



Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TDD/TTY 510.817.5769
FAX 510.817.7848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

Memorandum

TO: Bay Area Toll Authority

DATE: February 20, 2013

FR: Deputy Executive Director

W. I. 1256

RE: Contract: Bay Bridge Opening Plan: Hartmann Studios (\$5.6 million)

At the February 13, 2013 BATA Oversight Committee meeting, the Committee approved forwarding to the Authority staff's recommendation that the Executive Director or his designee be authorized to negotiate and enter into a sole source contract with Hartmann Studios (Hartmann) in an amount not to exceed \$5.6 million to provide transportation, operations and public safety services for a public celebration of the September 2013 opening of the new East Span of the San Francisco-Oakland Bay Bridge.

Background

The Governor's Super Bowl Sunday announcement of a planned public celebration to commemorate the opening of the new East Span follows a worldwide tradition of public events to celebrate bridge openings. Here in the Bay Area, this tradition dates to the four-day gala for the 1936 opening of the original Bay Bridge. In 1987, Golden Gate Bridge officials expected no more than 50,000 people to show up for the 50th anniversary of that span's opening. They were wholly unprepared when 800,000 arrived, underscoring the need to be prepared for the level of interest that will be forthcoming.

Anticipating the importance of the East Span opening, BATA, Caltrans and the California Transportation Commission, under the management structure of the Toll Bridge Program Oversight Committee (TBPOC), have been discussing logistical details for a number of opening event options over the past several months. The TBPOC is following a public/private partnership model most recently used by the Golden Gate Bridge District for its 75th Anniversary celebration, under which private donations were raised by a nonprofit working under a memorandum of understanding (MOU) with that bridge.

The TBPOC developed a similar relationship with the Bay Bridge Alliance (BBA), a nonprofit organization dedicated to celebrating the completion of the new East Span, advancing development of the future Gateway Park site, and preserving the legacy of the Bay Bridge and transportation in the Bay Area. BBA entered into a formal MOU with TBPOC in June 2012 (see Attachment A). In November 2012, TBPOC took action to support a proposed series of free public events and private, fee-based events that are outlined in detail below in this memo and its attachments.

Prior to opening the new East Span to motor traffic, the existing Bay Bridge must be closed to traffic in both directions to tie the old bridge into the new one at the Oakland Touchdown and the Yerba Buena Island tunnel (see Attachment B). The bridge is slated to close at 8:00 p.m. on Wednesday August 28 and to reopen by 5:00 a.m. on Tuesday, September 30. During this period, we propose to conduct a 1.5-day Opening Celebration on September 1 and September 2 including pedestrian access across the westbound lanes of both the new East Span and the West Span, and a planned bridge lighting/fireworks event. We estimate over 200,000 people may participate in on-bridge activities such as the public bridge walk, running events and a bike ride. Off-bridge activities are planned to accommodate hundreds of

thousands of additional participants as well, including attendees at numerous locations for the Sunday Bridge Lighting/Fireworks display.

Public and Private Funding

Costs are recommended to be split between toll funds and private sponsorships and donations. For the 2003 opening of the new Carquinez Bridge, roughly \$300,000 in toll funds were used to pay for buses, fencing and public facilities, while private funds were raised for the fireworks display and off-site events. Staff recommends BATA follow this precedent by providing public safety and logistical support for the Opening Celebration, and by authorizing the Executive Director or his designee to enter into a contract with BBA's event production contractor, which would in turn contract with appropriate suppliers and vendors.

Specifically, we recommend funding of a public walk to accommodate approximately 125,000 people so it can be a completely free event, including transportation to the start site. Staff recommends all other events, such as the bridge run and bike ride, be operated on a fee-based model and be produced by BBA. While private sponsors will be expected to cover costs associated with private events, some infrastructure and safety costs (see Attachment C) will be shared as these events are woven together in a seamless weekend of celebrations. The TBPOC in November 2012 endorsed the use of seismic program funds to support transportation, operations and public safety (TOPS) costs, to help ensure that public access and public safety are not compromised. Since there is ample funding remaining in the Toll Bridge Seismic Retrofit Program contingency fund, no new source of funding would be needed.

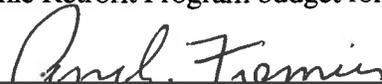
Hartmann Studios Contract

BATA staff, on behalf of the TBPOC, requests approval to negotiate and enter into a sole source contract with Hartmann in an amount not to exceed \$5.6 million to provide the TOPS services necessary to execute the plan approved by the TBPOC in November 2012 for a public/private partnership to conduct the Opening Celebration. Hartmann will use these funds to procure the goods and services necessary to meet the transportation, operations and certain public safety responsibilities approved by the TBPOC. This will place an experienced firm with a proven record of delivering public events in charge of logistics and relieve BATA of the responsibility for administering scores of individual contracts for motor coaches, barricades, restrooms, waste management and recycling, emergency medical personnel, security services, and the like.

Hartmann is uniquely qualified to execute the Opening Celebration plan. The Richmond-based firm employs over 700 workers, of whom nearly 80 percent reside in the East Bay — with almost 300 in its home city. Hartmann has years of experience working with local governments to successfully and safely produce large public events, including the Giants' World Series victory parades undertaken in collaboration with the City and County of San Francisco in 2010 and 2012. Hartmann is now working with San Francisco to prepare an event plan as part of the city's bid to host the 2016 Super Bowl. Hartmann for the past 12 years also has created Oracle World on Treasure Island and produced an evening event that hosts over 25,000 people. Creating a specialty-built temporary bus terminal on Treasure Island, Hartmann provided over 50,000 transit riders safe transport to and from San Francisco.

Recommendation

Staff recommends that the Authority authorize the Executive Director or his designee to negotiate and enter into a sole source contract with Hartmann in an amount not to exceed \$5.6 million, subject to the approval of BATA Resolution 104, Revised, to provide the transportation, operations and public safety services necessary to execute the Opening Celebration Plan approved by the TBPOC in November 2012. eir costs in the normal course of developing the Seismic Retrofit Program budget for FY 2013-14.



Andrew B. Fjemier

**Memorandum of Understanding
Between TOLL BRIDGE PROGRAM OVERSIGHT COMMITTEE
And BAY BRIDGE ALLIANCE
Regarding the EAST SPAN OPENING PROJECT**

This Memorandum of Understanding (MOU) is made and entered into as of June 8, 2012 (Effective Date) by and between the Toll Bridge Program Oversight Committee (TBPOC) and the Bay Bridge Alliance (BBA), a California nonprofit public benefit corporation described in Section 501(c)(3) of the Internal Revenue Code. This MOU is not legally binding on the TBPOC or BBA (the "Parties"). The purpose of this MOU is to memorialize the intent and desires of TBPOC and BBA in connection with ceremonial opening of the East Span of the San Francisco-Oakland Bay Bridge.

RECITALS

1. Whereas, the BBA is a private non-profit organization established to conduct activities to inform and inspire the public concerning the role the transportation network in the San Francisco Bay Area has played in shaping the Bay Area and advancing Bay Area regionalism, which may include developing and implementing plans related to celebrating the opening of the replacement East Span of the San Francisco-Oakland Bay Bridge (SFOBB) in 2013; and the establishment and operation of Gateway Park, with the assistance and direction of TBPOC, facilitating one or more video presentations and exhibitions concerning the history of San Francisco Bay, facilitating the establishment and operation of a regional transportation museum and conducting other activities for the same or similar general purposes; and
2. Whereas, the TBPOC consists of the chief executive officers of three public agencies: the California Department of Transportation (Caltrans), the Bay Area Toll Authority (BATA) and the California Transportation Commission (CTC); and
3. Whereas, the TBPOC intends to develop and implement an event to celebrate the opening of the new East Span of the SFOBB (the "Opening Event"); and
4. Whereas, the BBA intends to solicit and accept funds for the Opening Event; and
5. Whereas, funds will also be obtained through, among other means, sponsorships, retail partnerships, production and sale of commemorative products, donations, and gifts; and
6. Whereas, each TBPOC signatory is acting in his or her capacity solely as a member of TBPOC and by execution hereof is not binding Caltrans, BATA or CTC; and
7. Whereas the BBA intends to consult with the TBPOC regularly during the planning process for the Opening Event.

