: The Working Group will confirm project purpose and scope**

- Inspire / empower future San Franciscans to realize that through civic engagement with your neighbors you can change the city for the better (e.g., through the stories / examples of specific leaders)
- Visually educate people that Hayes Valley (HV) used to be a different place (e.g., appreciate size / scale of freeway)
- Human scale more supportive of thriving communities / environment / livable city (vs. car culture)
- Working together & compromise are keys to enlightened planning
- Communities are ever changing. What has helped HV be resilient is its willingness to incubate / test out new things (aka "a petri dish" for SF and beyond)

*Goal: Clearly and concisely state project goals and actionable objectives, to provide direction to Working Group and implementation partners, to use for artist RFP, and to garner community support and potentially additional funding.*

*Task 2 Deliverable: Project Mission Statement, Goals & Objectives*

### **Task 3: Draft Implementation Plan and Schedule**

The Working Group will work together to draft an implementation plan to translate project purpose statements (Task 1) into a proposal by developing:

- An outline for the **key eras of the history** to chunk up the work so that it's more manageable
- A **plan for how to gather / store it** as a first step
- Three commemorative project implementation options to present to the community.

Initial criteria for the commemoration include:

- Tell story at multiple scales -- e.g., car, pedestrian
- Durable, yet can change over time
- Blend of physical & online / tech presence (e.g., interactive videos to share stories)
- Recognize the impact of individuals as representative of tenacity, the impact 1 person can have (e.g., Patricia)
- Continue to connect different parts of the community (e.g., through events)
- Experiential -- e.g., feel vibration of freeway as if it was still there, smell smog, touch remnants of old freeway
- Vandal-proof
- Expand public space so neighbors can continue to connect
- Involve local artists / designers / architects
- Focus on the Freeway Revolution specific to Hayes Valley so that there is focus in the execution
- Collect old signs of businesses in HV (e.g., digitally)
- Memorial Wall re: history
- Arrange the memorial in 3 parts -- Gateway (Market/Octavia), Octavia Blvd, Patricia's Green and surrounding area

*Deliverable: Draft Implementation Plan*

### **Task 4: Define City Agency Approval Process**

Work with City agencies to determine feasibility of the commemorative project options. Working Group will work with relevant City agencies to review the proposed commemoration options and discuss implementation, including permitting, public bidding, and maintenance.

*Deliverable: Revised Implementation Plan*

**Phase I Parks Alliance Role:**

1. Convene, facilitate & summarize two 1-hour working group development meetings:
  - a. Meeting 1: Assemble those already engaged in working group to date, identify demographics who are missing and assign outreach responsibilities to engage desired new group members. Review and modify Parks Alliance's proposed work plan and schedule. Revisit pre-identified project purpose and come to greater alignment and specificity on goals and direction, for final selection in meeting 2 with new stakeholders.
  - b. Meeting 2: Finalize project mission statement, draft work plan and schedule, including community engagement plan
2. City Partners Meeting: Once project scope is defined, convene one 1-hour joint meeting with relevant City agencies to determine appropriate public approval process (Recommend at minimum: D5, DPW, Arts Commission, Planning, RPD, MTA Sustainable Streets, OEWD)
3. Compile Draft Implementation Plan and Schedule on behalf of Working Group

**PHASE II: COMMUNITY ENGAGEMENT**

**Task 5: Prioritize commemorative project purpose and refine commemoration implementation plan**

Host one 1-hour community meeting to:

- Confirm and refine the identified project purpose statements at the HVNA public workshop.
- Solicit input on draft commemorative project implementation plan.

[Considerations include: Will there be a facilitator? How many hours will the meeting go? Ensure that all members of the Market Octavia Plan Area communities are represented, etc]

*Deliverable: Community outreach meetings, Community meeting summary*

**Task 6: Finalize Implementation Plan**

The Working Group will review community meeting summary and City agency feedback to finalize Implementation Plan, adding Maintenance Plan. The Working Group will circulate with City agencies to ensure it is feasible.

*Deliverable: Final Implementation Plan and Schedule*

**Phase II Parks Alliance Role:**

- Convene, facilitate & summarize one 1-hour public community meeting to share & refine project scope, & to garner support
- Final Implementation Plan & Schedule, incorporating community feedback and maintenance plan
- (OPTIONAL but recommended: Create basic project website prior to first community meeting, with Working Group's mission statement, goals & objectives, community meeting info, contact point to receive community feedback beyond community meeting, and precedent images if desired/available)

**PHASE III: IMPLEMENTATION<sup>1</sup>**

**Task 7: Artist RFP & Selection**

Working Group develops public RFP for artist (with installation vendor(s) as sub-contractors); posts call for proposals; evaluates proposals and selects winner; executes contract for design and installation of improvements.

