

December 13, 2022

**NB-34**

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Adopt Specifications No. RFQ PW23-189 and award a contract to PAO Design of Long Beach, CA, in an initial amount of \$20,000 to advance the submitted concept design, confirm technical feasibility, and develop comprehensive cost estimates for the COVID-19 Memorial Project, for a period of one year with an option to renew for one additional year, at the discretion of the City Manager; and, authorize the City Manager, or designee, to execute all documents necessary to enter into an agreement. (District 1)

**DISCUSSION**

City Council approval is requested to award a contract to PAO Design of Long Beach, CA, to allow the artist team to refine their designs, confirm feasibility, and develop comprehensive cost estimates to advance the COVID-19 Memorial Project (Project) and to continue their work under the guidance of the COVID-19 Memorial Advisory Committee.

The primary goal of the Project is to create a monumental artwork that is meaningful, lasting, resonant, and inspires healing while capturing the significance of this time.

**COVID-19 Memorial Advisory Committee**

In the Spring of 2022, the City of Long Beach (City) convened the COVID-19 Memorial Advisory Committee (Committee) tasked with developing an intentional and deliberate process for the establishment of the COVID-19 Memorial (Memorial). The Committee is comprised of community leaders with backgrounds in the arts, healthcare, and education fields, as well as local organizers, who witnessed the trauma firsthand and led the COVID-19 response at the neighborhood level.

The Committee, over the course of multiple meetings, discussed thoroughly and thoughtfully the purpose, function, meaning, and their vision for the Memorial. Through subsequent meetings and dialogue, the Committee continued to develop priorities and considerations to ensure the Memorial developed is lasting, meaningful, and resonant, and its ultimate location is accessible, equitable, and safe.

### *Purpose, Function and Vision*

At the first and second meetings of the Committee, the Committee established the Memorial's purpose and function, and established their vision for the work. As advised by the Committee, the Memorial would be a place and space to honor the memories of those who have passed, those who have survived, and for families and friends forever impacted by loss. The Memorial would designate a place and space to acknowledge the tangible and intangible effects of the pandemic on mental health and loss of life, recognizes the contributions of frontline workers, and becomes a space that celebrates our resiliency as a community and city.

The Committee's vision for the memorial was to create a monument that inspires healing, is culturally sensitive, equitable, accessible, and recognizes all experiences and stories of the pandemic.

### *Memorial Location Selection*

At its third meeting the Committee was tasked with determining a location for the COVID-19 Memorial and developed a set of criteria to ensure its ultimate location was suitable for the installation. The criteria established would guide the Memorial's ultimate placement including site availability, access by transit, parking, public restrooms, ambiance/mood, security, and lighting. The Committee members conducted site visits of various parks and open spaces throughout Long Beach to inform its recommendation, but after careful deliberation, the Committee narrowed the opportunity to two locations—Shoreline Aquatic Park (Rainbow Harbor Lighthouse) and the Civic Center (Exhibit A – Memorial Artwork Location Opportunities).

The Committee determined that each respective location on its own afforded unique opportunities. Shoreline Aquatic Park was close to calm waters allowing for reflection, provided connectivity as it was adjacent to walking paths and bike paths, and is frequently visited by a diverse community including residents and visitors, all with their own unique experiences and relationship to the pandemic. The installation of a future Memorial at Civic Center met all established criteria including availability of parking, lighting, security, access by transit, site availability, and proximity of restrooms.

Ultimately, both the Civic Center complex and Shoreline Aquatic Park were made available to artists as possible locations for the Memorial. The Committee provided the latitude to the artist community to propose a Memorial artwork concept and location that took into account the site context and constraints.

### *Advisory Committee Findings*

The Advisory Committee has reviewed the submitted artist Statements of Qualifications and conceptual artwork designs and has determined that the submissions for the Memorial were high quality, striking, and met the goals and intentions established by the Committee.

The Committee selected the submittal by PAO Design entitled "Twin Arches" (Exhibit B). "Twin Arches" memorializes the lives lost, creates an opportunity for interaction with the artwork itself, and provides opportunity for social gathering and healing. As such, staff is recommending to award a contract to PAO Design of Long Beach, CA, in an initial amount not to exceed \$20,000, to allow the PAO Design (artist team) to refine their design, confirm feasibility and develop comprehensive cost estimates and work further with Staff and the Advisory Committee. Upon successful completion of this additional work, Staff and the Advisory Committee will return to the City Council with an additional recommendation to amend the contract to include completing detailed design, permitting, fabrication and installation and to present the refined concept to the City Council.