ARTICLE I. BACKGROUND AND OBJECTIVES

- A. The TBPOC and BBA desire to express their intentions by memorializing and setting the terms of a cooperative relationship to plan and implement the following (all of which is referred to herein as the “Project” or “Project Activities.”)
1. The Opening Event: A program to celebrate the opening of the Bay Bridge’s East Span, to include public events and programs, fee-based events and programs, communications, website development, social media, sponsorships, retail partnerships, production and sale of commemorative products;
 2. Gateway Park Development: A program to work with public agencies and private partners to spur development of public improvements—including but not limited to a transportation museum and visitor center—designed to enhance the visitor experience at the eastern end of the Bay Bridge and to promote education about and enjoyment of the regional transportation network, San Francisco Bay, and the Bay Bridge itself; and
 3. Merchandising Activities: A program of development, production, marketing, and sale of informational and commemorative materials related to the East Span, including publications and other merchandise related to the East Span (collectively, the Merchandise) to be sold at any location.
- B. The Parties desire that all aspects of the Project be respectful of the Bay Bridge and its history, mindful of the Bay Bridge's regional, national and international identity, protective of public safety and security, conscientious about resource protection, and financially feasible.

ARTICLE II. THE PROJECT

A. The Opening Event Plan

The BBA intends to develop for review and concurrence by the TBPOC the Opening Event Plan (the “Plan”). BBA will seek TBPOC input into the Plan and its components, including:

1. Public event(s) and program(s), including all activities conducted during the East Span Opening;
2. Merchandising activities, including the production and sale of commemorative products and materials; and
3. Any other Opening Plan components.

As part of the Opening Event, the TBPOC intends to develop a specific event (similar to the 1936 chain cutting) to celebrate the opening of the new East Span, and the TBPOC will coordinate with BBA with respect to planning of this event.

B. Merchandising Activities

The BBA intends to prepare a Scope of Sales proposal, describing the scope, themes, and subject matters of the proposed Merchandising Activities, and shall present it to the chief executive officers of the three TBPOC agencies for input. Any elements of this proposal requiring the use of logos associated with the TBPOC or its member agencies, the East Span project, or copyright material under the control of TBPOC member agencies are subject to the approval of the TBPOC or its member agencies as applicable. In the event such approval is given, it may be limited in time and will be contingent on any surplus funds generated by sales of merchandise being used for support of the Project. The BBA intends to be responsible for implementing each component of the Merchandising Activities. The BBA intends to be responsible for securing the work of artists and other service providers in connection with the Merchandise.

C. Communications and Public Relations

The TBPOC intends to have primary responsibility for public communication about the Opening Event. A public communication strategy shall be developed by the TBPOC's Communications Partnership Team, including the designation of a lead public spokesperson or spokespersons. The TBPOC-designated lead public spokesperson(s) intends to have primary responsibility for interacting with the press, including print, broadcast and online media, regarding the Project.

In addition, the TBPOC's Communication Partnership Team intends to have primary responsibility for the following:

1. Coordination with Caltrans Construction and related stakeholder agencies such as the California Highway Patrol, U.S. Coast Guard and local governments;
2. Development and implementation of a steering committee to educate, inform and coordinate with local stakeholders;
3. Development and coordination of a technical conference or symposium; and
4. Participation and recognition of the Bay Bridge Project Team.

ARTICLE III. COSTS

BATA shall determine whether a portion of the Opening Event Costs, as defined below, that relate to security and public access support, could be paid out of toll bridge revenues — if and to the extent permitted by law and approved by the BATA governing board— and shall further determine, in its sole discretion, the extent to which BATA will be responsible for the payment of such Opening Event Costs out of toll bridge revenues. BBA shall be responsible for the payment of all other Opening Event Costs. “Opening Event Costs” means all capital and operating costs incurred to implement the Opening Event, and include but are not limited to the cost of goods sold, on-site staff and

operating costs, cost of capital, direct Opening Event overhead, allocated indirect overhead and allocated management costs which include administrative, marketing, communications, advertising, product development, Project planning, professional services and related project expenses. It is understood and agreed that BBA shall be under no obligation to proceed with the Opening Event, the Project, or any Project Activities if (a) BATA determines that it will not be responsible for any Opening Event Costs; or (b) BBA determines in its sole discretion that the amount of Opening Event Costs BATA will be responsible for is inadequate.

ARTICLE IV. MISCELLANEOUS

A. Use of Area

This MOU is entered into by the BBA with the knowledge that the historic, natural and recreational qualities of the Bay Bridge and its environs are to be preserved. The BBA shall not use any premises, or exercise any of the rights or privileges herein provided for, except to the extent necessary for the purposes of this MOU and unless authorized by the TBPOC and by Caltrans pursuant to the terms of an Encroachment Permit.

B. Non-Profit Status

During this MOU, the BBA intends to retain its non-profit status pursuant to the Non-Profit Corporation Law of the State of California.

C. Encroachment Permit

BBA intends to obtain an encroachment permit for any activities and ceremonies that are conducted on Caltrans property. Encroachment permits require insurance as well as other obligations regarding safety and oversight. Caltrans will endeavor to issue and approve the necessary encroachment permits for these activities and ceremonies.

D. Non-Binding MOU

This MOU does not create a contract or other binding obligation with respect to the Project and is intended only as an expression of the Parties mutual desire to proceed expeditiously to evaluate the Project in accordance with the objectives set forth in this MOU. As of the date the last party signs the MOU, the Parties understand and acknowledge that nothing stated orally or in writing by any party in relation to this Project may be construed as a legally binding obligation. The Parties further understand and acknowledge that any action taken by any party, consistent with, or in furtherance of the Project, shall not be considered evidence of intent by the party to be bound thereby. It is mutually understood and acknowledged that any party may (a) discontinue consideration of, or participation in, the Project at any time; (b) reject any and all proposals made to it with regard to the Project; and (c) revoke any and all proposals made by it with regard to the Project.

E. Meetings

The TBPOC may have representatives from any or all of its three agencies attend BBA meetings as necessary.

F. Counterparts

This MOU may be executed in counterparts, each of which shall be deemed an original, and all of which will be deemed one and the same non-binding instrument.

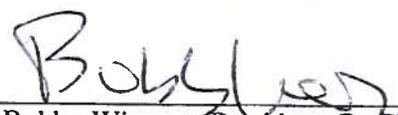
IN WITNESS WHEREOF, this MOU has been executed by the Parties hereto as of the day and year first written above.

TOLL BRIDGE PROGRAM
OVERSIGHT COMMITTEE



Steve Heminger, Chair, Toll Bridge
Program Oversight Committee

BAY BRIDGE ALLIANCE



Bobby Winston, President, Bay Bridge
Alliance



Malcolm Dougherty, Director,
California Dept. of Transportation;
Toll Bridge Program Oversight
Committee



Bimla G. Rhinehart, Executive
Director, California Transportation
Commission; Toll Bridge Program
Oversight Committee

ATTACHMENT B



Prior to opening the new East Span to traffic, the Bay Bridge must be closed to traffic in both directions for approximately four days to realign the Oakland side approaches to the new East Span. This will require acres of new paving and extensive lane striping, as well as demolition of a portion of the upper deck of the existing bridge to allow for future bicycle/pedestrian access.

As outlined in the table above, the opening of the Bay Bridge on Labor Day weekend will begin with a construction window that starts at Wednesday, August 28th at 8 p.m. with the bridge open to vehicular traffic no later than 5 a.m. on September 3rd, 2013.

