



2022 Lake Merritt Marketplace Program
Technical Assistance Services
Request for Proposals

August 3, 2022

The City of Oakland (City) is requesting proposals from professional event organizers to provide technical assistance to support the management of the vendor marketplace program by Lake Merritt through the end of November 2022. The technical assistance provider will support the City's mission of creating a sustainable marketplace for local home-based vendors. A successful candidate will train and support existing vendors on how to manage a weekly marketplace along El Embarcadero. The technical assistance provider will explore opportunities and constraints, assess needs and resources, and help vendor coordinators develop standard operating procedures and a website that includes an online vendor application and database management system. The program may be extended beyond this period depending on available funding and approvals from the City Council and Park and Recreation Advisory Commission, as applicable.

Background: In the summer and fall of 2020 and 2021, the City sponsored vending pilot programs to provide a path to compliance for retail and mobile food vendors negatively impacted by the COVID-19 pandemic. By organizing vending activities in one designated and managed area, the pilot program helped discourage unlawful activities around Lake Merritt, reduced trash and sanitary waste, and ensured emergency vehicles had access around Lake Merritt.

More recently, as part of the Fiscal Years (FY) 2022-2023 Midcycle Budget, the Oakland City Council has set aside a total of \$60,000 to support a permitted vendor market at Lake Merritt; \$10,000 is dedicated toward sanitary and waste receptacles and \$50,000 is available for a consultant to support the permitted marketplace.

Program details: Saturdays and Sundays, 9 am to 6 pm (not including pre-event set up and post-event tear down) beginning at contract execution through the end of November 2022. If dates before the end of November are canceled due to poor weather, the City could allow for rescheduled dates in December.

Location of the vending program: the public right of way of El Embarcadero between Lakeshore and Grand Avenues.

Contractor Requirements:

- Provide strategies for how the marketplace can become sustainable.
- Provide City staff with weekly recap emails regarding positive trends, problem areas, or concerns.
- At the end of the program produce a recap based on survey data from participating vendors.



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- The successful contractor will support and train existing Lake Merritt vendors to ensure that those managing the marketplace achieve the following:

Pre-event:

- Establish standard operating procedures for how the marketplace will operate each week, including the process for reviewing and approving vendors and communicating with vendors.
- Create a website with an online intake of vendor applications (initially only merchandise vendors with food vendors contingent on obtaining an Alameda County Health permit; no cannabis, alcohol, or pre-packaged food)
- Establish a selection process for vendors that ensures that vendors possess three or more of the following equity factors (or other factors as determined by the City of Oakland in consultation with the Department of Race and Equity):
 - Attended school in Oakland
 - BIPOC ownership
 - Currently lives in Oakland
 - Does not have a brick-and-mortar location
 - Handmade artisan products (not imported)
- Design layout for vendors along the closed roadway of El Embarcadero between Grand and Lakeshore and create a weekly map showing vendors designated locations.
- Provide load in and load out instructions to vendors including permit pass to identify vendors as recognized members of the vendor marketplace
- Provide program rules, code of conduct, and regulations to vendors
- Provide weekly email communication with vendors and provide vendor location in advance from a single point of contact
- Establish a system to collect local and state permits, such as Alameda County Health, to be available onsite/online.

Onsite:

- Manage vendor arrival, load in, and load out and direct vendors to assigned positions
- Monitor vendor activities during market hours including vendor education, rules, requirements to support the program
- Identify any non-permitted/non-event approved vendors and notify City of Oakland inspectors

To support the program for desired outcomes, the City of Oakland will:

- Provide secure closure of El Embarcadero



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- Rent porta-potties and wash stations
- Provide city park staff until 6:30pm for trash cleanup of areas
- Provide two Special Activity Permit Inspectors to be contacted if non-permitted/nonevent approved vendor to attempt to set up within the event area

Additions:

- If program dates are canceled through the scheduled dates, alternate dates will be established by mutual agreement between the contractor and City.
- If the program is canceled by the City prior to completion, a prorated payment will be paid for events completed plus \$5,000.

PAYMENT SCHEDULE

Contractor shall be paid 3 payments based on the following timing schedule and deliverables:

Payment 1 - \$15,000 Program start
Payment 2 - \$20,000 Mid - Point of Contract
Payment 3 - \$15,000 Program End

Total: \$50,000

The payments will be tied to the following: The Payment 1 will be tied to the development of the website, standard operating procedures, and site plan. Payment 2 and 3 will be based on reporting on vendor support through event weekends and a summary report of the program.

An invoice must be submitted and processed by the City of Oakland prior to issuance of payment.

Application Submittal:

Applications are due by Friday, August 12th at 5:00pm and will be reviewed as they are submitted. Interested applicants should submit a detailed proposal on how they will accomplish the tasks outlined above to:

Jim MacIlvaine, Special Events Coordinator, Special Activity Permits Division,
jimmac@oaklandca.gov. Feel free to call with any questions: (510) 238-2933