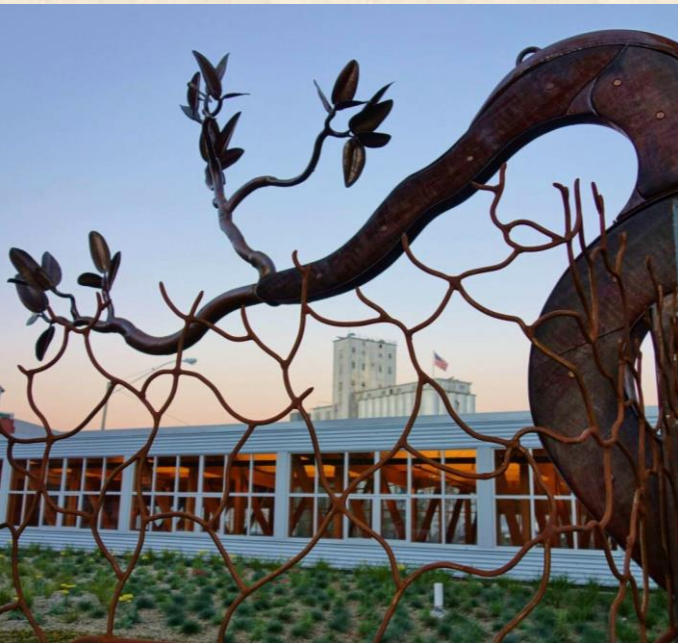


Request for Proposals: Small Artworks Commission



PETALUMA PUBLIC ART COMMITTEE

OVERVIEW

The City of Petaluma Public Art Committee (PPAC) is issuing this Request for Proposal (RFP) to **California-based artists or artist teams** for the design, fabrication, and installation of an original, durable and low-maintenance outdoor public artwork suitable for placement on city-owned property. The budget for the project is up to \$25,000 and timeframe for project completion is twelve (12) months or less from signing of the contract. City staff will screen submitted proposals, then the PPAC will review submittals to award one artist/team the contract to execute their public art concept(s). Further details are provided in this RFP.

The deadline for RFP submissions is **Thursday, September 30, 2021 at 5:00PM (PST)**.





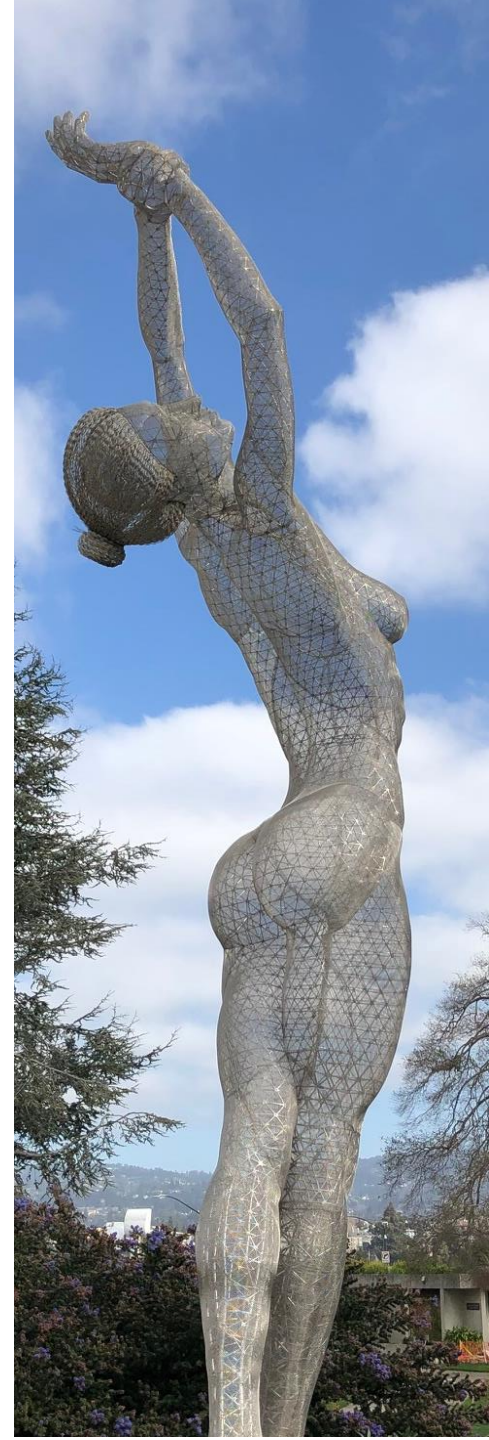
INTRODUCTION

As stated in the Petaluma Public Art Master Plan, the City's Public Art Program is committed to enhancing the appearance and cultural richness of the City by incorporating works of art into public places and fostering art with public view. The City's public art fund is generated through a 1% in-lieu fee payment of total development for non-residential and certain public works projects with construction costs greater than \$500,000 into the public art fund. The City and the PPAC use the public art fund to support a variety of public art projects on public property and for the general public. For more details on the Petaluma Public Art Master Plan, please visit <https://cityofpetaluma.org/public-art-master-plan>.