ATTACHMENT C

Estimated Toll Funded Element of the Opening Proposal

Transportation Busses/Temporary Depots/Staffing	\$1,865,000
Sanitation & Recycling	865,000
Fencing/Barricade/Access Control/Security	955,000
Registration & Ticketing Entrance Management	510,000
Volunteers (Recruitment, Management, Meals, Transportation)	165,000
EMT/Water Stations/First Aid Stations	121,000
Other Misc. costs	160,000
Subtotal	4,641,000
~20% Contingency	959,000
Total Transportation, Operation, and Public Safety Costs	\$5,600,000

REQUEST FOR AUTHORITY APPROVAL

Summary of Proposed Contract

Work Item No.: 1256

Vendor: Hartmann Studios
Richmond, CA

Work Project Title: Bay Bridge East Span Opening Celebration

Purpose of Project: Transportation, Operations and Public Safety

Brief Scope of Work: Provide the transportation, operations and public safety services necessary to execute the plan approved by the Toll Bridge Program Oversight Committee for a public/private partnership to conduct a large-scale regional celebration of the 2013 opening of the new East Span of the San Francisco-Oakland Bay Bridge.

Project Cost Not to Exceed: \$5.6 million

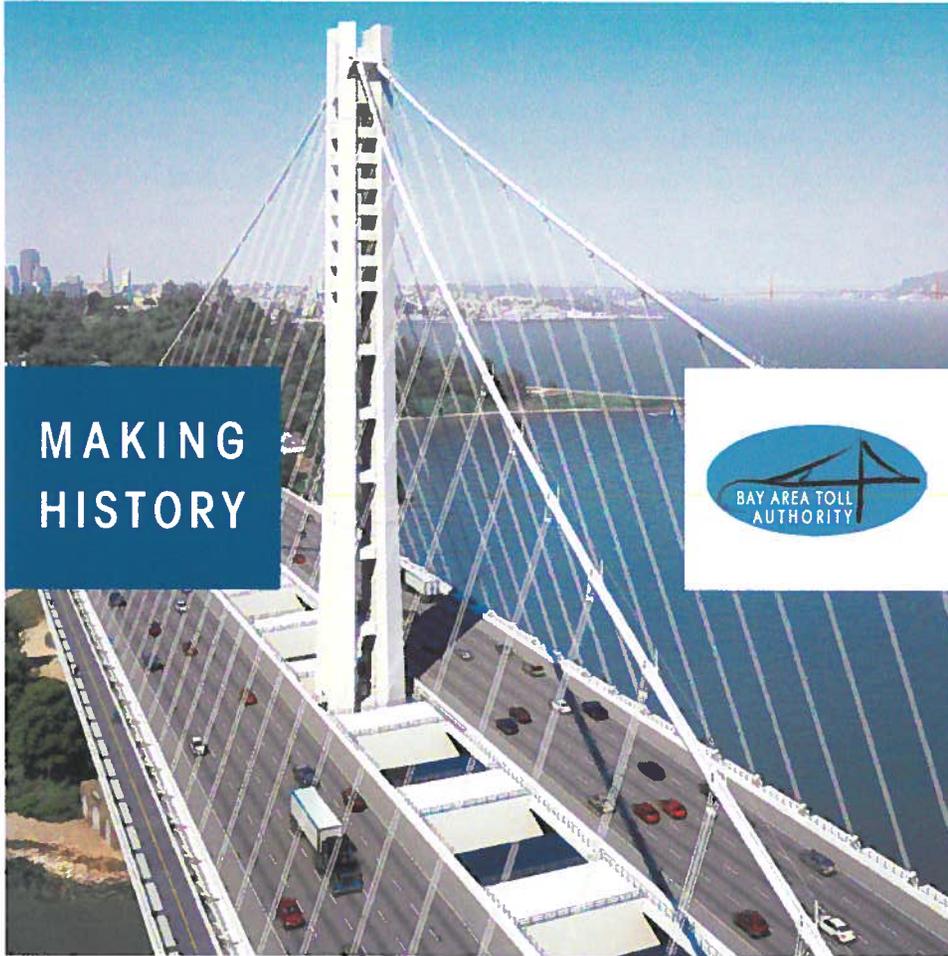
Funding Source: Toll Bridge Seismic Retrofit Program (TBSRP)
Contingency

Fiscal Impact: Subject to approval of BATA Resolution No. 104, Revised, amending the TBSRP Capital Budget for FY 2012-13.

Motion by Authority: That the Executive Director or his designee is authorized to negotiate and enter into a contract with Hartmann Studios to provide the transportation, operations and public safety services necessary to execute the plan approved by the Toll Bridge Program Oversight Committee for a public/private partnership to conduct a large-scale regional celebration of the 2013 opening of the new East Span of the San Francisco-Oakland Bay Bridge subject to the approval of BATA Resolution No. 104, Revised, and the Chief Financial Officer is directed to set aside funds in an amount not to exceed \$5.6 million for such contract.

BATA Authority: _____
Amy Rein Worth

Approved: Date: February 27, 2013



**MAKING
HISTORY**



**HISTORY
MAKER**





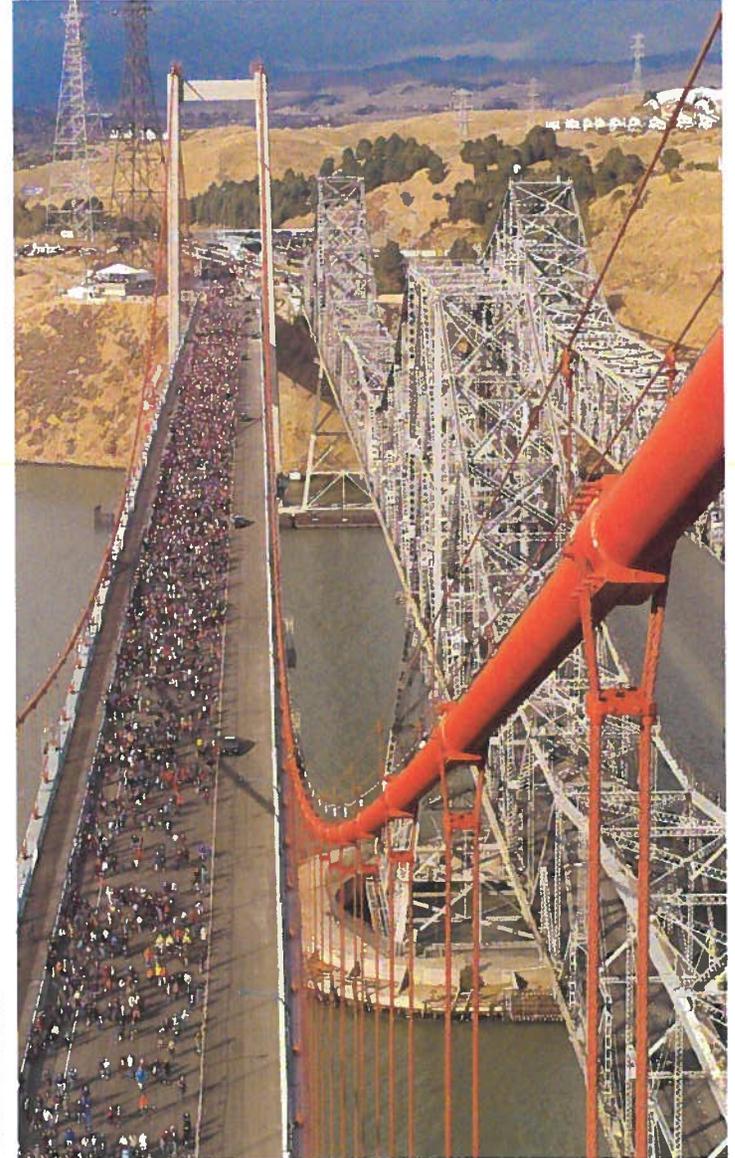
BATA – An \$11.5 billion Epic Chapter of Bay Area Transportation History

- Created in 1998, and strengthened with the passage of AB 144 (Hancock) in 2005, the Bay Area Toll Authority has established itself in Bay Area history as a premier funder, manager and builder.
- Comparable to the great bridge building age of the 1930's, and the construction of BART, the opening of the Eastern Span of the Bay Bridge is the closing of an important era of Bay Area Transportation History.

