

Exhibit 2 – Redline Physical Public
Art Draft RFP



DRAFT
REQUEST FOR PROPOSALS (RFP)

For
PHYSICAL PUBLIC ART

For The
CITY OF ALAMEDA

XXXX XX, XXXX

Due Date: XXXXXX XX, XXXX

OVERVIEW

The City of Alameda would like to invite artists and/or ~~arts organizations~~artist teams to submit their proposals to create physical public art, ~~and/or cultural arts or arts programming for in~~ the Alameda community. These services would be provided through ~~a grant~~an award from the City of Alameda, and will be funded through the Alameda Public Art fund.

~~This RFP includes two separate categories, with different award levels in each category:~~

- ~~* Physical public art~~
 - ~~• \$100,000 and above~~
 - ~~• \$50,000 to \$100,000~~
 - ~~• \$25,000 to \$50,000~~
 - ~~• Under \$25,000~~

- ~~* Cultural arts or arts programming~~
 - ~~• \$50,000 and above~~
 - ~~• \$25,000 to \$50,000~~
 - ~~• Under \$25,000~~

The Public Art Commission is seeking to fund artwork of different scales and lifetimes, in a wide variety of locations within the City of Alameda. This RFP therefore includes five different award levels up to the following amounts:

- One \$150,000 award
- One \$50,000 award
- Two \$25,000 awards
- One \$12,500 award

Background

The City of Alameda, incorporated in April 1854, is a 22.7 square-mile island city located in the San Francisco Bay. Alameda has a population of 75,763~~77,660~~. Alameda has an active and enthusiastic arts and culture community ~~who would like to see more artistic and cultural expression directly supported by that is interested in partnering with~~ City government to promote a variety of art forms throughout the community. The Community Development Department (CDD) encourages the advancement of local arts and culture to create a unique sense of place, and a more livable and economically vibrant city.

In 2003, the City of Alameda City Council adopted a Public Art Ordinance to require the installation of publicly accessible art on-site in certain new and substantially rehabilitated development projects. In lieu of providing on-site art, developers may choose to make a monetary contribution equal in value to their on-site art requirement into the City's Public

Art Fund. The Fund, also established by the aforementioned Ordinance, is to be used for physical art and/or cultural arts and arts programming to benefit the community.

Objectives

The objective of the City of Alameda, in issuing this RFP, is to identify qualified artists and/or [arts organizations](#)[artist teams](#) that have the ability to provide art in public places in Alameda. Public art should result in broad community benefit by enhancing the city's image and sense of place, contributing to economic vitality, and improving the community's exposure to arts.

Art Requirements

Physical art includes, but is not limited to, sculpture, painting, mosaics, photography, crafts, mixed media and electronic arts. Physical art may be permanent, fixed, temporary or portable. [For temporary artwork, the minimum installation period is one week. Physical artwork with a shorter installation time will be considered an event, and should be proposed as part of the cultural arts and arts programming RFP.](#)

[Physical artwork](#) may be an integral part of a building, facility, or structure, and may be integrated with the work of other design professionals. Physical art must be located in a public place on private property, on land or in a building owned by the City of Alameda, or on government-owned publicly accessible property; [visible from a public right-of-way or from other public property](#). All physical artwork must be located in the City of Alameda.

[Although all artists and/or artist teams are eligible, local artists and artist teams are particularly encouraged to propose, and will receive a point preference as part of the evaluation process. See the Selection Criteria section for more information.](#)

Location, Maintenance, Insurance and Ownership

[Physical art must be located in a public place on private property, on land or in a building owned by the City of Alameda, or on government-owned publicly accessible property, visible from a public right-of-way or from other public property. –Maintenance and insurance costs for art on public property shall the responsibility of the public entity accepting the public art. Maintenance and insurance of public art on private property shall be funded by the private property owners. If the proposal is successful, the property owner](#)

will be required to sign an agreement to maintain and insure the artwork for a specified lifespan, as described in a maintenance plan provided by the artist.

