



REQUEST FOR QUALIFICATIONS FOR A RACIAL EQUITY ART PROJECT

**CITY MANAGER'S OFFICE
City of San Mateo, CA**

November 2022

The City of San Mateo is accepting Statements of Qualifications to select one or more professional or emerging artists to complete a racial equity art project in Downtown San Mateo. All questions regarding this Request for Qualifications (RFQ) shall be directed to Denise Garcia at (650) 522-7277 or dgarcia@cityofsanmateo.org

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Background

The City of San Mateo is seeking professional and/or emerging artists to complete a Racial Equity Art Project in Downtown San Mateo on the street of Pedestrian Mall strip.

On July 20, 2020, the San Mateo City Council adopted a resolution reaffirming the City's commitment to racial equity and requested an art project that would promote racial equity. The Council identified the Civic Arts Committee as the appropriate body to lead this effort in recommending an artist(s) and their proposed art project.

The City adopted the Art in Public Places (AiPP) ordinance in 2005. The ordinance requires new development projects either to install publicly visible art as part of the project or contribute a percentage of the cost of the project for the AiPP fund. All City public art activities are funded through the AiPP fund.

Call for Artists

This RFQ is open to all artists, with priority consideration given to those living in or having a relation to the City of San Mateo or San Mateo County. There is a strong interest to find the most appropriate local artist(s)/group of artist(s), however those who identify with Bay Area are also welcomed to submit. Artists of color and BIPOC, women, gay/lesbian/transgender/non-binary/queer, and members of historically marginalized groups are strongly encouraged to apply.

Artists should be comfortable creating works that center on racial equity and social justice.

Project Overview

Public Art is a way to engage and celebrate community. In this tradition, the Civic Arts Commission, in collaboration with the community, is facilitating an opportunity to create a unique art project that explores San Mateo's commitment to racial equity with the goal to facilitate communication and to improve equity for all in our community.

Location

This work will be located at the new Pedestrian Mall in Downtown San Mateo. The Mall includes South B Street between 1st and 2nd Avenue and 2nd and 3rd Avenue, each block is approximately 300 feet long. This location is the heart of the City and it concentrates public spaces, dining, and shopping for an enjoyable experience for all visitors. This Downtown location has a high visibility by pedestrians, making it an ideal location for a community art project.

Having two blocks available, there are multiple options artist(s) may seek that include, but are not limited to:

- One artist that uses both blocks for the project that offers a larger area for a more content
- Each block has a different artist that allows for different styles
- Content of each block may be singular in style or utilize both blocks for a broader design that is consistent in styles
- The art space is limited to the Emergency Vehicle (EV) lane in the center of the street, but artist(s) can decide how much of the space they would like to use within that allotted space.

Ideas for Inspiration

As currently envisioned, this project will be painted on the street and will be designed to enhance the public use and aesthetics of the Pedestrian Mall while highlighting racial equity. The art will have a lifespan of approximately 5 years and will be required to use durable materials and paint to ensure the longevity of the artwork.

The City seeks artists and/or artist teams to engage in a collaborative project that brings the community together, and, most importantly, raises awareness surrounding the growing demand for representation of San Mateo's diverse population, commitment to racial and social justice, and bring to light the changes we deeply desire.

The theme of racial equity should be the core of the design. As such, the City fully acknowledges that the art will be on the street in the EV lane in a high foot traffic pedestrian area, recognizing the connotations that may present. Below is a list of ideas artists may want to consider as relevant to the project. These may serve as starting points for artistic inspiration, including the location itself.

- Dismantling segregation / moving to opportunity
- Indigenous histories
- Migration histories
- Cultural vibrancy
- Unity / Centering community
- Racial and social justice movements specific to San Mateo or the Peninsula at large

Specifications

The general specifications regarding the space and some of the paint and design considerations are provided to help inform responding applicants. Further details will be provided to selected artist(s).

- This work will be located at the Pedestrian Mall (options to have the art on the streets of B Street between 1st and 2nd Avenue and/or 2nd and 3rd Avenue) in Downtown San Mateo.
- Artists will share location preferences and implementation process when invited to submit a proposal.
- Recommendations have been provided to the City for the art. The brief list below includes some key considerations, detailed recommended guidelines will be provided at the design phase:
 - Designs that consider the ability of vision-impaired people to navigate without visual confusion
 - Graphics illustrating a theme, rather than an abstract pattern, could be more successful
 - Assure the designs don't look like curbs or other wayfinding symbols
 - Avoid large black/white stripes because they may appear to be changes in the street, such as curbs or raised humps
 - Framing of the images could help define the design from navigation symbols
 - Designated paint product with a color palette that has increased durability on street surfaces

Review Process and Timeline

Step 1: Application

Application period opens, inviting any artist(s) interested in the project who meet the artists evaluation criteria to submit their qualifications.