Bridge Name & Location	Project Type	Year
SAN MATEO-HAYWARD	RETROFIT	2000
1958 CARQUINEZ	RETROFIT	2002
1962 BENICIA-MARTINEZ	RETROFIT	2003
NEW CARQUINEZ	REPLACEMENT	2003
SAN MATEO-HAYWARD	WIDENING	2003
SF-Oak BB WEST SPAN	RETROFIT	2004
RICHMOND-SAN RAFAEL	RETROFIT	2005
NEW BENICIA-MARTINEZ	REPLACEMENT	2007
SF-O BB WEST APPROACH	REPLACEMENT	2008
ANTIOCH	RETROFIT	2012
DUMBARTON	RETROFIT	2013
SF-O BB EAST SPAN	REPLACEMENT	2013



BAY BRIDGE OPENING PLAN – A Public Private Partnership Plan Patterned on the Carquinez Opening Celebration





BAY BRIDGE OPENING PLAN – Learning from past mistakes





PROPOSED CONSTRUCTION & CELEBRATION SCHEDULE

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	LABOR DAY	TUESDAY
	BRIDGE CLOSED FOR CONSTRUCTION			BIKE DEDICATION CEREMONY CELEBRATION	RUN CHAIN CUTTING WALK	CLEAN UP

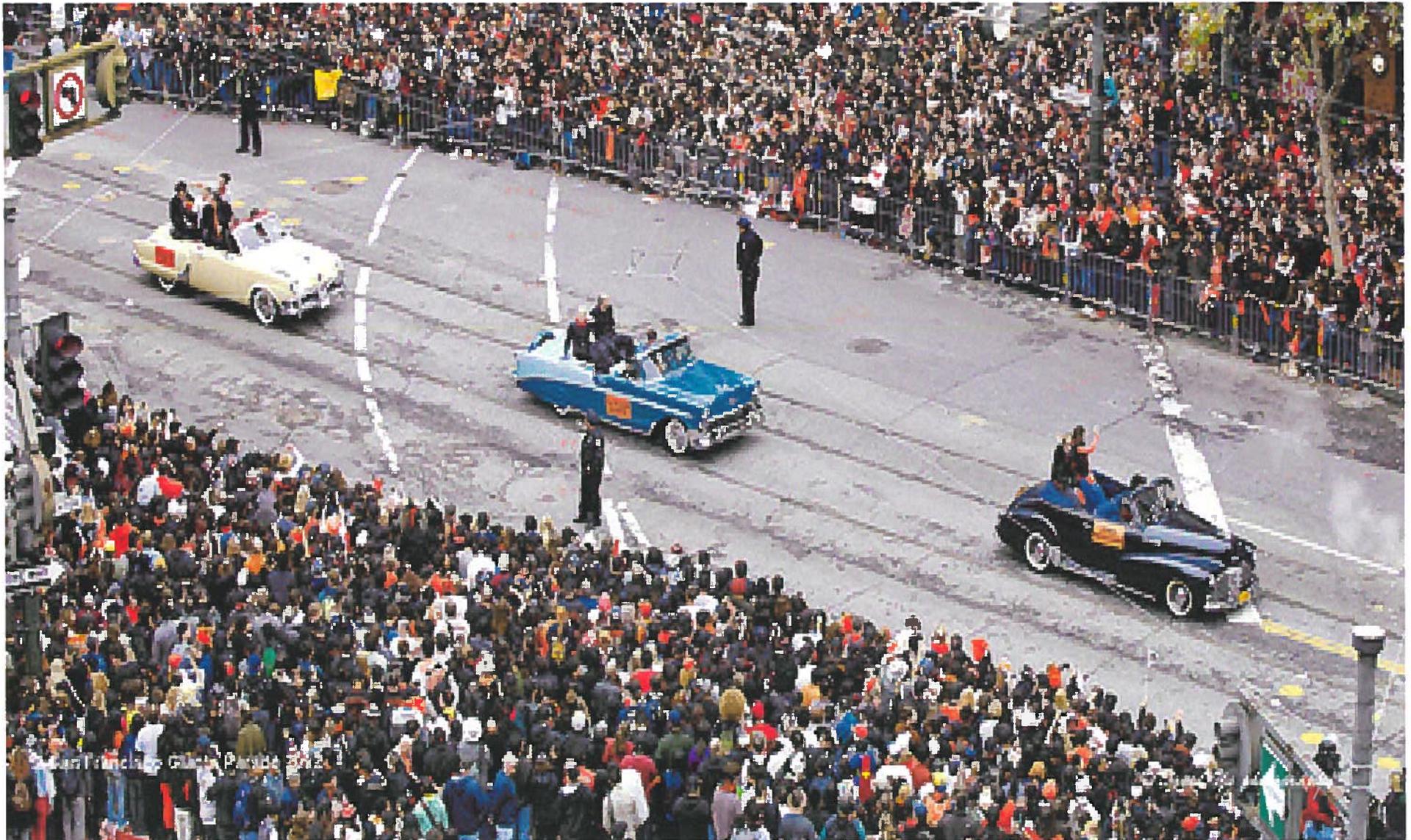


HARTMANN STUDIOS – Vital Stats.

- **28 Years in Business**
- **Headquarters and Production Facility Located in Enterprise Zone in Richmond, CA**
- **696 Employees**
 - 543 Employees Live in the East Bay
 - 296 Live in Richmond
- **Proven track record with major Bay Area public and private events**
- **Experienced with public transit and large crowds on the Bay Bridge and Treasure Island**



2013 San Francisco Giants World Series Parade





Oracle World in San Francisco





Oracle World on Treasure Island





Bay Bridge Alliance

Bay Bridge Alliance is a non-profit formed in 2011 anticipating the many events that will focus attention on the San Francisco Bay Bridge and the waterfronts of Oakland and San Francisco. These included the America's Cup sailing races, the opening of the new East Span of the Bay Bridge, and the Bay Lights project a dazzling night-time light show on the West Span and Gateway Park in Oakland.

Board of Directors (partial list):

- **Hon. Bill Dodd**, Supervisor, District 4
Napa County Board of Supervisors
- **Lori Fogarty**, Executive Director,
Oakland Museum of California
- **Michael Ghielmetti**, Signature Properties
- **Hon. Scott Haggerty**, Supervisor, District
Alameda County Board of Supervisors
- **Jeremiah F. Hallisey**, Hallisey & Johnson
- **Tom Lockard** (Treasurer),
Stone & Youngberg LLC
- **Brad McCrea**, BCDC
- **Monique Moyer**, Executive Director
Port of San Francisco
- **Isaac Kos-Read**, Director of External Affairs
Port of Oakland
- **Samee Roberts**, City of Oakland
- **Will Travis**, former BCDC Executive Director
- **Bobby Winston** (President), Bay Crossings
- **Jim Wunderman**, Executive Director
Bay Area Council



DRAFT PROGRAM OF EVENTS

SUNDAY, SEPTEMBER 1

- Bridge Bike Ride – Produced by BBA
- Dedication Ceremony –
- Sunday Evening Celebration –
- Fireworks/light Show – Produced by BBA



