

PUBLIC ART COMMISSION

Wednesday, September 22, 2021
SPECIAL MEETING OF THE PUBLIC ART COMMISSION
3:30 p.m.
201 N. Broadway, Escondido, CA 92025

The Brown Act provides an opportunity for members of the public to directly address the legislative body on any item of interest to the public, before or during the legislative body's consideration of the item. If you wish to speak regarding an agenda item, please fill out a speaker's slip and give it to the minutes clerk who will forward it to the chairman who will allocate each speaker 2-5 minutes to address the commission. If you wish to speak concerning an item not on the agenda, you may do so under Oral Communications.

The City of Escondido recognizes its obligation to provide equal access to public services to those qualified individuals with disabilities. Please contact the ADA Coordinator (760) 839-4643 with any requests for reasonable accommodation, to include sign language interpreters, at least forty-eight (48) hours prior to the meeting.

A. CALL TO ORDER

B. PUBLIC ART MASTER PLAN
Review first draft of the Public Art Master Plan

C. ORAL COMMUNICATIONS
Under state law, all items under Oral Communications can have no action, and will either be referred to staff for administrative action or scheduled on a subsequent agenda.

D. ADJOURNMENT



REQUEST FOR PROPOSALS (“RFP”) NO. XX-XX
PUBLIC ART MASTER PLAN

SUBMISSION DEADLINE:
5 P.M. ON NOVEMBER 12, 2021

INTRODUCTION

The City of Escondido (City) is soliciting proposals from qualified firms, consultants or consultant teams (Respondent) with specific experience in public art master planning for the purpose of developing a Public Art Master Plan for the City (Master Plan). The Respondent, should demonstrate experience and expertise in public arts planning and community outreach. The successful Respondent will work in conjunction with City staff and the Public Art Commission to gather and utilize public feedback in the creation of a Master Plan.

The City of Escondido collects Development Impact fees for all development projects, both residential and nonresidential. Included in those fees, are the Art in Public Places Fees that are currently set at \$0.15/sq. ft. of building area for the Downtown Specific Plan Area, and \$0.30/sq. ft. of building area for all other locations in Escondido.

The fees are intended to fund a program that provides art education and experiences which enhance economic vitality, commemorates local values, history and progress, develops community pride and identity and improves the general welfare and quality of life in the city.

PROJECT DESCRIPTION

The City of Escondido collects fees to fund a program designed to promote the arts in public places, yet we currently lack a comprehensive Public Art Master Plan. Since the Public Art Program began in 1988, more than 22 public art projects have been initiated by the City of Escondido and private developers. In recent months, private installations and requests for public art have been emerging at an exponential rate. In order to have a successful public art program, it is imperative that we have a plan in place that will guide the City, articulate goals, and identify resources and processes in the creation, acceptance, and placement of public art in Escondido. Having a master plan will allow us to solicit and accept public art in a much more efficient and effective way. It will provide an opportunity to evaluate and refine our existing program, and develop processes that will assist in building a thriving public art program in Escondido.

A public art program should enrich the community by integrating a wide range of art into public spaces. Public art improves our quality of life through its ability to enhance an environment, but also by its ability to ignite the imagination, encourage thought and prompt discourse. A successful public art program should provide high-quality artistic works that enliven public spaces, enable artists to advance their art forms, help to revitalize neighborhoods, and encourage the preservation of cultural traditions.

The successful Respondent to this RFP will have previous experience in developing public art master plan for communities and municipalities, strong observation, listening, analytical, and public speaking skills, the ability to gather and evaluate qualitative data, communicate effectively, build consensus among varied constituents, and have strong research and technical writing skills.

PROPOSAL SUBMISSION REQUIREMENTS

Submission of Proposals

Respondent shall submit one signed original, **nine copies**, and one PDF file on a thumb drive, of all proposal documents in one sealed envelope addressed to:

Danielle Lopez

Assistant Director of Community Services

201 N. Broadway

Escondido CA, 92025

Attn: Public Art Master Plan

Respondent's name and address should be clearly marked on the outside of the envelope/package. Proposals may be mailed or dropped off, but must be received by 5:00 p.m. PST on **November 12, 2021**, to be considered timely. Late proposals will not be considered. The City time and date stamp clock is the official clock for determining whether submittals are submitted timely. Email or telephone proposals will not be accepted or considered. Proposal information that is not submitted as part of the sealed packages will not be considered.

Point of Contact

The point of contact for this RFP is Danielle Lopez, Assistant Director of Community Services. Direct all questions, comments, and/or requests for clarification regarding this RFP to her e-mail at dmlopez@escondido.org. **See schedule below for question submittal deadline.** Questions will not be accepted by phone.

GENERAL INSTRUCTIONS FOR CONSULTANT

General

All proposals must be made in accordance with the conditions of this RFP. Failure to address any of the requirements may be grounds for rejection of this proposal.