The Request for Qualifications (RFQ) and Call for Artists offered an honorarium of \$2,500 to the top three ranked artists for their work as determined by the COVID-19 Memorial Advisory Panel (Panel) and for their participation and development of concepts for the artwork. The Panel was comprised of arts professionals, community leaders, and City staff.

The RFQ was advertised in the Long Beach Press-Telegram on November 18, 2022, and 17 potential proposers specializing in public art were notified of the RFQ opportunity. Of those proposers, six downloaded the RFQ via the City's electronic bid system. The RFQ document was made available from the Purchasing Division, located on the Sixth Floor of City Hall, and the Division's website at [www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing). An RFQ announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 42 local, minority-owned, and women-owned business groups. There were three responsive proposals received on December 6, 2022. Of those three proposers, two were Minority-owned Business Enterprises (MBEs), none were Women-owned Business Enterprises (WBEs), one was a certified Small Business Enterprise (SBEs), and one was a Long Beach vendor (Local). The selection committee determined that PAO Design of Long Beach, CA (MBE, WBE, SBE, or Local), will provide the best value for the City. . To promote the opportunity, the RFQ was included in various newsletters including the Go Long Beach Newsletter with a distribution of 55,000 recipients, and on the City and the Department of Public Works social media accounts.

### **Local Business Outreach**

To align with the City's outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts. The Purchasing Division also assists businesses with registering on the LB Buys database to download RFP specifications. Through outreach, eight Long Beach vendors were notified to submit proposals, of which four downloaded and one submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the bidder pool.


This matter was reviewed by Deputy City Attorney Erin Weesner-McKinley, Business Services Bureau Manager Tara Mortensen, and Budget Management Officer Nader Kaamouch on December 9, 2022.



## REQUEST TO ADD AGENDA ITEM

**Date:** December 9, 2022

**To:** Monique De La Garza, City Clerk

**From:** Thomas B. Modica, City Manager 

**Subject:** Request to Add Agenda Item to Council Agenda of December 13, 2022

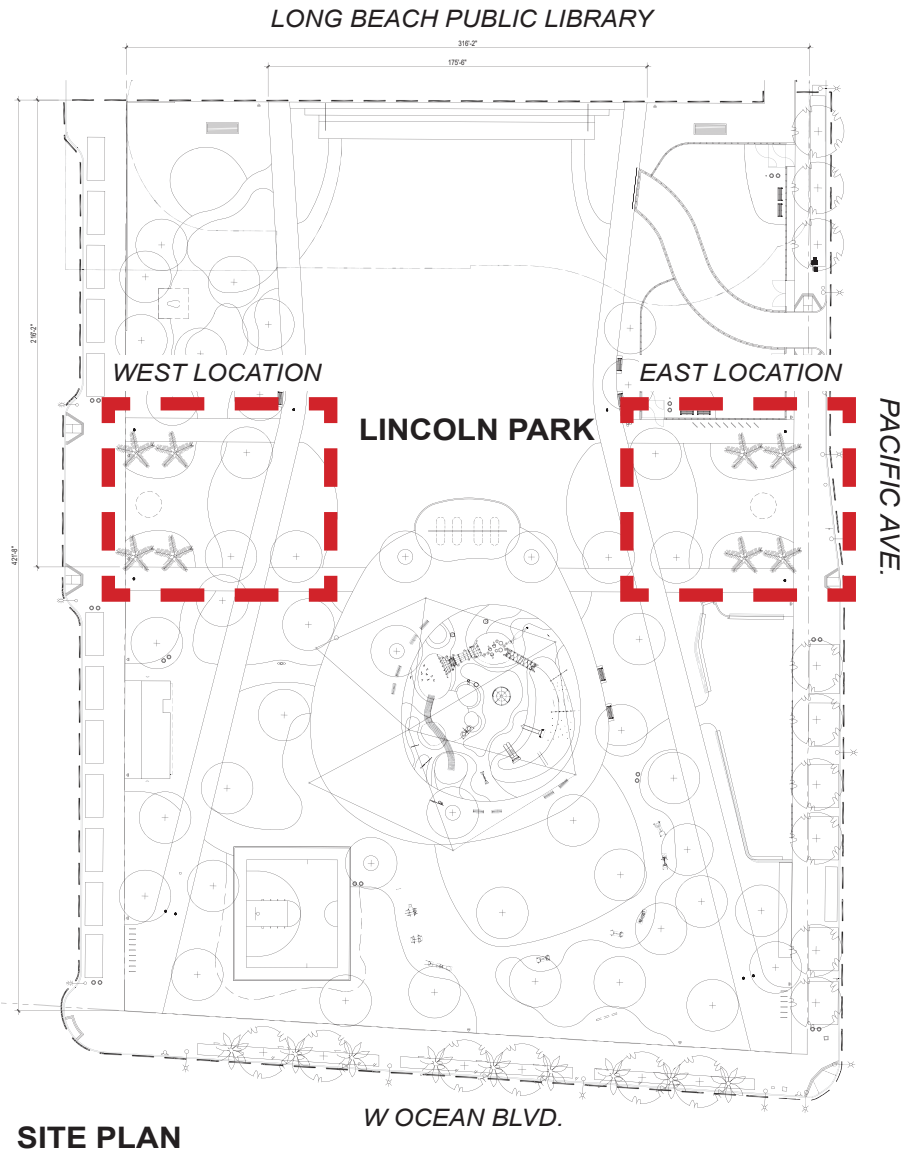
Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