STEP 2: Civic Arts Committee Review and Selection

The Civic Arts Committee will review submitted qualifications packets and will select approximately 5 artists/groups of artists.

STEP 3: Request for Proposal

Selected artist(s) will be invited to submit a proposal that will include the following:

- a) A rendering of the work, including the dimensions of the proposed art area
- b) Identification of the theme of the artwork and a general statement about the design
- c) Description of the key elements within the art design, including any specific meanings
- d) Description of implementation process
- e) Proposed budget that includes the cost estimates of all design, planning, materials, and installation.

The selected artists will receive a stipend of \$1,000 for creation of that proposal, to be paid after receipt of

proposal, and this proposal will become the property of the City. The selected artists will be required to comply with the Guidelines for Art in Public Places (Appendix A) and the terms of the Artist Agreement (Appendix B). Proposal submittals will be required by March 24, 2023.

STEP 4: Community Feedback

The proposals/rendering will be shared through various methods to outreach and collect feedback from the community, dates yet to be determined. The outreach activities may include the following, but are not limited to:

- Community outreach activities
- DEI Task Force review
- Coordination with art students in local schools
- Social media outreach/community survey

STEP 5: Final Recommendation

Upon completion of gathering and reviewing the community input, the Civic Arts Committee will identify the preferred artist(s). Based on the CAC's review and application of the community input, there may be some discussion with the preferred artist(s) regarding any desired or possible adjustments to the design as applicable.

Once the preferred artist(s) and City concur on the design, the CAC will recommend the selected artist(s) to the City Council for final approval. The date for the City Council meeting is currently scheduled for Monday, May 15, 2023 (date subject to change).

Artwork installation must be completed by no later than June 30, 2023.

Budget

There is not a defined budget at this time. The total project budget will include the stipends for all requested proposals, the selected artist's fee, all necessary materials for the art and installation costs.

Artists Evaluation Criteria and Submittal Requirements

All are welcome to apply, including emerging and professional artists. Submissions must be delivered no later than 12:00 PM PST on Monday, January 23, 2023.

Responses are requested to be submitted in a single, letter-sized PDF document and sent to dgarcia@cityofsanmateo.org. If access to technology is limited, printed responses are also required to be letter sized and may be sent or dropped off to the City Manager's Office located at 330 W 20th Avenue, San Mateo, CA, 94403 in time to be received no later than the date above.

The submission must include:

1. A Statement of Qualifications limited to 2 pages and must include the following:
 - a. A statement of interest outlining your approach to public art;
 - b. Your interest in this specific project;
 - c. The possible aesthetic direction or narrative;
 - d. What you bring to the project as an artist;
 - e. Your experience with other projects of similar scope and size;
 - f. Your experience with site-specific artwork;
 - g. Sources of inspiration presented by the project;
 - h. Your approach to implementing the art project; and
 - i. Any other comments that might help differentiate you as a candidate.
2. A resume/CV that includes your name, address, phone number, email, and website URL as applicable.

3. A link to an online portfolio and/or hard copy photographs (PDF required) of specific images of past works.
 - a. If an online portfolio does not describe the following information, or if providing a PDF portfolio, be sure to provide the following information:
 - i. A maximum of eight images with a brief description for each project including the title, size, and artist's intent.
4. At least three references (can include instructor or mentor references) for artists and/or design teams with contact information and connection to artist(s).
5. Finalists are expected to participate in at least one of the community engagement events.

Terms and Conditions

Artists who are invited to submit a proposed design will receive a sample agreement they must adhere to. Below is a list of key terms and conditions that will be included in the sample agreement:

- Designs and installed artwork will remain the sole and exclusive property of the City.
- The City will have the absolute right of removal of the artwork at any time.
- Artist(s) will waive all rights to the artwork; however, City will provide limited grant of license to artist(s).
- Artist(s) will be required to obtain insurance.

Again, a complete and comprehensive list of terms and conditions will be given to artists who are invited to submit a proposed design.

Application Open and Closing Dates

- The Request for Qualification period will be open from Thursday, November 17, 2022 at 12:00 PM until Monday, January 23, 2023, 12:00 PM.
- Further, community engagement events are scheduled on the following dates (dates subject to change):
 - Thursday, March 30, 2023
 - Friday, April 7, 2023
 - Saturday, April 8, 2023

Questions

Please email questions to dgarcia@cityofsanmateo.org no later than January 13, 2023. Questions posed will be documented with responses and posted publicly on the City's website RFQ webpage no later than January 16, 2023.

Attachment:

Appendix A: Guidelines for Art in Public Places

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City of San Mateo Civic Arts Committee
Guidelines for Art In Public Places
Implementing Chapter 23.60 of the City of San Mateo Municipal Code
January 20, 2009

In accordance with Chapter 23.60 of the City of San Mateo Municipal Code, the City of San Mateo Civic Arts Committee is charged with implementing the City's Art in Public Places program. This includes approving individual requests to install art as part of private development projects, as required by Chapter 23.60.