All physical artwork commissioned through the Public Art Fund – including artwork located on private property – will remain the property of the City of Alameda for its established lifetime.

All physical artwork must be located in the City of Alameda.

Budget

The Public Art Commission is seeking to fund artwork of different scales and lifetimes, in a wide variety of locations within the City of Alameda. This RFP therefore includes ~~two separate categories, with~~five different award levels ~~in each category~~:

- One \$150,000 award
- One \$50,000 award
- Two \$25,000 awards
- One \$12,500 award

These amounts include all costs related to the artist and/or artist team's design and project management fees; all subcontract and consultant costs, including engineers, electricians, fabricators, studio and overhead costs; fabrication, transportation, delivery, storage and installation of all art components, including foundations and footings; liability and insurance costs as required, and all other costs associated with the art project.

All applications must include a mandatory 10% contingency as part of their budget. Work associated with the installation of public artwork may require the payment of prevailing wages.

Guidelines for Approval

Guidelines for Approval shall include standards for reviewing an application for the installation of Public Art in accordance with the following objectives:

1. Conceptual compatibility of the design with the site environment and City design standards;
2. Appropriateness of the design to the function and aesthetics of the site;
3. Compatibility of design and location within a unified design character or historic character of the site;
4. Creation of an integral and complementary unity with the environment;
5. Preservation and integration of natural features;
6. Appropriateness of scale, form, content, materials, textures, colors and design to the site and surrounding environment; and

4-7. Durability of material and ease of maintenance.

PROPOSAL REQUIREMENTS

The following are to be submitted via CaFE (www.callforentry.org):

1. *Letter of Interest.* Description of the artist or team's interest in the project, initial vision for the work, and relevant experience or background. Include contact information: name, address, phone, and email. (250 words maximum, not including contact information)
2. *Concept of Proposed Art Piece.* Description of the concept of the proposed project, including the design intent, color, size, materials, lifetime and fabrication processes. (500 words maximum)
3. *Concept Design.* Rendering of the conceptual design.
4. *Location.* The location in the City of Alameda where the project will be installed, including address and photos of exact location. Physical art must be located in a public place on private property, or on land or in a building owned by the City of Alameda.

A letter of support from the property owner, or other documentation, must also be provided. Within the letter, the property owner must acknowledge that the owner will be accepting responsibility for the maintenance and insurance of the artwork, and that the City of Alameda will maintain ownership of the artwork for its established lifetime. For land owned by the City of Alameda or other public entity, a letter of support from the head of the department overseeing the property is sufficient.

5. *Budget Estimate:* Estimated, itemized budget for the proposed project.

6. Project Schedule: Schedule for completion of work.

6-7. Resume: Current professional resume (1000 words maximum)

7-8. Work Sample: Up to ten (10) samples of past work, including an annotated image list stating the title of the piece, commissioning body, project budget, date, medium and dimensions.

SELECTION PROCESS

1. Applications will be pre-screened by City staff to ensure that they meet the minimum qualifications:
 - a. Include all of the elements listed in the “Proposal Requirement” section.
 - b. Demonstrate project durability through the selection of materials appropriate to the project location and lifespan.
 - c. Include a proposed location that is publically accessible and within the City of Alameda.
2. The Physical Public Art Commission Selection Panel will review applications meeting the minimum requirements, and rank them according to the selection criteria outlined below.

For projects at the \$12,500 and \$25,000 award levels:

3. The three highest-ranked applications at each award level will be reviewed by the Public Art Commission, who will make a recommendation to City Council for the appropriation of funds.

