



Edwin M. Lee, Mayor
Philip A. Ginsburg, General Manager

Date October 1, 2014

To: Recreation and Park Commission
Capital Committee

Through: Philip A. Ginsburg, General Manager
Dawn Kamalanathan, Capital & Planning Division Head
Lisa Bransten, Partnerships Division Head

From: Matt Jasmin and Abigail Maher

Subject: Randall Museum Renovation Project: Conceptual Plan, Donor Recognition and Accept & Expend Approval

Agenda Wording

Discussion and possible action to 1) approve a conceptual plan for the renovation of the Randall Museum (“Project”); 2) approve a donor recognition plan for the Project; 3) approve a grant agreement between the Randall Museum Friends (“RMF”) and the Recreation and Park Department for enhancements to the design of the Project; 4) recommend that the Board of Supervisors accept and expend a cash grant in the amount of up to \$2.3M for enhancements to the construction budget and accept an in-kind grant in the amount of up to \$1.3M for Furniture, Fixtures, and Equipment (“FFE”) for the Randall Museum. Approval of this proposed action by the Commission is the Approval Action as defined by S.F. Administrative Code Chapter 31.

Background

The Randall Museum is a free of charge nature and culture museum located in Corona Heights Park that receives over 90,000 visitors per year, as identified in Exhibit A. The museum facilities are owned by the Recreation and Park Department (RPD) and operated with the help of the Randall Museum Friends (RMF), a private, non-profit organization which provides strategic private-sector leadership, fundraising, and administration for museum programs.

The museum is intended to be "a place that would foster a love of science, natural history, and the arts." As part of this mission the museum provides exhibits, classes, workshops, presentations, special events, and many other hands-on learning experiences for children and adults.

Currently, RPD, in conjunction with RMF, is undertaking a renovation of the Randall Museum facilities with the help of a grant from the California State Parks, under their Nature Education Facilities Program. The renovation project comprises new geology and zoology exhibits, a new science lab, new elevator, as well as the renovation of the live animal exhibit, classroom, restrooms, first floor lobby, and concession area. Sustainable design techniques will be implemented as per the grant requirements.

In August of 2013 the Commission approved the award of a design services contract to PLA/KRA Joint Venture for design of the Project and related infrastructure.

Community Engagement

Staff has conducted three public meetings regarding the upcoming renovation project between October 2013 and February 2014. Outreach mailing and notifications were distributed for all meetings to the following individuals or groups:

- Members of the Randall Museum
- Randall Museum Mailing List
- Schools that regularly visit the museum
- Supervisor Scott Wiener's new letter
- Sunset Neighborhood Beacon Center
- Public notices were mailed to addresses within a 300' radius, and posted at Randall Museum site and on the RPD website.

Participants of the meetings were overwhelmingly supportive of the project.

Staff has been working with the Golden Gate Model Railroaders, Inc. ("GGMR") on a "Statement of Common Goals and Objectives" (refer to Exhibit D). The purpose of the Statement is to set forth the current state of negotiations between the Department and the GGMR as they begin to develop and negotiate a license agreement for use of the current train space.

Proposed Improvements

RPD, in conjunction with The Randall Museum Friends (RMF), is undertaking a renovation of the Randall Museum facilities with the help of a \$5,477,193 grant from the California State Parks, under their Nature Education Facilities Program. The renovation project comprises new

geology and zoology exhibits, a new science lab, a new elevator, as well as the renovation of the live animal exhibit, classroom, restrooms, first floor lobby, and concession area. Sustainable design techniques will be implemented as per the grant requirements.

Grant funding will also be used to seismically upgrade those portions of the facility that are funded by the grant and bring them up to ADA standards. The interior renovation will include the consolidation, and rearrangement, of interior rooms and ADA compliance measures. A concession area will be added to allow visitors to extend their stay at the facility. Building systems such as mechanical, plumbing and electrical, including low voltage systems, will be modernized. Interior equipment, materials and finishes will be upgraded. Any changes to the building exterior will be historically sensitive. Grant funding will also be used to make grant-funded portions of the facility more sustainable and diminish its carbon footprint.