**Adopt Specifications No. RFQ PW23-189 and award preliminary artist agreements to PAO Design of Long Beach, CA, and Asher Kelman of Los Angeles, CA, in the amount of \$20,000 each to advance submitted concept designs, confirm technical feasibility, and develop comprehensive cost estimates for the COVID-19 Memorial Project, for a period of two years with an option to renew for one year, at the discretion of the City Manager; and, authorize the City Manager, or designee, to execute all documents necessary to enter into an agreement. (District 1)**

| Council District | Authorizing Councilmember | Signed by                  |
|------------------|---------------------------|----------------------------|
| 1                | Mary Zendejas             | (Digital – attached email) |
| 2                | Cindy Allen               | (Digital – attached email) |
| 5                | Stacy Mungo Flanigan      | (Digital – attached email) |

EXHIBIT A - PRE-APPROVED MEMORIAL LOCATIONS INCLUDED IN RFQ PW23-189



STREET VIEW FROM PACIFIC AVE. LOOKING AT EAST LOCATION



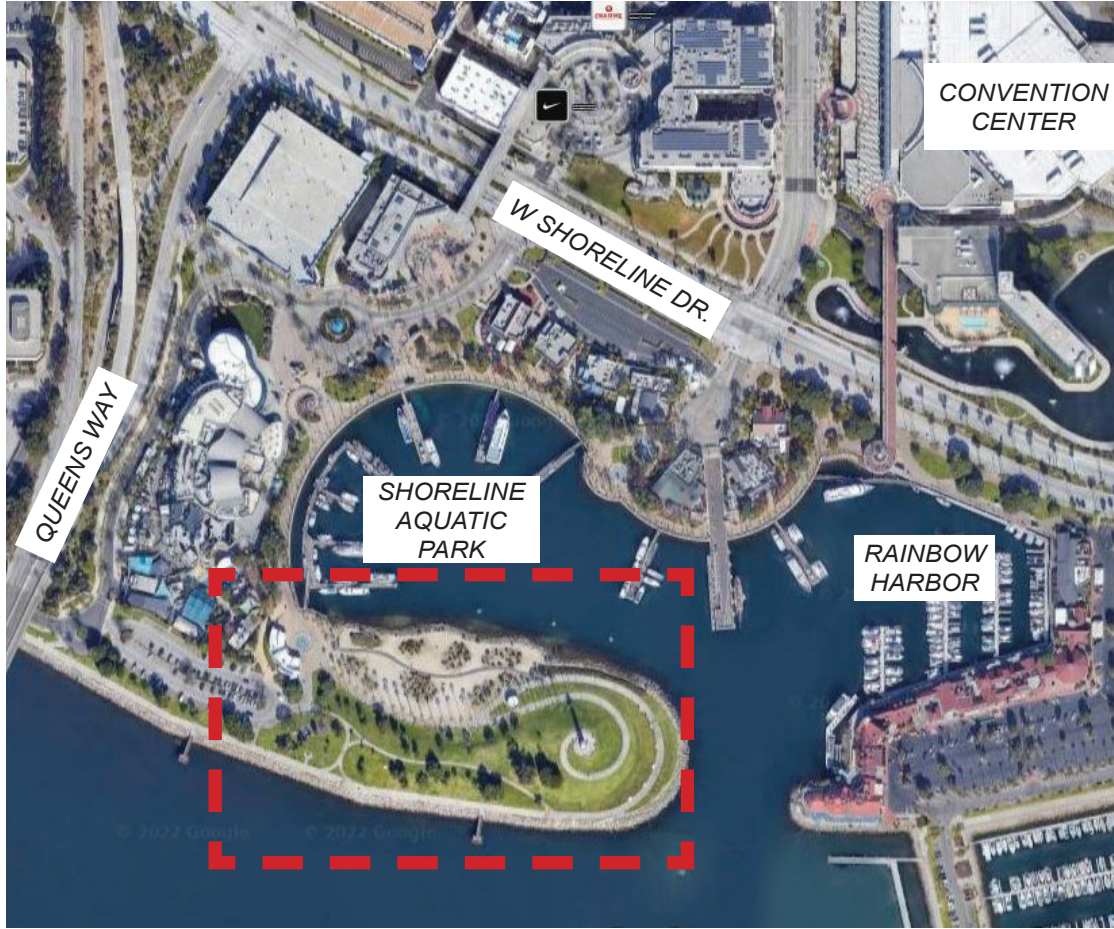
VIEW FROM LONG BEACH PUBLIC LIBRARY LOOKING AT LINCOLN PARK FACING SOUTH

NOT TO SCALE

CIVIC CENTER COMPLEX  
**OPPORTUNITY LOCATION**  
 CITY OF LONG BEACH, CALIFORNIA

