

# REQUEST FOR QUALIFICATIONS

Physical Public Art for  
Upper Washington Park

BRED No. 2025-X

CITY OF ALAMEDA, CALIFORNIA



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Submittal Deadline: XX, 2025 at 5:00 pm

CITY OF ALAMEDA

Base Reuse and Economic Development Department  
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CITY OF ALAMEDA

REQUEST FOR QUALIFICATIONS

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## **I. INTRODUCTION AND BACKGROUND**

### **About Alameda**

The City of Alameda (City) is a charter city with a population of just over 80,000 people, located in the San Francisco Bay Area. The island city boasts 893 acres of open space, 26 neighborhood parks, miles of bike lanes and a high quality of life. Alameda is centrally located and accessible by road, bridge and water, with impeccable, scenic ferry service to and from San Francisco. The City's Public Art Ordinance (Alameda Municipal Code Section 30-98) requires major development projects to include public art on site or pay a fee in lieu of providing the onsite artwork. In lieu fees are paid into the Public Art Fund which funds two types of art: cultural arts and physical art.

### **Scope Of Services**

The City invites responses from established artists to provide qualifications to design, fabricate and install physical art at Washington Park in Alameda. Artists must have provided, in the last five years, services that are similar in scope and nature to the services required by this Request for Qualifications (RFQ), particularly with respect to services provided to other cities or public agencies.

### **Site Description**

Located on Alameda's West End, Washington Park is one of the City's busiest green spaces with after school programs, baseball, tennis, and basketball facilities, a playground, and plentiful picnic space for everyone to enjoy. Alameda's Recreation and Parks Department hosts many community events, and several summer camps at Washington Park year-round.

There are two sites within Washington Park for future Physical Art (see the aerial photograph below):

- **Location 1** provides an opportunity for an interactive artwork, being adjacent to the playground and away from the park's main entrance on Central Avenue and Eighth Street; and
- **Location 2** being near the park entrance, presents an opportunity for a gateway piece that welcomes parkgoers

There are no artistic parameters for either site and artists are encouraged to consider all possibilities and provide examples of past work of a similar scope and scale. Ultimately, one of the two locations will be selected.



## **II. PROJECT SUMMARY**

The City's 2023 Public Art Master Plan (see Appendix C) called for a prioritization of sites across the island for public art and a goal of releasing a physical art grant application in 2025. Staff conducted research, gathered community input, and worked with the Public Art Commission (PAC) to create a list of priority sites, with Washington Park the best suited site for this round of the City's Physical Public Art Grants.

With the help of Alameda Recreation and Parks Department (ARPD) and PAC, two (2) opportunity locations were identified within the park for a mid- to large-scale physical public art piece.

### **Project Goals**

- Enrich the park experience for all visitors and community members.
- Promote a sense of inclusivity, belonging, and play.
- Where appropriate, involve an interactive element that engages visitors.
- Relate meaningfully to Washington Park by celebrating the surrounding community or culture, referencing the park's history, or interacting with the natural environment.

## **Project Budget**

The total project amount is up to \$200,000 which is inclusive of all associated costs including, but not limited to, artist design fee, fabrication, transportation and installation. Public Art staff are reserving an additional \$50,000 for site preparation, permit fees, artwork plaque and contingency costs.

### **Artist Responsibilities:**

- Artist design fee
- Fabrication of artwork
- Transportation
- Installation

### **City Responsibilities:**

- Site preparation
- Permit fees
- Artwork plaque
- Contingency costs

Once an artist is selected, they must observe and comply with all applicable laws, ordinances, codes, and regulations of governmental agencies, including federal, state, municipal and local governing bodies having jurisdiction over any or all of the scope of artwork services. Additionally, all necessary planning, building, encroachment and other permits must be secured before construction is initiated.

## **Artist Eligibility**

Professional practicing artists and creative teams with a minimum of five years' experience residing in the United States and its Territories are eligible to apply. Artists who belong to a historically underrepresented population are strongly encouraged to apply.