Project Budget and Fund Source

Budget	<u>\$5,974,440</u>
Construction Costs	\$4,583,000
Soft Costs	\$1,391,440 (design, administration)

Fund Source

State California Department of Parks and Recreation Grant:	\$5,477,193
Randall Grounds Renovation Grant:	\$197,247
City Contribution:	\$300,000
Randall Museum Friends (RMF) in-kind donation for a Project Coordinator representing RMF:	\$130,000

Anticipated Project Schedule

Project Planning	08/26/2013 to 12/13/2013 - Completed
Design Phase	12/16/2013 to 03/15/2014
Bidding	03/16/2014 to 08/31/2015
Construction	08/02/2015 to 08/04/2016

Fundraising Campaign

Goal: The Randall Museum Friends respectfully seeks approval to raise an amount not to exceed \$3.5 million for the Randall Museum. The RMF goal is to ensure that the Randall Museum is refurbished and revitalized in ways consistent with Nature Facilities Education Project (NEFP) grant and the Museum’s mission to inspire creativity, curiosity and appreciation for the natural

world through an integrated program of arts and science. The overall goal is to create the best possible experience at one of the Recreation and Park Department's (RPD) most unique and beloved sites.

The Nature Education Facilities Project Grant: In June of 2010 RPD and RMF worked collaboratively to submit a proposal to the California State Parks Department to secure a grant for funds set aside by Proposition 84. Their hard work paid off when the Randall Museum was awarded a \$5.5 million grant in 2011. The scope of the grant is to provide the public with state-of-the-art, multisensory environmental education through new and enhanced exhibits designed to encourage stewardship among Museum visitors.

Since June 2013, a Steering Committee comprised of RPD employees, Museum employees and RMF Board members have worked side-by-side to hire an architect and design team, and to complete the schematic design phase of the NEFP

As the Steering Committee embarks on the design development phase, it is well aware that it can meet all grant requirements but not at the treatment level it hoped. The opportunities for improvement are limited by the size of the building (32,000 square feet), its underlying condition, and the cost of construction in the current economy.

Proposed Fundraising Strategy: RMF has long believed that securing the NEFP grant created a unique opportunity to raise supplemental funds for the Museum. The significant gap between what the NEFP dollars can do versus what the Steering Committee would like them to do in order to honor the Museum and best serve its visitors, has only deepened RMF's resolve to conduct the most effective fundraising campaign that it can.

RMF has enough clarity now to proceed with the campaign and the NEFP timelines demands that they act immediately. The goal is to secure \$500,000 to \$3,500,000 primarily from foundations, corporations, and a targeted group of individuals.

RMF intends to make two types of grants to supplement the renovation project and create long lasting improvement to the Randall Museum. As the renovation plans develop, the Steering Committee will determine the best use of the privately raised dollars. At this point, the idea is for RMF to make a cash grant in of up to \$2.3M for enhancements to the construction budget and an in-kind grant of up to \$1.2M for Furniture, Fixtures, and Equipment ("FFE") for the Randall Museum.

Cash Grant up to \$2,300,000: The primary focus is to secure funding to enhance the construction budget for elements that are part of the conceptual plan, but that could use additional funding. One main example is an important element in the renovation project is a distinctive border wall, also known as a Dynamic Wall, in the animal room that incorporates exhibits. This will be a wall separating the Museum lobby from the Animal Exhibit featuring schematic trees in which the Museum's raptor enclosures are housed. Current base budget for this

element is approximately \$250,000. However, an additional \$200,000 would greatly enhance this key feature of the renovation project.

Furniture, Fixtures, and Equipment up to \$1,200,000: In addition to enhancements to the construction budget, RMF would like additional funding:

- a) To deliver the goals of the NEFP grant requirements more fully but do not require construction. An example is outfitting a study station tied to directly to the exhibits.
- b) For areas which are not funded but necessitated by the NEFP grant. The primary example here is furnishing for areas created or renovated by the NEFP grant including the new concessions area and the renovated Buckley Room.
- c) For areas which are complementary efforts to the NEFP and would detract from the Museum operations and/or visitor experience if not addressed prior to grand re-opening. These elements range from a refurbishment of the primary field trip teaching space (the Randall Room) to replacement of the phone system.