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EXHIBIT A - PRE-APPROVED MEMORIAL LOCATIONS  
INCLUDED IN RFQ PW23-189



SITE PLAN



360 IMAGES OF SHORELINE AQUATIC PARK, THE LION LIGHTHOUSE, AND RAINBOW HARBOR



NOT TO SCALE

SHORELINE AQUATIC PARK  
OPPORTUNITY LOCATION  
CITY OF LONG BEACH, CALIFORNIA

## II. Artist Statement of Qualifications

Company: PAO  
Tax ID: 564937596  
Website: [www.peoples-architecture.com](http://www.peoples-architecture.com)  
Authorized Representative: James Shen, Principal  
Email: [james@peoples-architecture.com](mailto:james@peoples-architecture.com)  
Phone: 714-661-4272

### Narrative Approach for The Long Beach Covid-19 Memorial

Our proposal for the Covid-19 Pandemic Memorial emphasizes the importance of human connection. Its form is purposefully 'incomplete' in order to create opportunities for public engagement. The Memorial responds to the loss, disconnection and isolation that people experienced during the pandemic, and continue to experience, by supporting the different ways that people heal.

To accommodate a wide range of rituals and traditions for commemoration, the memorial consists of multiple and discrete entities, some which are static and others that are retractable to provide covered space for temporary gatherings.

