

APPROVED
AUG 14 2013
BOARD OF RECREATION
& PARK COMMISSIONERS

REPORT OF GENERAL MANAGER

NO. 13-218

DATE August 14, 2013

C.D. 15

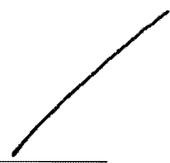
BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: CABRILLO MARINE AQUARIUM – PERSONAL SERVICES CONTRACT WITH EVELINA TEMPLETON TO PROVIDE SCIENTIFIC ILLUSTRATIONS AND EXHIBIT DESIGNS

R. Adams _____ K. Regan _____
H. Fujita _____ M. Shull _____
V. Israel _____ *N. Williams NDW



General Manager

Approved  _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve a proposed Personal Services Contract with Evelina Templeton, substantially in the form on file in the Board Office, for as-needed scientific illustrations and exhibit designs for the Cabrillo Marine Aquarium, for a one (1) year contract with two (2) one (1) year options to extend at the sole discretion of the General Manager, not to exceed thirty-six (36) months, in an amount of forty thousand dollars (\$40,000.00), and thirty-three thousand dollars (\$33,000.00) each subsequent year should the contract be extended, not-to-exceed one hundred six thousand dollars (\$106,000.00) subject to the approval of the Mayor and of the City Attorney as to form;
2. Find, in accordance with Charter Section 1022, that the Department does not have personnel available in its employ, with sufficient expertise to undertake these specialized professional tasks in a timely manner, and that these services can be performed more feasibly by a qualified independent contractor than by a City employee;
3. Find, in accordance with Charter Section 371 and Section 10.15(a)(2) of the Los Angeles Administrative Code, that the services to be performed by Evelina Templeton require specialized expertise, specific knowledge and artistic talent, and that competitive bidding is neither practicable nor advantageous to this agreement in order to have a consistent design style for all Cabrillo Marine Aquarium exhibits;

REPORT OF GENERAL MANAGER

PG. 2

NO. 13-218

4. Find that Evelina Templeton has demonstrated specific knowledge, talent and experience to provide the type of services required by the Cabrillo Marine Aquarium, including outstanding performance in an identical role under the terms of Contract No. 3309;
5. Direct the Board Secretary to transmit forthwith the proposed Personal Services Contract to the Mayor in accordance with Executive Directive No. 3 and, concurrently, to the City Attorney for approval as to form; and,
6. Authorize the Board President and Secretary to execute the Personal Services Contract upon receipt of the necessary approvals.

SUMMARY:

Ms. Evelina Templeton is an independent artist and biological illustrator and has provided on an as-needed basis scientific illustrations and designs for the marine life exhibits on display at the Aquarium since 1981. She is currently rendering her services to the Aquarium on an Authority for Expenditure which expired March 31, 2013.

Since 1935, the Cabrillo Marine Aquarium (Aquarium) has provided visitors with both a natural and educational interactive approach to learning about the marine life of Southern California. With its spectacular natural setting adjacent to the Cabrillo Beach Coastal Park and the Port of Los Angeles, the Aquarium is uniquely suited to its leadership role in the areas of marine science education, aquaculture research and community recreation. The historic Frank Gehry-designed aquarium displays one of the largest collections of Southern California marine life in the world.

Ms. Templeton has been able to create a consistent design style for all exhibits with her specialized skills. Ms. Templeton possesses a zoology degree with a minor in art and the artwork that she has designed and created for the Aquarium is a reflection of her unusual combination of education and artistic talent. Ms. Templeton has been able to combine her scientific knowledge of marine life with her exceptional artistic talent to showcase these scientifically accurate, yet artistic exhibits for the public's enjoyment. As Contract No. 3309, for her services, expired December 31, 2012, staff recommends award of a new contract to Ms. Templeton, with two (2) options to renew for year two (2) and three (3) at the rate of \$30.00 per hour in an amount not to exceed \$106,000.00 and term not to exceed thirty-six (36) months.

Charter Section 1022 Finding

On June 25, 2013, the Personnel Department completed a Charter Section 1022 review (Attachment A). While it was determined that the classification of graphic designer is able to provide some

REPORT OF GENERAL MANAGER

PG. 3

NO. 13-218

artwork, designing basic exhibits and preparing pamphlets, posters and brochures, it was also determined that there are no City classifications with expertise in marine life and scientific illustrations. Since projects would be of limited duration, any City employees hired would have to be laid off at the end of the project.