The Committee shall also make recommendations to the City Council regarding use of funds which are paid in-lieu of providing art work as part of private development projects.

The following guidelines shall be used by the Civic Arts Committee in evaluating public arts as part of private development projects, and in the use of in-lieu funds. However, from time to time the Guidelines may be subject to amendment by a vote of the Civic Arts Committee.

1. Public Art Criteria:

- a. Criteria for Artwork: Criteria to be used when considering approval of artwork, either as part of a private development project or acquisition of artwork through the use of in-lieu funds, shall include but not be limited to the following:
 - **Inherent Artistic Quality**: The assessed aesthetic merit of the piece as a work of art, independent of other considerations.
 - **Context of Artwork with Site**: Works of art must be compatible in scale, material, form, and content with their surroundings. Consideration should be given to the architectural, historical, geographical and social/cultural context of the site.
 - **Media**: All forms of visual art may be considered. Works may either be portable or permanently attached.
 - **Permanence**: Due consideration shall be given to the structural and surface soundness, and to inherent resistance to theft, vandalism and weathering.
 - **Ability to Maintain**: Significant consideration shall be given to the cost and amount of ongoing maintenance and/or repair anticipated, and the ability to provide adequate maintenance.
 - **Public Safety and Accessibility**: Each work shall be evaluated to ensure that it does not present a hazard to public safety and complies with all applicable building codes and accessibility requirements.
 - **Diversity**: The Arts Committee is committed to acquiring art works that are reflective of diverse cultural communities and perspectives. To that end, the Committee shall actively seek artwork from artists of diverse racial, sexual, and cultural identities. The program shall also strive for diversity in style, scale, media and numbers of artists represented
 - **Feasibility**: Proposed objects shall be evaluated relative to their feasibility and convincing evidence of the artist's ability to successfully complete the work as proposed. Factors to be considered include, but are not limited to: project budget, timeline, artist's experience, soundness of materials, city approval requirements, and level of community support.

- Duplication: To assure that the artwork will not be duplicated, the artist will be asked to warrant that the work is unique and an edition of one unless stated to the contrary in the contract.
- b. Site Criteria: Prior to approving a site for an artwork, either as part of a private development project or acquisition of artwork through the use of in-lieu funds, the Civic Arts Committee shall take into consideration the following factors:
- Visibility and public access
 - Public Safety
 - Relationship of proposed artwork to existing or future architectural features, natural features and urban design.
 - Future development plans for area
 - Overall program goal or concept
 - Landscape design
 - Relationship of proposed artwork to existing art works within the site vicinity
 - Environmental impact
- c. Inter-Departmental Coordination: Location of public art on public property or in any way affecting public property shall require review and comment by the affected City department. For example, public art to be placed in a City park shall require review and comment by the City's Parks and Recreation Department.

2. Artist Selection Criteria:

- a. Criteria: When recommending that in-lieu fees be used to commission a work of art or purchase a work of art, the Civic Arts Committee will select artists on the basis of their qualifications, as demonstrated by the judged quality of their past work and appropriateness of their artistic expression, professional experience, or specific proposal for a particular project, and the assessed ability of the Artist to successfully execute the project within the project timeline, as determined by the Arts Committee in its sole discretion. Other considerations include the artist's current work load and/or the number of artworks by that artist in the Civic Art Collection. Consideration shall be given to local artists; however, the Civic Arts Committee is not limited to the use of local artists.
- b. Ineligible Applicants: The following persons are ineligible for Civic Arts Committee or purchase of their work based on a recommendation by the Civic Arts Committee:
- Civic Arts Committee and members of their immediate family.
 - Elected or Appointed city officials and members of their immediate family.
 - City of San Mateo staff and members of their immediate family.

3. Artist Selection Methods: Art or Artists may be selected by the following means:

- a. Direct Purchase: An existing artwork is purchased
- b. Open Competition: The commission is advertised and project guidelines published. All professional artists may participate with possible limitations based upon geographical or other eligibility criteria. Upon review of materials, a single artist may be selected, or a limited number of finalists will be paid an honorarium to prepare a specific site proposal and/or attend an interview with the selection panel.
- c. Limited Competition: Artists are considered for a commission by invitation only. Names of artists to be invited to apply are generated by Civic Arts Committee. Information to be submitted includes, but is not limited to the following:
- Project description and goals

- Project parameters and scope-of-work
- Application deadline and project
- Timeline
- Application procedure and submittal requirements
- Selection procedure
- Criteria for selection of artist and/or artwork
- Geographic restrictions for residency of artist, if any
- Budget

4. **Amendment:** This document can be amended as necessary by a vote of the Civic Arts Committee.