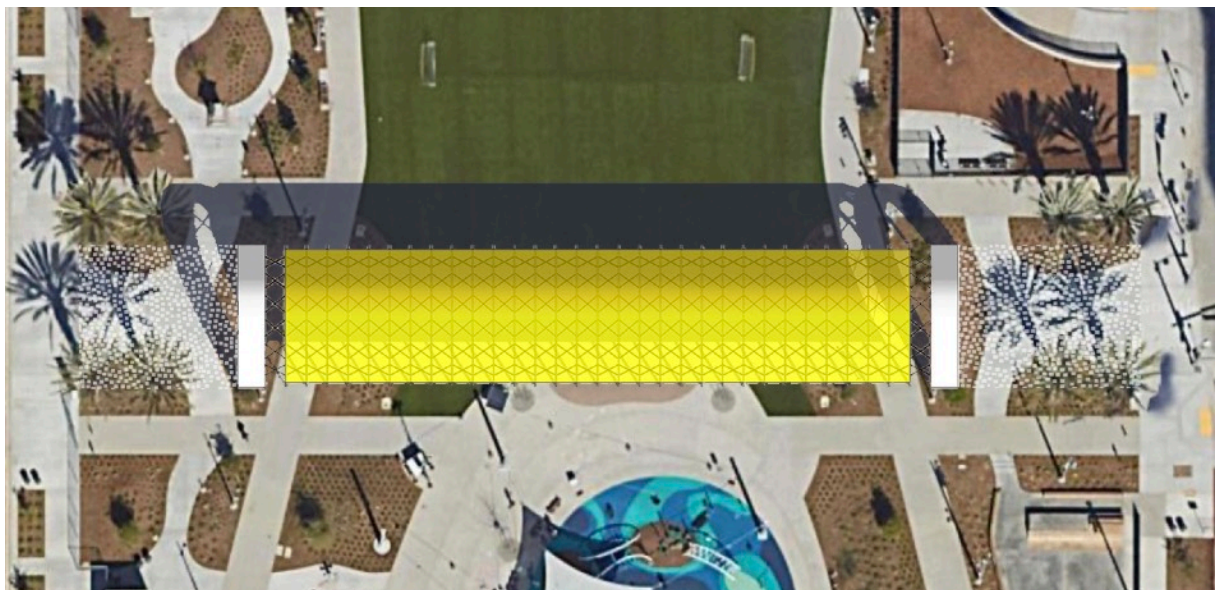
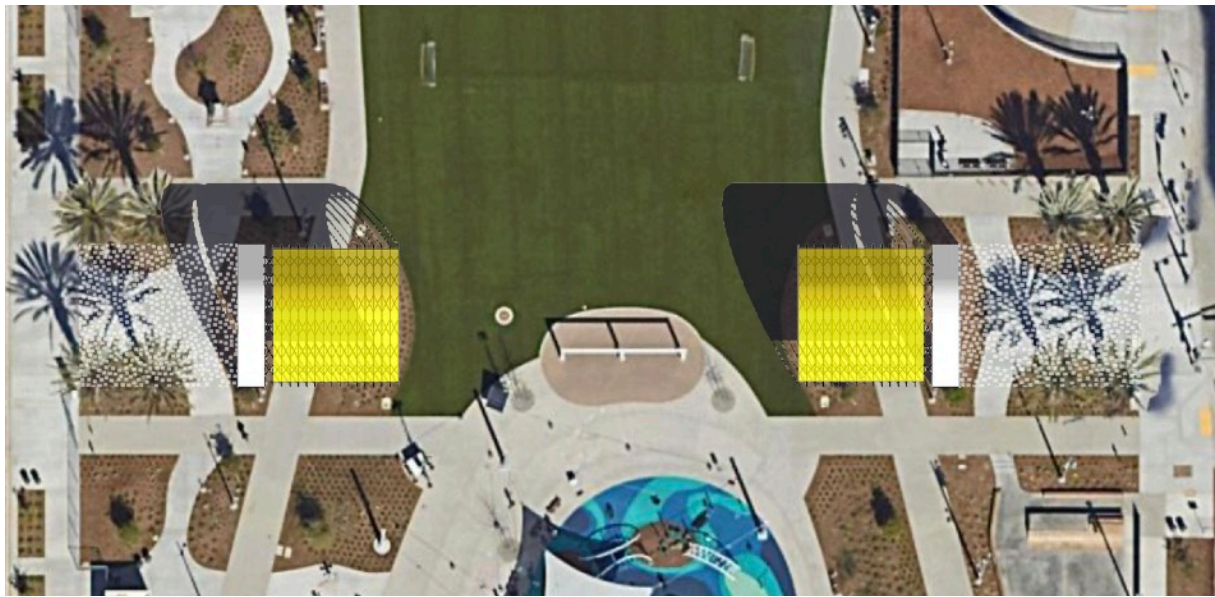
Twin Arches, 20 feet high and 40 feet wide, occupy both pre-approved Memorial locations on the east and west ends of the Civic Center Complex. On approach, the Arches and their reflection on the ground present the image of incomplete circles. Pavers with a mirrored finish are set into the ground and dispersed in front of each Arch, creating a landscape of missing pieces. They allude to the inconceivable vastness of the loss due to the pandemic.