Submission of the Proposal shall be an indication that the respondent has investigated and understands the character, quality and scope of the work to be performed, and the requirements of the City, including all terms and conditions contained within this RFP.

All responses to this RFP become property of the City and will be kept confidential until a recommendation for award of a contract has been announced. Thereafter, submittals are subject to public inspection and disclosure under the California Public Records Act. If a respondent believes that any portion of its submittal is exempt from public disclosure, it may mark that portion "confidential." The City will use reasonable means to ensure that such confidential information is safeguarded, but will not be held liable for inadvertent disclosure of the information. Proposals marked confidential in their entirety will not be honored, and the City will not deny public disclosure of any portion of submittals so marked. By submitting a proposal with portions marked "confidential" a respondent represents it has a good faith belief that such portions are exempt from disclosure under the California Public Records Act and agrees to reimburse the City for, and to indemnify, defend, and hold harmless the City, its officers, employees, and agents, from and against any and all claims, damages, losses, liabilities, suits, judgments, fines, penalties, costs, and expenses, including without limitation, attorneys' fees, expenses, and court costs of any nature whatsoever, arising from or relating to the City's non-disclosure of any such designated portions of a proposal.

The City reserves the right to:

- Reject any or all RFP submittals by respondents.
- Request clarification of any submitted information.

- Waive any informalities or irregularities in any qualification statement.
- Not enter into any agreement.
- Not select any service provider.
- Cancel this process at any time.
- Amend this process at any time.
- Interview respondents prior to awarding a contract. Submittal of new proposal material at an interview will not be permitted.
- Negotiate all final terms and conditions of any agreements entered into.
- Issue similar RFPs in the future.
- Request additional information during the interview.
- Select the proposal which in its sole judgment best meets the needs of the City. The lowest proposed cost is not the sole criterion for recommending contract award.
- Respondents are liable for all errors or omissions contained in their RFP submittals.
- Respondents will not be allowed to alter submittals after the deadline for submission. The City reserves the right to make corrections or amendments due to clerical errors identified in submittals by the City or the respondent.
- Any and all costs arising from preparation of this RFP and participation in the selection process incurred by any respondent shall be borne by respondent without reimbursement by the City.
- Respondents assume the risk of the method of dispatch of the qualifications chosen. No responsibility is assumed for delays caused by delivery service. Postmarking by the due date will not substitute for actual receipt.

Tentative Schedule

RFP Release Date: October 14, 2021

Deadline for Questions: November 1, 2021 - 5:00 PM (Pacific Time)

Proposals Due Date: November 12, 2021 - 4:00 PM (Pacific Time)

Respondent Interviews/Presentations: November 29, 2021

Respondent selection: December 6, 2021

Contract Negotiations/Legal Review: December, 2021

City Council Approval: (anticipated) December, 2021

Notice to Proceed: (anticipated) Jan, 2022

Proposal Evaluation and Award of Contract

All proposals received by the specified deadline will be evaluated based on professional qualifications, related experience, the proposed project implementation and community outreach plans, cost, and proposed schedule. The Project will be awarded to the most responsive and responsible Respondent whose proposal conforms to the requirements of this RFP and is considered to be the most advantageous to the City.

Contract Incorporation –

The successful Respondent shall enter into a Public Services Agreement in substantially the same form as the City's standard Public Service Agreement ("Agreement"), which is attached to this RFP as **Exhibit 1** and incorporated herein by this reference. Respondent shall enter into the Agreement within 30 days of the City's notice of award of the Project. If agreement on the terms and conditions that are acceptable to the City cannot be achieved within that timeframe, or after reasonable attempts to negotiate such terms and conditions, and it appears that an agreement will not be possible, as determined at the sole discretion of the City, the City reserves the right to cancel any intent to award and proceed with other Respondents.

The Respondent's proposal submitted in response to this RFP will become part of the Agreement. Any proposed waiver or change to **Exhibit 1** must be clearly identified in Contractor's proposal. Failure to address exceptions to the sample agreement in your proposal, will be construed as acceptance of all terms and conditions contained therein. Any terms of a submitted proposal that seek to alter or effect the indemnification, insurance, or licensing requirements of this RFP or **Exhibit 1** are not permitted. All contracts, and any addenda thereto, shall be subject to the City's sole discretion and approval. The requirements and service standards of this RFP and the responses of the Respondent will be incorporated by reference into the resulting agreement regarding the Project.

PROPOSAL FORMAT AND SUBMISSION CONTENTS

Include all items listed, in the order indicated below. The total numbers of pages in the proposal shall not exceed twenty-five (25) pages. Font size should be no smaller than 11 point, with an easily readable font.

Cover Page: Name of the Consultant and project title

Table of Contents

Executive Summary

Contact Information and Experience

Organizational Information

Provide specific information regarding the organization in this section, state the organization's full name and address and identify parent company if the organization is a subsidiary.