*Deliverable: Vendor contract to design and construct project.*

**Task 8: Project Design**

Work with artist, community and City agencies to design commemorative project to meet City requirements and fulfill community and Working Group intent. Includes conceptual design (basic concept, for community

*Deliverable: Project conceptual design, schematic design, and construction documents*

**Task 9: Permitting & Approvals**

Working Group secures necessary City approvals and permits. Pending results from Task 4, may entail: SFAC Civic Design Review Committee approval, SFAC Visual Arts Committee approval, Public Works Minor/Major Encroachment Permit, others TBD.

*Deliverable: Project approvals & permit(s) (TBD)*

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<sup>1</sup> Note: This scope and fee do NOT include artist design & installation fees, permit fees, insurance or long-term maintenance fees

**Task 10: Install Commemoration**

Work with artist, community and City agencies to install commemorative project.  
Oversee construction,

*Deliverable: Completed Commemorative Project*

**Task 11: Initiate Stewardship & Maintenance Program**

If required by City, ensure that project elements have an identified long-term steward or stewardship group, to coordinate maintenance, insurance, repair, evolution or growth over time if desired (e.g. adding commemoration locations or features), website upkeep, and funding for these stewardship activities.

**Phase III Parks Alliance Role:**

- RFP Process Advisory
  - Convene 1 Working Group meeting to develop RFP, Parks Alliance to create RFP based on this feedback
  - Receive proposals
  - Convene 1 Working Group meeting to evaluate proposals and select winner
  - Convene 1 Working Group meeting to draft & approve artist contract
- Design Process Advisory
  - Spend up to budgeted hours coordinating with artist and Working Group to create and refine design, beginning with conceptual design (basic idea and initial plan/vision), schematic design (required for City approvals) and construction documents (required for installation)
- Convene, facilitate & summarize one 1-hour public community meeting to share & receive feedback on project conceptual design, prior to schematic design development
- Advise Working Group in overseeing installation in conjunction with artist and relevant City agencies issuing permits.
- Advise Working Group on best option for long-term stewardship: e.g. fiscally-sponsored nonprofit stewardship group, city's Plaza Program, CBD/GBD inclusion/creation, others TBD

**ATTACHMENT A: SF PARKS ALLIANCE FEE PROPOSAL**

As of 11.30.18

		Director	Project Manager		
		150	100		
		2018 Rates (\$/hr)			
Task	Description	Parks Alliance Labor		Labor	
<b>Phase I: Project Definition</b>					
1	Working Group Meeting 1: Formation, Roster	2	5	\$ 800	
2	Working Group Meeting 2: Goals, Draft Scope and Schedule	5	10	\$ 1,750	
3	Draft Implementation Plan & Schedule	5	20	\$ 2,750	
4	City Partners Meeting: City Approvals Process	5	10	\$ 1,750	
<b>Phase II: Community Engagement</b>					
5	Community Workshop 2: Project Definition	10	20	\$ 3,500	
6	Final Implementation Plan & Schedule	2	10	\$ 1,300	
	OPTIONAL (recommended): develop project website	2	10	\$ 1,300	
<b>Phase III: Implementation</b>					
7	RFP Process Advisory: Release, Evaluation, Selection	10	40	\$ 5,500	
8a	Conceptual Design: Artist Oversight	10	20	\$ 3,500	
	Community Meeting 2: Design Feedback	10	20	\$ 3,500	
8b	Schematic Design: Artist Oversight	10	20	\$ 3,500	
8c	Construction Documents Oversight	5	20	\$ 2,750	
9	Permitting & Approvals Advisory*	40	80	\$ 14,000	
10	Installation Oversight	10	20	\$ 3,500	
11	Stewardship & Maintenance Program Advisory	10	10	\$ 2,500	

\*The scope of this task may be significantly more or less than this, pending outcome of Task 4. Parks Alliance will spend up to allotted hours on this task, billed as incurred. Should work be anticipated to exceed this amount, Parks Alliance will regroup with Working Group to add scope or delegate

<b>Total</b>	<b>\$ 51,900</b>
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