Donor Recognition and Appreciation

In collaboration with the Steering Committee, RMF is working on meaningful ways to recognize and show appreciation for the donors to the project, as shown in Exhibit B. Donor recognition projects are a popular way to honor people who support park and recreation projects, and they provide community members the opportunity to memorialize their connection to the site. The Randall Museum donor recognition plans will be an integral part of the overall conceptual plans, as designed by PLA/KRA Joint Venture. The design team is familiar with other approved plans, such as those in Boeddekker Park, Alta Plaza Park, Coit Tower and other RPD sites with approved donor recognition. They will abide by the Recreation and Park Commission Gift and Naming Policies and they understand that corporate logos cannot be used in permanent signage. The donor recognition plans will be refined as additional funding becomes available and as the renovation plans become further developed and finalized. At this stage of the project, RMF is proposing to recognize donors on tiles and/or bricks, as well as these other donor recognition ideas.

Annual Fund Giving Wall: In recognition of the donations made throughout the year, RMF is proposing to have a permanent space to recognize the annual museum donors. The plan is showcase all levels of gifts made during the capital campaign for one year. After one year, the recognition space will be used for annual fund gifts. A donor recognition area or wall in the entrance area is a distinctive way to recognize a large group of donors of all levels and it is common to see annual fund or donor wall(s) in museums. There are also a few in the park system, such as Hamilton Recreation Center, Noe Valley Recreation Center, and Coit Tower.

Donor Wall (Barn Door): In recognition of the donations made toward the project, RMF is proposing to showcase a donor wall in the Museum’s lobby. The intent of this wall is to highlight gifts of \$10,000 and above. The design specifics for the wall will be refined as lobby renovation plans are further developed and finalized. However, at this point, the idea is that in the lobby area, there will be a main entrance to the exhibits. This main entrance will have a sliding wood wall, of which one panel will have donor names, which is known as the “Barn Door.”

Exhibits and Rooms: In recognition of donations made towards specific exhibits or rooms, RMF is proposing small and tasteful signage or plaques for gifts over \$25,000 and in cases where the funder has covered over 50% of the costs of the project. For example, an oceans exhibit could have leadership givers identified on a small plaque at the base of an aquarium. A second example is a case in which one funder was solely (or predominantly) responsible for outfitting the new science lab. In this case, a small sign at entry to the lab to highlight the donor would be appropriate. Similarly, naming rights for a room or area of the museum would be considered on a highly selective basis and the donor would be recognized with a small sign or plaque. In some instances, if a donor makes an extraordinary, or at least \$250,000 donation, then RMF would like to consider naming rights to the room or area in honor of the donor, for a limited time or term (e.g., 5 years).

Grant Agreement and Gift Acceptance

The purpose of the proposed Grant Agreement attached hereto as Exhibit C is to delineate the responsibilities of RPD and RMF in the acceptance of private funding for the design and construction of the Randall Museum Renovation Project.

Specifically, the grant agreement includes the following provisions:

- The Friends shall provide funding that is necessary to fund the add alternatives in the construction budget. The approximate budget and value of the cash gift is valued at up to \$2,300,000.00.
- RMF shall contribute Furniture, Fixtures, and Equipment (“FFE”), as a grant-in-place valued at up to \$1,200,000.00.
- The Recreation and Park Commission shall approve the conceptual plan and recommend to the Board of Supervisors to accept the cash and in kind gifts from RMF.

CEQA Determination

This project has been reviewed by the Department of Planning and a Categorical Exemption status was under, Class 1 [State CEQA Guidelines Section 15300, Class 1 (d)] in November of 2010 (Case No. 2010.1126E).

Staff Recommendation

RESOLVED that this Commission does 1) approve a conceptual plan for the renovation of the Randall Museum (“Project”); 2) approve a donor recognition plan for the Project; 3) approve a grant agreement between the Randall Museum Friends ("the Friends") and the Recreation and Park Department for enhancements to the design of the Project; 4) recommend that the Board of Supervisors accept and expend a cash grant in the amount of up to \$2.3M for enhancements to the construction budget and accept an in-kind grant in the amount of up to \$1.3M for Furniture, Fixtures, and Equipment (“FFE”) for the Randall Museum.

Supported By:

Supervisor Scott Wiener, Randall Museum Friends, and the Recreation and Park Department

Opposed By:

No known opposition

Attachments:

- Exhibit A – Project Site Map
- Exhibit B – Conceptual Plan, with Donor Recognition
- Exhibit C – Grant Agreement
- Exhibit D - Statement of Common Goals and Objectives