The Aquarium's requirement for an illustrator/artist with skills in creating scientifically accurate marine life illustrations is critical to maintaining a consistent design style to the Aquarium's exhibits. As there are no staff with the necessary knowledge and skill required to execute exhibit artwork using a wide variety of techniques and media, including pen and ink, acrylic paint, air brush and three-dimensional modeling, it is therefore more feasible to secure these services through an independent contractor.

FISCAL IMPACT STATEMENT:

Funding for this contract is provided in the Aquarium's contractual services Account 3040, Fund 302, Department 88 under line items titled "Cabrillo Marine Aquarium Illustrator Services and Design and Exhibit Services."

This report was prepared by Nancy Jeffers, Service Contracts Group, Finance Division.

PERSONNEL DEPARTMENT CONTRACT REVIEW REPORT

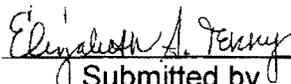
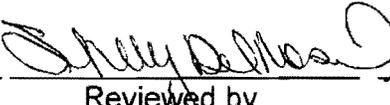
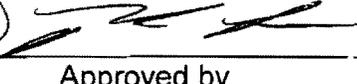
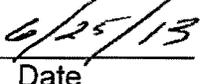
1. Requesting Department: Recreation and Parks
2. Contacts:
Department: Nancy Jeffers Phone No. 213-202-4352 Fax No. 213-202-3213
CAO: Claudia Aguilar Phone No. 213-473-7579 Fax No. 213-473-7514
3. Work to be performed:
Recreation and Parks is seeking a new contract with Evelina Templeton, a sole proprietor, for the production of scientific and biological illustrations, and designing and updating marine exhibits at the Cabrillo Marine Aquarium on an as-needed basis. The contractor will provide services such as: planning and designing scientifically accurate exhibits; designing illustrations of scientific concepts for exhibits and educational materials; executing exhibit artwork using a wide variety of techniques; working with live and dead material and technical literature to produce illustrations of marine organisms; designing and making camera-ready copy for brochures and other informational material; and handling all work with painters to produce final products.
4. Is this a contract renewal? Yes No
5. Proposed length of contract: One year, with the option of two 1-year renewals
Start Date: August or September 2013
6. Proposed cost of contract (if known): Not to exceed \$40,000 per year or a total of \$120,000
7. Name of proposed contractors: Evelina Templeton, a sole proprietor
8. Unique or special qualifications required to perform the work:
The contractor must have knowledge, expertise and artistic abilities in providing scientific illustrations and exhibit designs.
9. Are there City employees that can perform the work being proposed for contracting?
Yes No
If yes,
 - a. Which class(es) and Department(s):
 - b. Is there sufficient Department staff available to perform the work? Yes No
 - c. Is there a current eligible list for the class(es)? Yes No Expiration Date:
 - d. Estimated time to fill position(s) through CSC process?
 - e. Can the requesting department continue to employ staff hired for the project after project completion? Yes No
 - f. Are there City employees currently performing the work? Yes No
10. Findings
 City employees DO NOT have the expertise to perform the work
 City employees DO have the expertise to perform work. (Please see summary section.)

Check if applicable (explanation attached) and send to CAO for further analysis

- Project of limited duration would have to layoff staff at end of project
- Time constraints require immediate staffing of project
- Work assignment exceeds staffing availability

SUMMARY:

The Department of Recreation and Parks seeks a new contract with Evelina Templeton, a sole proprietor, for the production of as-needed scientific illustrations for the Cabrillo Marine Aquarium. The Department has previously had a similar contract with this firm. Although the classification of Graphics Designer can perform some of the services such as designing basic exhibits and preparing pamphlets, posters and brochures, this classification does not possess the expertise in working with live or dead marine organisms and producing specialized marine scientific illustrations.

			
Submitted by	Reviewed by	Approved by	Date
Elizabeth A. Terry	Shelly Del Rosario	Raul Lemus	
Sr. Personnel Analyst I	Sr. Personnel Analyst II	Chief Personnel Analyst	