The names of those that have been lost are cut into the brushed steel interior surface of each Arch. Visitors are encouraged to touch and interact with the Memorial by inserting flowers in the letters of names. As the names extend above, beyond the point of legibility, they become blank lines that represent unknown individuals, those whose death were not recorded, and those we will lose to the next pandemic. The inward facing surface of the Arches have a brushed steel finish to encourage visitors to touch the names. Upon careful reading, the disproportionate affect of the pandemic on ethnic minorities distinguished through surnames may become apparent. The outward facing surface of the Arches are have a polished mirror finish to reflect the changing sky.





For the Memorial to accommodate more ways of commemorating loss, the Twin Arches can expand outwards towards each other to create a 200 foot long covered space between them. This temporary use of the lawn area employs methods of appropriating space for communal use that became commonplace across the globe during the pandemic. The flexible adaptation of space for different uses was a positive turning point in the early days of the pandemic when isolation and uncertainty was most intense. A retractable structure is stored within each Arch and hidden from view when not in use. One end is permanently fixed to the Arch while the other can be extended outwards when needed.

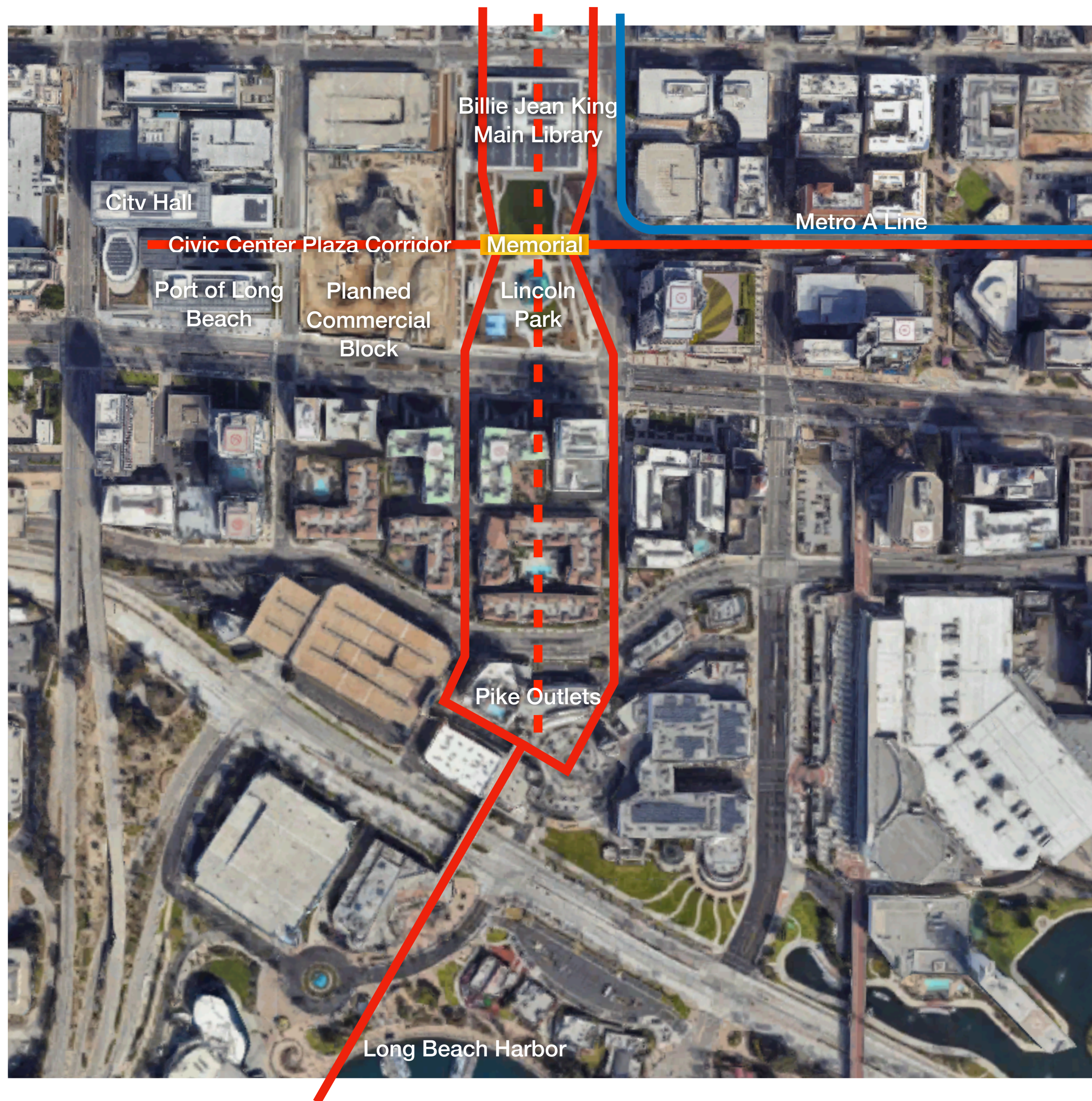




The space underneath the expanded canopy can host events such as an exhibition of printed photographs from the Long Beach Covid-19 Digital Memorial, a large community meal to connect us with people from the present, or public health education workshops to secure our relationships for the future.



The Twin Arches also connect with the surrounding community on an urban scale. They flank Lincoln Park on Cedar and Pacific Avenue and are aligned with the new Civic Center Plaza Corridor. The Arches frame an east-west axis that extends from First Street, through a planned commercial block, to the new City Hall. They also align with a north-south axis that links the Billie Jean King Library to the harbor. The placement of the Twin Arches at the intersection of these urban axes links the memorial to significant historic sites as well as locations that represent the city's future.



### Statement of Qualifications:

We have over 15 years of experience completing large scale urban regeneration projects, architectural works, art projects and exhibitions, and have collaborated successfully with local governments, policymakers, non-profits arts organizations, arts institutions and municipalities in the US, Europe, and Asia. We have the technical experience required to work with engineers and other city officials, and have collaborated with cities to push conceptual and spatial boundaries.