For projects at the \$50,000 and \$150,000 award levels:

3. The three highest-ranked applications at each award level will become finalists.
- ~~3.4.~~ Finalists will have 10 weeks to develop original artwork proposals. These proposals will include to-scale renderings, models, and other visual materials required to adequately illustrate the proposed artwork, a site plan identifying the exact location of the proposed art in relation to existing objects, buildings, landscaping and property lines, a more detailed budget, high-level installation and maintenance plan and schedule for completion of the work. Finalists will receive honoraria of \$500 for artists at the \$50,000 award level, and \$1,000 at the \$150,000 award level.
- ~~4.5.~~ Original artwork proposals will be placed on display for a two week period during which the public may comment, though not vote, on proposals.
- ~~5.6.~~ At the end of the public display period, finalists will present their original artwork proposals to the Public Art Commission, who will make the final grant award subject a recommendation to call for review by City Council for the appropriation of funds. Finalists must be available to attend an in-person presentation at the scheduled time in order to be eligible to receive the grant award.

SELECTION CRITERIA:

Staff Review

In order to be qualified for review, all proposals must [meet the minimum requirements](#):

- Include all of the elements listed in the “Proposal Requirement” section.
- [Demonstrate project durability through the selection of materials appropriate to the project location and lifespan.](#)
- [Include a proposed location that is publically accessible and within the City of Alameda.](#)

Public Art Commission Evaluation

Once qualified for review, the Public Art Commission will review proposals based the following factors:

Artistic Merit and Experience	Overall creative and aesthetic nature of the artist’s or team’s conceptual design and narrative, and past works. Past work on projects of similar scope and scale, including familiarity with public art installations.	50%
Placemaking:	Capacity to improve the overall appearance of the vicinity of the physical art and create a community asset and sense of place. Site compatibility and appropriateness to the site aesthetics. Appropriateness of scale, form, content, materials, textures, colors and design to the surrounding environment.	20 10%
Budget	Inclusion of reasonable cost estimates within desired grantan itemized budget based on requested amount.	10%
Local Preference	Artist and/or artist team lives or works in the City of Alameda.	5% 10%
Schedule	Inclusion of realistic schedule and construction process.	5%
Leveraged funds funds Funds	Use of additional Federal, State, philanthropic or other funds for the project.	5%
Communication	Ability to communicate clearly and work cooperatively with City staff, Commission members, and members of the general public.	5%
Alameda Relevance and Community Engagement	Relevance to the City of Alameda, including (but not limited to) its diverse communities and history, traditions, and/or natural environment. Engagement with the community during the concept and design phase, and/or through interactive artwork.	5%

The selected [artists and/or](#) artist [teams](#) will be required to submit a detailed long-term maintenance and conservation plan prior to payment in full. The property owner will be required to submit a signed agreement guaranteeing ~~they~~[the owner](#) will [insure and](#) maintain, or cause to be maintained, the artwork in good condition for its lifetime and shall perform necessary repairs, maintenance, preservation and conservation to the satisfaction of the City, as established in a long term maintenance plan.

PROPOSAL SCHEDULE AND SUBMITTAL REQUIREMENTS

All proposals must be submitted via www.callforentry.org.

IMPORTANT DATES

RFP release	TBD
Orientation date	TBD
Questions due	TBD
Questions released	TBD
Applications due	TBD

Please submit questions to Amanda Gehrke at agehrke@alamedaca.gov.

Notice: Proposals will not be accepted after the date and time stated above. Incomplete proposals that do not conform to the requirements specified herein will not be considered. Issuance of the RFP does not obligate the City to award funding, nor is the City liable for any costs incurred by the Applicant in the preparation and submittal of proposals for the subject work. **The City retains the right to award all or parts of the [grant funding](#) to several Applicants, to not select any Applicants, and/or to re-solicit proposals.** The act of submitting a proposal is a declaration that the Applicant has read the RFP and understands all the requirements and conditions.

Ownership of Materials

All documents, including sketches, images, plans, specifications, reports and all other materials, including models, submitted as part of the proposal process [for finalists in the Physical Public Art \\$50,000 and \\$150,000 award categories](#) will become property of the City of Alameda [upon payment of honoraria to the artists and/or artist teams](#).

Timeline for Completion

[Timeline to depend on size and type of award]

Insurance Requirements

[TBD]