DRAFT PROGRAM OF EVENTS

MONDAY, SEPTEMBER 2

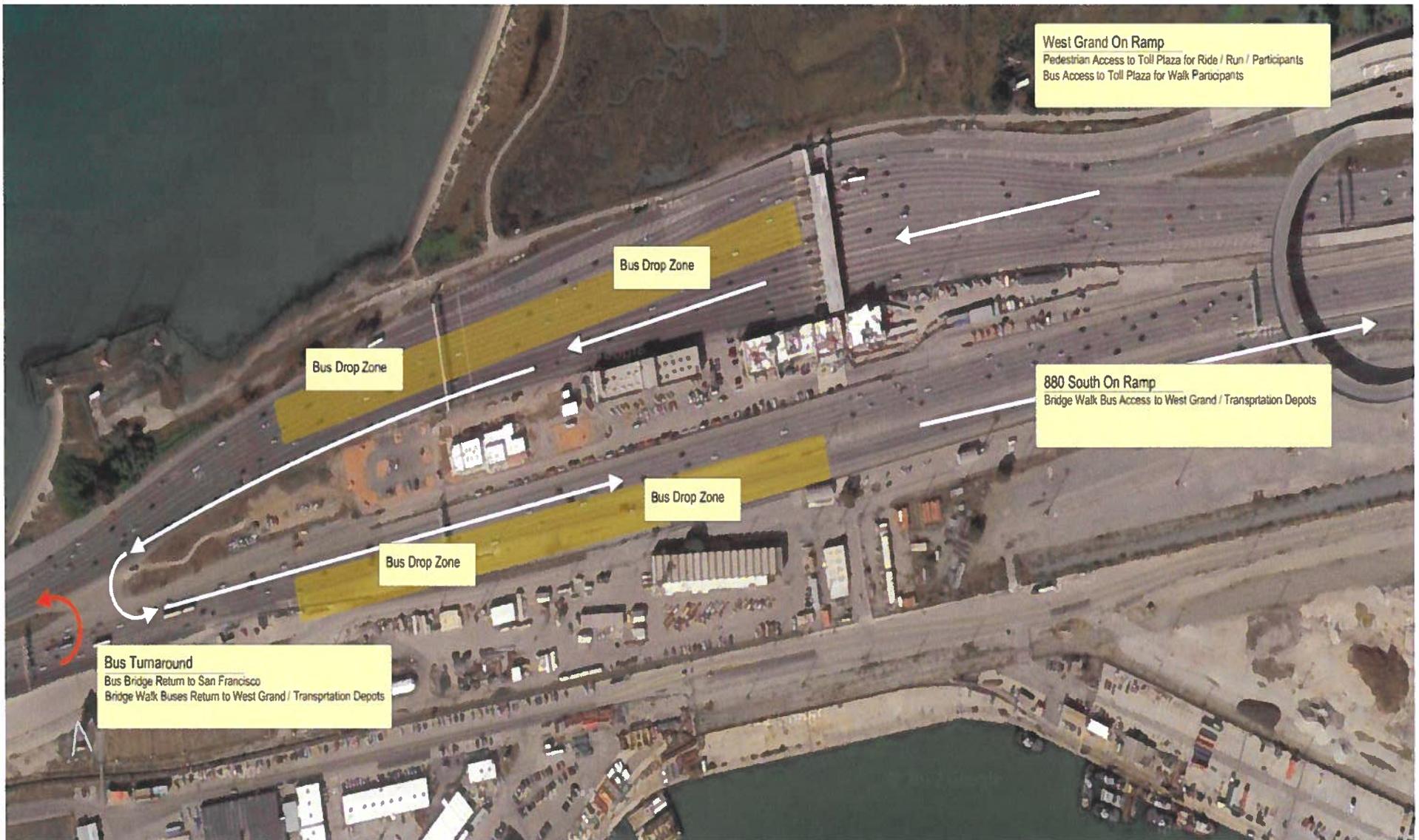
- **Bridge Run – Produced by BBA**
- **Chain Cutting Ceremony**
- **Public Access: All Day Bridge Walk starting at 8:30 am to 6:30 pm**