Contact information

- Name, title, email, and contact information of the person(s) authorized to negotiate and execute the proposed contract.
- Central point of contact - Name, email, title and contact information for
- Project Manager or person responsible for questions related to this Proposal.

Qualifications and Experience

- Provide specific information in this section regarding the Respondent's experience in the services specified in this RFP. Relevant information includes, but is not limited to:
- Total number of years in operation, general scope of services provided, and current principal area of expertise.
- Number of years the firm has been providing master planning services.

- Provide a resume and description of each team member's qualifications that will be assigned to this project.
- Include any experience working with the public and local government.
- List of similar or comparable projects. Include project description, project initial budget, final budget if different, and duration of the project.
- Provide three business references, include entity name, address, contact person's name and telephone number, and a brief description of the work performed for them.
- Any and all judgments, pending, or expected litigation or other real or potential financial reversals that might materially affect the viability or stability of the proposing organization or warrant that no such conditions exist.

Scope of Work

The proposal should include:

Project Implementation Plan and Timeline - a detailed project implementation plan, including specific tasks, who performs those tasks (e.g. City, Vendor, etc.), and a timeline for project completion.

Research – Review of the City of Escondido's existing legislation, plans, policies and procedures pertaining to public art.

Community Outreach and Public Participation Plan and Timeline – Coordinate community outreach that will be promoted to the entire City for broad-based engagement, to assess current and projected public art needs in Escondido, including but not limited to surveys, public meetings, stakeholder interviews, focus groups, and pop up events. All events will be promoted and supplemented by targeted, bilingual outreach to the community, collateral flyer development and distribution, and social media/web content. Please provide details in your proposal about the number of surveys, and public meetings you anticipate needing, and other specific and detailed information about the public input process. This process should also include work sessions with staff, the Public Art Commission, the City Council and other community stakeholders.

Deliverables:

- Project Implementation Plan
- Community Out Reach Plan
- Graphic and written information (flyers, surveys, questionnaires, press releases, etc.) to support the public outreach efforts (English, Spanish and electronically).
- Presentations to Public Boards, Commissions and City Council as needed.
- A minimum of three public meetings
 - Broad-based community
 - Business
 - Art Organizations
- Surveys including the follow at minimum:
 - Broad-based community
 - Businesses
 - Art Organizations/Groups

Master Plan

Develop a plan that articulates goals, identifies resources and proposes prioritized strategies and processes in the solicitation, acceptance, placement, and maintenance of public art in Escondido. The Master Plan should include but is not limited to the following elements:

- Summary of research, observations and community outreach results.
- Community Goals - Summary of the relevant, unique, cultural characteristics, elements and aspirations of Escondido;
- Suggestions and rationales for themes or aspects of the community's unique character to highlight or address through public art.
- Suggestions and rationales for the placement of artwork at specific sites to support and enhance the community's goals;
- Suggestions and rationales for time-based/temporary art, or any other art related activities that will support and enhance the community's goals;
- Summary of funding models for public art projects, analysis of existing funding sources and recommendations for which model(s) this community should use;
- A clear implementation strategy that includes priorities for the short term (6 months to two years), midterm (two to five years) and long term (five to ten years), as well as estimated costs associated with each priority

Deliverables:

- Master Plan delivered on Flash Drive in both PDF and other original format (such as Word) and 40 final bound copies (all copies must be in color and bound with Spiral Binding or Wire-O binding, plastic comb is not acceptable)
- Cost Estimates for plan implementation

Budget

The total budget for the development of a Public Art Master Plan is not expected to exceed \$60,000.

The budget is intended to cover all expense of a Consultant, Consultant Team or Firm to conduct research, facilitate meetings, gather community input, and develop a plan that articulates goals, identifies resources and proposes prioritized strategies, timelines and cost estimates for the funding, placement, creation and maintenance of public art in Escondido. The total cost should also cover document reproduction, travel and expenses, and all other deliverables mentioned in the Scope of Work.

The proposal shall clearly state all of the costs associated with the project, broken down by category of products and services. Provide all fixed fees that are available. If some fees will be based on a time and materials-based payment model, include information listing the hourly rates by name and title for each key personnel. Provide sufficient information for City staff to determine the total contract price for all components that make up the total budget. The project costs should include all expenses that will be charged to the City. The cost for developing the proposal is the responsibility of the Respondent, and shall not be chargeable to the City.

Identification of Subcontractors

Identify all subcontractors intend to be used for the proposed scope of work. For each subcontractor listed, indicate what products and/or services are to be supplied by that subcontractor and, what percentage of the overall scope of work that subcontractor will perform.

Additional Information

Include any other information you believe to be pertinent, but that is not required. Do not exceed the page limit listed above.

INSURANCE

The selected proposer will be required to obtain insurance as described in **Exhibit 1- Sample Agreement**. Securing this insurance is a condition of award for this contract.

ATTACHMENTS:

Exhibit 1 – Sample Agreement

DRAFT