## **III. SUBMISSION REQUIREMENTS**

RFQ Submissions will be collected through Submittable, a web-based portal, only. Any submissions that are mailed, emailed, faxed, or hand-delivered will not be considered.

### **Letter of Interest and Experience**

What interests you about this project, and what makes you uniquely qualified for it? In the planning, designing, and fabricating of this public artwork, what will be important considerations? One-page maximum. Acceptable file types: .doc, .docx, .pdf.

### **Resume and/or Biography**

If you are applying as a team, please combine team resumes and biographies into one document. One-page maximum. Acceptable file types: .doc, .docx, .pdf.

### **Portfolio Images**

Please include title, medium, materials, dimensions, year, and a brief description of the artwork. If you are applying as a team, please indicate the lead artist. Please include up to ten (10) images of fabricated work. Acceptable file types: .jpg, .jpeg, .png.

#### **IV. PANEL REVIEW PROCESS**

The RFQ review panel is comprised of five (5) subject matter experts. The panel will have one member from the City's Public Art Commission, Recreation and Parks Commission, Recreation and Parks department and up to two members from the neighborhood surrounding Washington Park. This panel will screen applicants based on panel scoring criteria and recommend a shortlist of artists from the total pool of applicants. The shortlist will be invited to respond to a Request for Proposals process and receive a stipend to create a model of the proposed artwork.

#### **V. SELECTION CRITERIA**

Selection Criteria for Artists and Artwork will be in accordance with the goals of the City of Alameda, the Public Art Masterplan, the Public Art Commission, and in accordance with the criteria below. Applicants from the City of Alameda will receive a 5-point local preference bonus for a possible total of 105 points.

##### **Letter of Interest (30 points)**

Compatibility of Artist to the Project Goals.

##### **Experience (30 points)**

Experience with projects of similar scope and scale, or comparable professional experience to address the requirements of working in the public sector.

##### **Portfolio (40 points)**

Artistic excellence and originality as shown in submitted Images of previous work and Image List.

##### **Local Preference (5 Points)**

Applicants residing in the City of Alameda will receive a 5-point local preference.

#### **VI. ARTIST SELECTION PROCESS**

##### **1. Qualification and Review Panel**

The original applications will be screened by the Review Panel. The panel will select a pool of qualified artists to move forward in the review process.

##### **2. Public Art Commission Approval**

The Review Panel will submit their recommendations to the Public Art Commission.

#### **VII. SCHEDULE**

The timeline for the start of the RFQ process through installation and unveiling of the artwork is outlined below. Please note, this schedule is subject to change.

2025
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November	Launch RFQ, Market and Share RFQ, Applications Open for Eight Weeks
<b>2026</b>	
January	RFQ Deadline
February	RFQ Reviewed, Shortlist Confirmed by Review Panel, Eight Weeks to Develop Mock-Ups
April	Receive Completed Mock-Ups from Artists
May	Conduct Outreach in the Parks, Garner Community Feedback on Mock-Up Designs
July	Review Panel Selects Public Art Grant Awardee
August	Design Development
September – November	Fabrication
<b>2027</b>	
January	Installation Commences
March	Installation Ends
April	Ribbon Cutting and Unveiling

### **VIII. ADDITIONAL INFORMATION**

At this stage, we are requesting artist qualifications. However, should you be awarded a physical art grant, you will need the following:

- 1) An active business license with the City of Alameda
- 2) A standard Service Provider Agreement (see Appendix A)
- 3) A certificate of insurance that meets the City's requirements (see Appendix B)

These items are not required to submit qualifications, but they will be required should you be selected to receive a physical public art grant.

### **IX. GENERAL QUESTIONS**

The RFQ is available to download at [link]. Please direct any questions to Jackie Keliiaa, [jkeliiaa@alamedaca.gov](mailto:jkeliiaa@alamedaca.gov). Questions must be submitted in writing by email and received by XX, 2025 at 5:00 pm. The email subject line for questions must read "Questions RE: Physical Public Art for Upper Washington Park RFQ BRED No. 2025-X". The City will gather all questions and answers submitted throughout the proposal period and upload them to the RFQ website.