WALK ACROSS BRIDGE



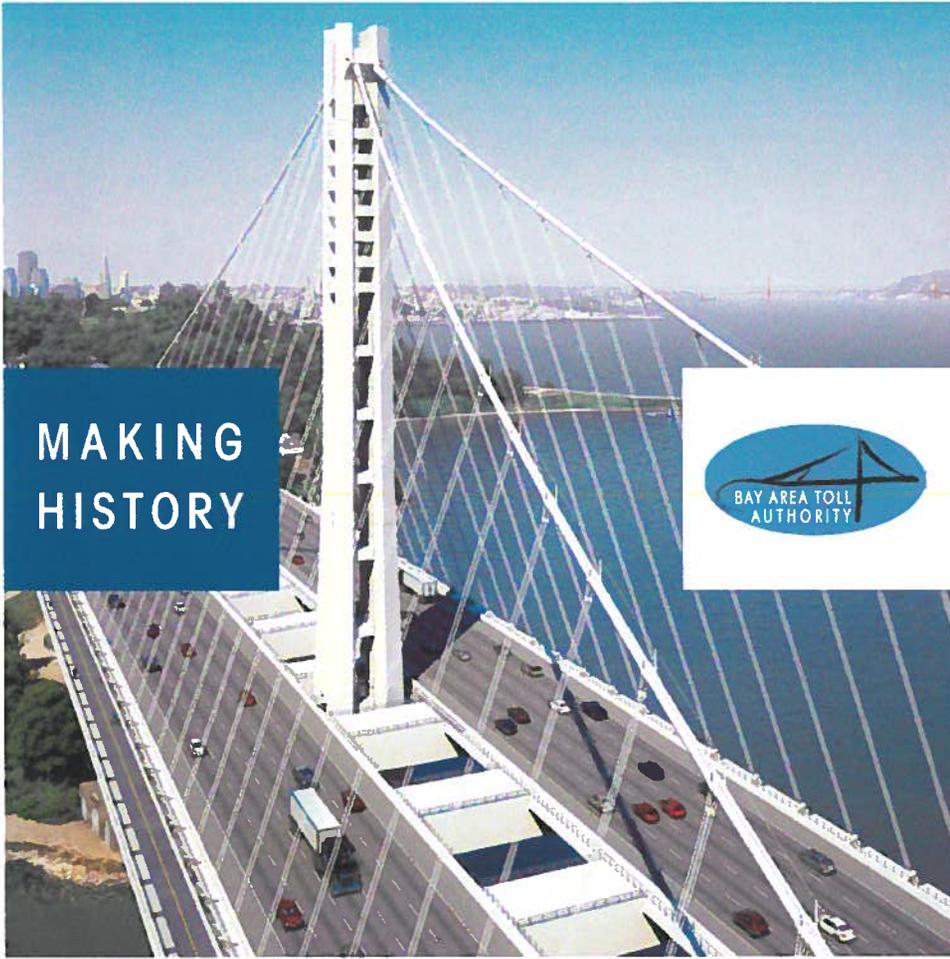
BAY BRIDGE TOLL PLAZA

LABOR DAY



WALK ACROSS BRIDGE





**MAKING
HISTORY**



**HISTORY
MAKER**





SUNDAY EVENTS





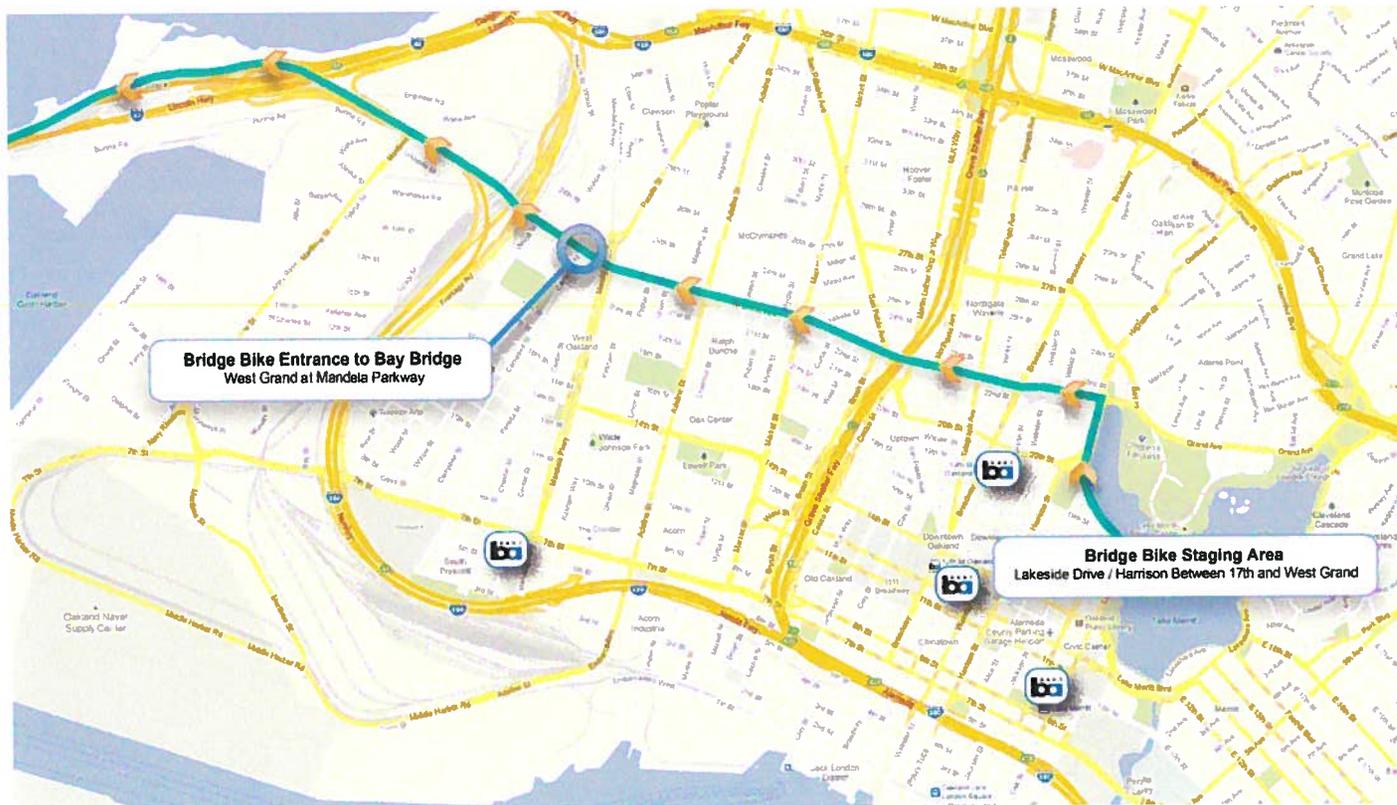
PROGRAM OF EVENTS

SUNDAY, SEPTEMBER 1

- Bridge Bike Ride
 - Dedication Ceremony
 - Sunday Evening Celebration
-

BRIDGE BIKE RIDE

CITY STREETS - OAKLAND





DEDICATION CEREMONY





DEDICATION CEREMONY





SUNDAY EVENING CELEBRATION



SUNDAY EVENING CELEBRATION