For example, the design, manufacture and construction of Plugin Houses for the Dashiilar Urban Regeneration Pilot (2013) in Beijing were quite innovative, and in fact, had never been done before. Plugin Houses consist of proprietary prefabricated panels that incorporate structure, insulation, wiring, plumbing, windows, doors into one molded part. Lightweight and simple to construct using a single hex wrench, the Plugin Houses proved to local government officials that living conditions of disadvantaged residents in this dilapidated Hutong area could be vastly and quickly improved without forced relocation of residents or the destruction of historic architecture.

Our design for the Covid-19 Memorial challenges the typical functions of a static memorial, as it also contains retractable structures that can inhabit a larger area of public space that is then programmed for different events. When extended, placement of the expandable structures in the middle Lincoln Park may conflict with the park's existing landscape. This may also be an opportunity to devise ways for the structures to blend unobtrusively into the landscape. The retractable structures likely do not follow any existing regulatory framework; however, we have ample experience working with engineers to solve structural problems and city officials to adhere to fire safety codes.

Our approach to design is very community-oriented. In 2015, we were invited by In Certain Places, an urban arts organization in Preston, UK to participate in a workshop with citizens. Together we brainstormed ideas about how to re-energize the city's central district and to bring cultural events to places that lacked amenities. Months later we successfully deployed the People's Canopy at Preston, and gathered volunteers to cycle the large-scale vehicles down streets for gatherings.

Partnering with the Mayor of Boston's Housing Innovation Lab (2018), volunteers built the Plugin House in front of Boston City Hall, drawing attention to the need for more creative housing solutions in the area. Events brought together community leaders, policy makers and housing advocates to discuss how solutions like the Plugin House can help alleviate the city's housing crisis. The Plugin House hosted over one thousand visitors and a wealth of feedback was collected.

The success of the proposed Covid-19 Memorial will rely on programmed events. We recognize that this is an added layer of complexity to the design, however, we hope that the special community space of the Covid-19 Memorial can inspire citizens and local officials to make concerted use of the Memorial.