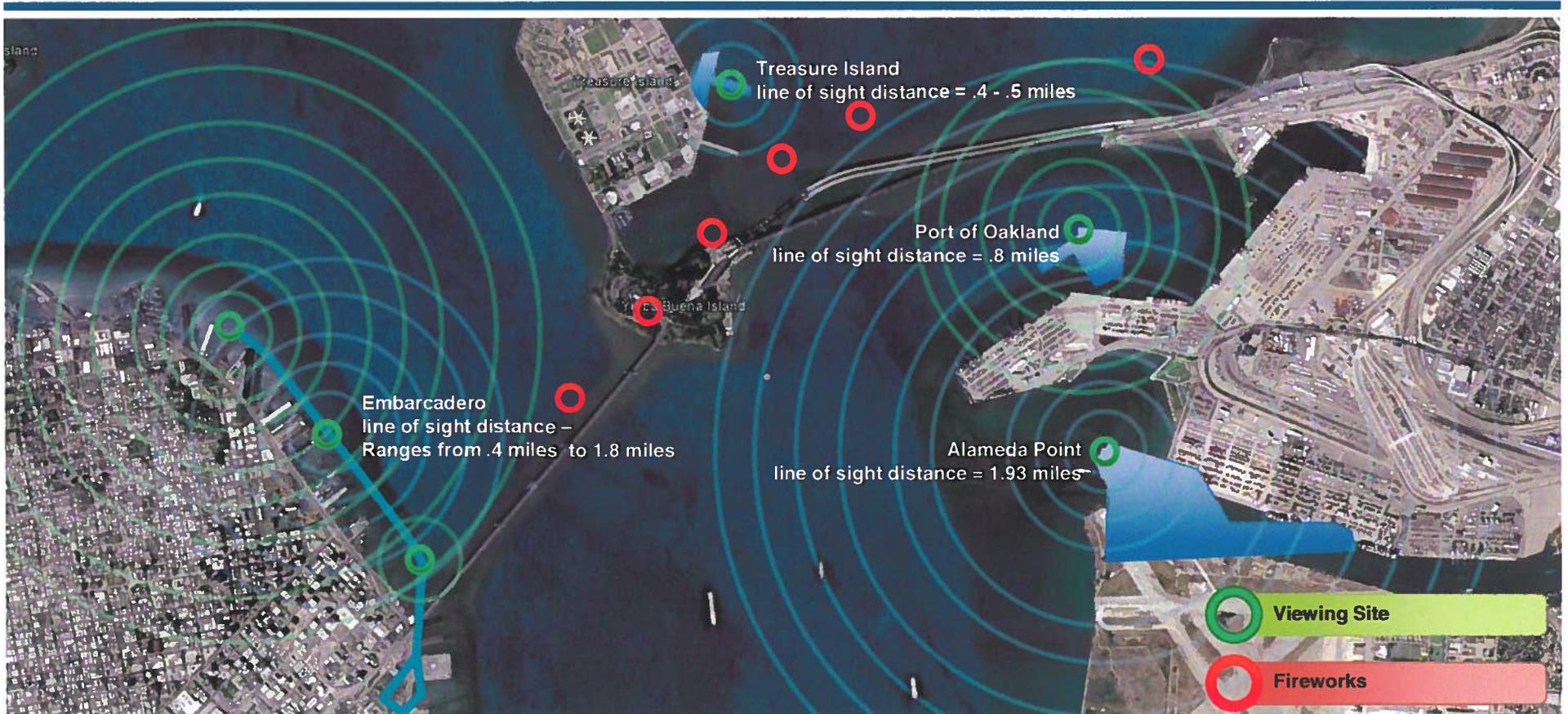
SUNDAY EVENING CELEBRATION



SUNDAY EVENING CELEBRATION

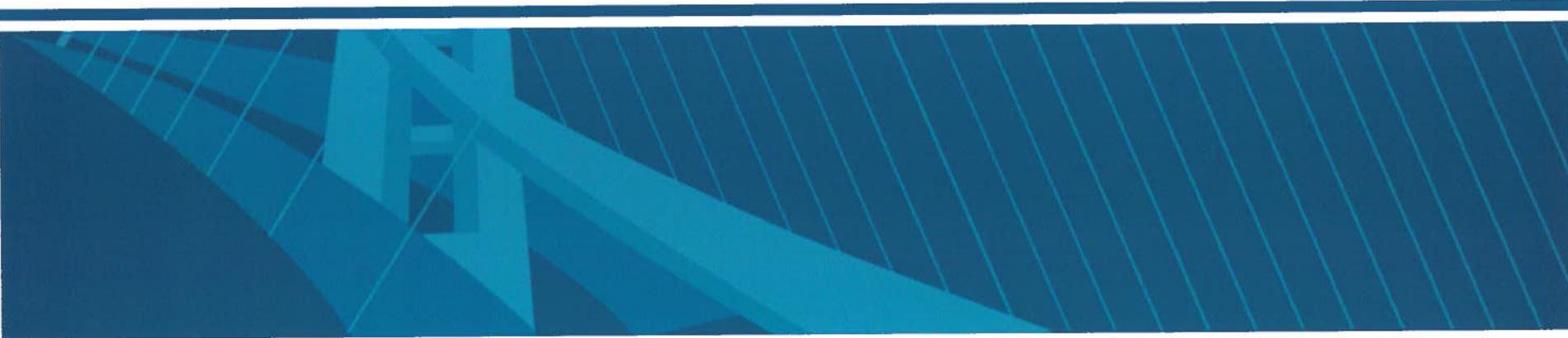


SUNDAY EVENING CELEBRATION





MONDAY EVENTS



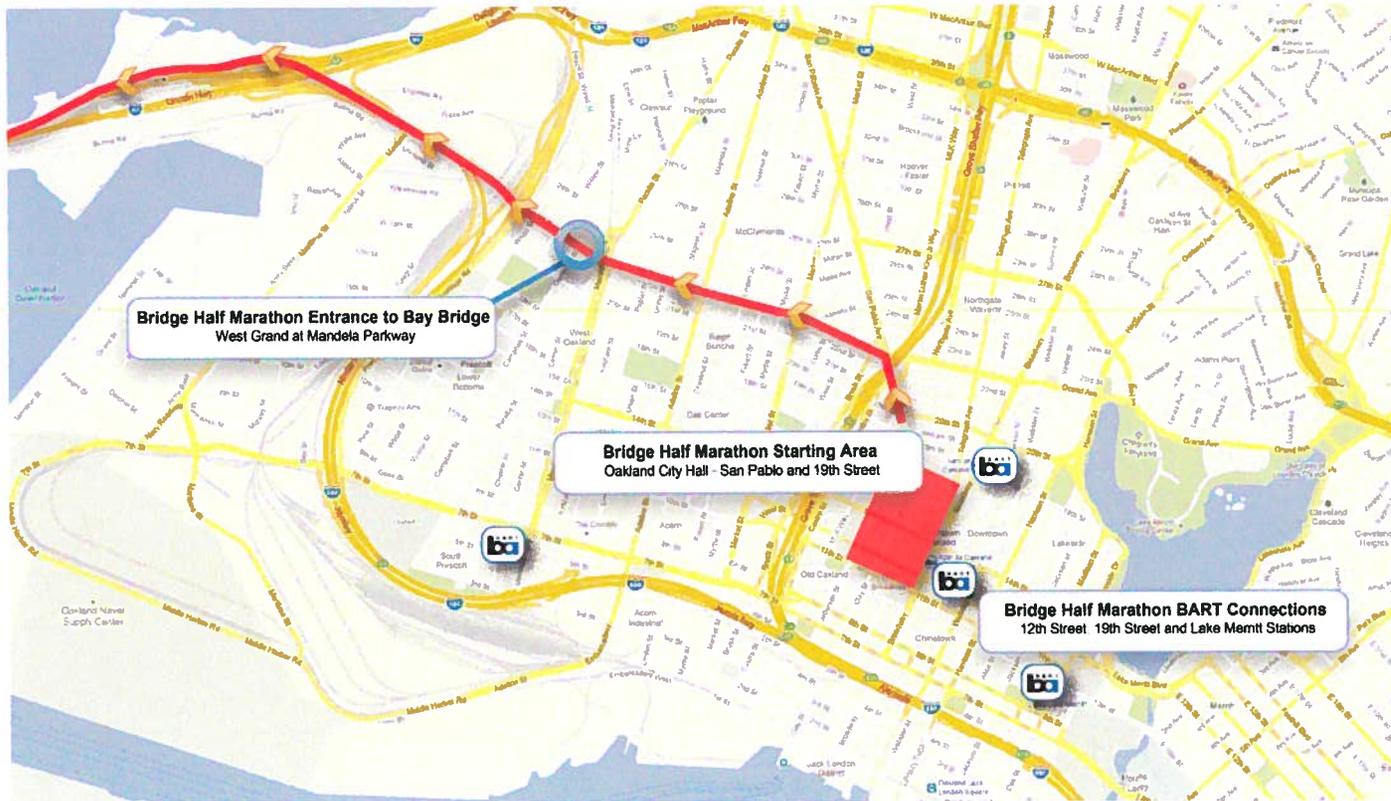
HALF MARATHON RUN

OAKLAND CITY HALL TO SAN FRANCISCO CITY HALL



HALF MARATHON BRIDGE RUN

CITY STREETS - OAKLAND



HALF MARATHON BRIDGE RUN

CITY STREETS - SAN FRANCISCO



10K COURSE

MARITIME STREET, OAKLAND TO SAN FRANCISCO EMBARCADERO



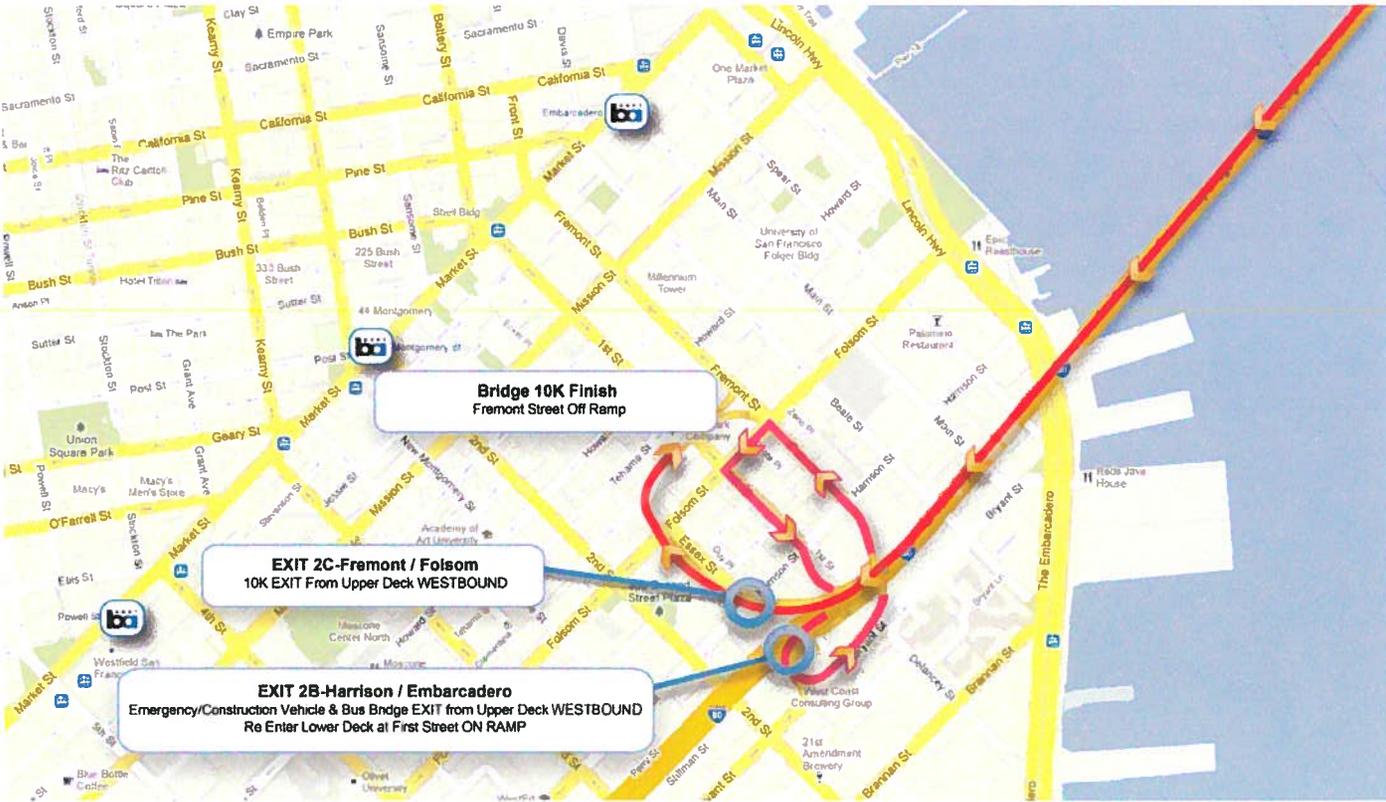
10K BRIDGE RUN

CITY STREETS - OAKLAND



10K BRIDGE RUN

CITY STREETS - SAN FRANCISCO

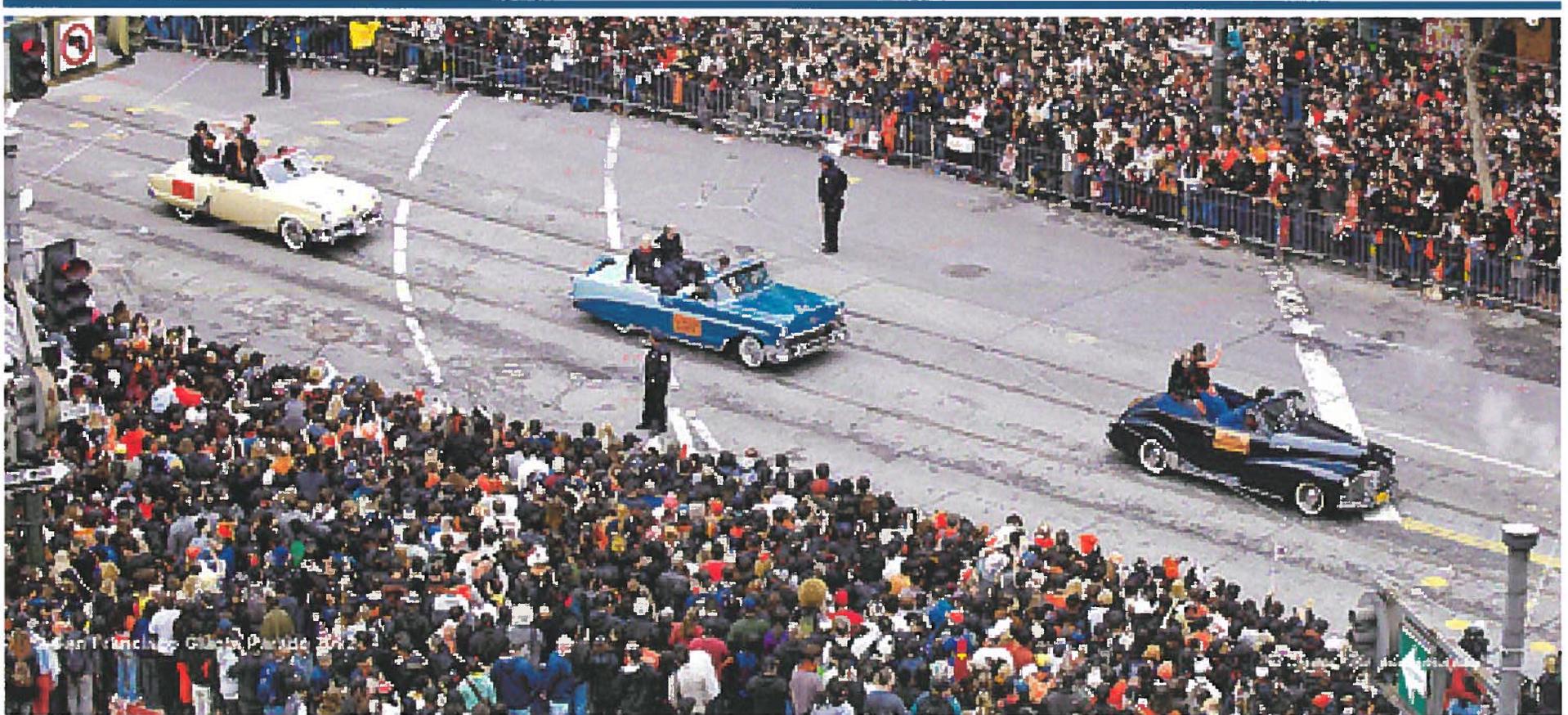




CHAIN CUTTING CEREMONY



PROCESSION OF VEHICLES





BRIDGE WALK



WALK ACROSS BRIDGE



WALK ACROSS BRIDGE



WALK ACROSS BRIDGE/BUS ROUTE

CITY STREETS - OAKLAND

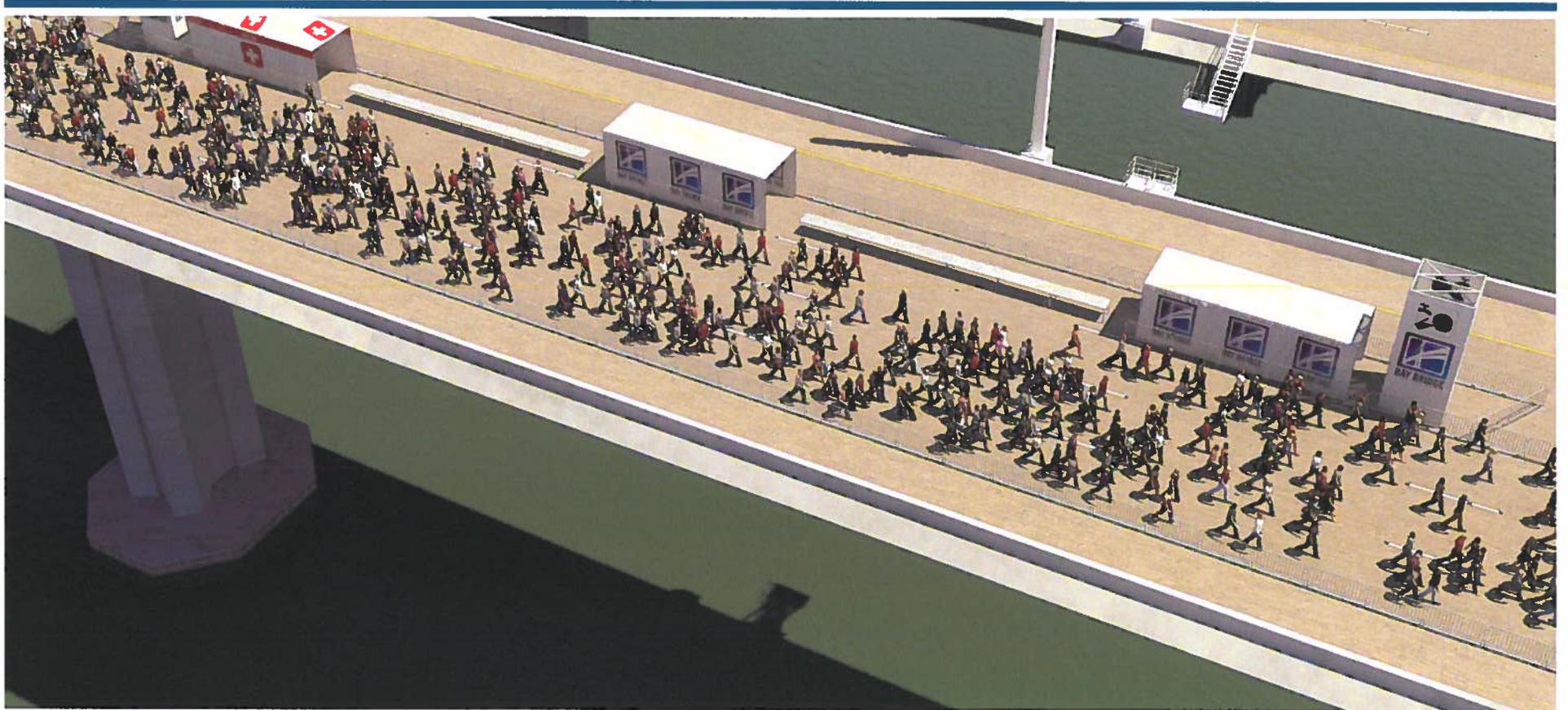


BAY BRIDGE TOLL PLAZA

LABOR DAY



WALK ACROSS BRIDGE



WALK ACROSS BRIDGE/BUS ROUTE

CITY STREETS - SAN FRANCISCO





BAY BRIDGE
CELEBRATION

THANK YOU