PROJECT GOALS

This RFP is intended to engage emerging or established artists through an open and unconventional process that invites and maximizes creativity. The City is open to a wide range of proposals, including work with a life span shorter than twenty-five years. There is not set theme or medium, however, the PPAC seeks artworks with the following considerations through this commission program:

- Foster a sense of beauty, multi-layered meaning, or have other compelling attributes
- Be appropriate for a public space
- Be durable, safe, and low maintenance
- Represent the diversity of our community
- Provide opportunity to underserved artists, including artists of color
- Consider locations throughout Petaluma and activate neighborhoods that may not have existing public art





ELIGIBILITY

This opportunity is open to all practicing professional **California-based artists and artist teams** over the age of 18. Previous experience in public art is desired but not required. The artist/artist team awarded the contract will be required to comply with the City of Petaluma’s insurance and liability requirements in addition to other selection requirements outlined in this RFP.

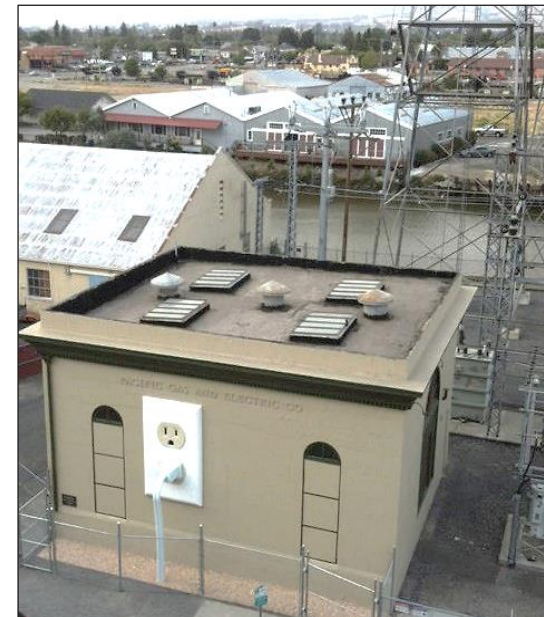
HOW TO APPLY

Go online to <https://petalumapublicart.slideroom.com/#/permalink/program/62336> and select *Small Artworks Commission* and complete the online form. Applications must be received by the City no later than **Thursday, September 30, 2021 at 5:00 PM PST** and must be submitted digitally through SlideRoom. Please refer to ‘Application Requirements’ below for more information about required application materials and deliverables.

PROJECT TIMELINE*

August 1, 2021	Call for artists – RFP submission opens
September 30	RFP submission deadline
October	PPAC review and finalist interviews
November 1	Contract award
January 1, 2022	Artwork development deadline
January	Community open house
February	PPAC artwork approval
March	Design and permitting
April – October	Artwork fabrication and installation
November 1, 2022	Project completion (12 months from contract award)

*project timeline subject to change





PROJECT LOCATIONS

The Small Artworks Commission RFP does not have a pre-selected site for the artwork. Proposals must be intended for and capable of being installed at a City-owned property. Additionally, the PPAC determined the Small Artworks Commission site for the 2021 year be located in **East Petaluma**, situated east of Highway 101. The Public Art Master Plan lists several site categories (including examples) for future public art projects, including parks, plazas, municipal facilities, pedestrian and recreational pathways, gateways, and roads. Please see pages 20 through 28 of the [Public Art Master Plan](#) for more information and examples.



BUDGET DESCRIPTION

An all-inclusive award of up to \$25,000 for the artwork will include (but not limited to) artist fees, design fees, travel expenses, consultants' and subcontractors' fees, insurance, engineering, permits, site-preparation, materials, fabrication, shipping and transportation, installation (including any site modification beyond City responsibility), artwork plaque, and post installation documentation. The artwork and all rights to it shall be owned by the City, other than the rights accorded the artist by the Federal Visual Artists' Rights Act and the California Art Preservation Act. During the Design Development phase with the selected artist, the awarded artist/artist team will be asked to submit a line-item budget of their proposed project.



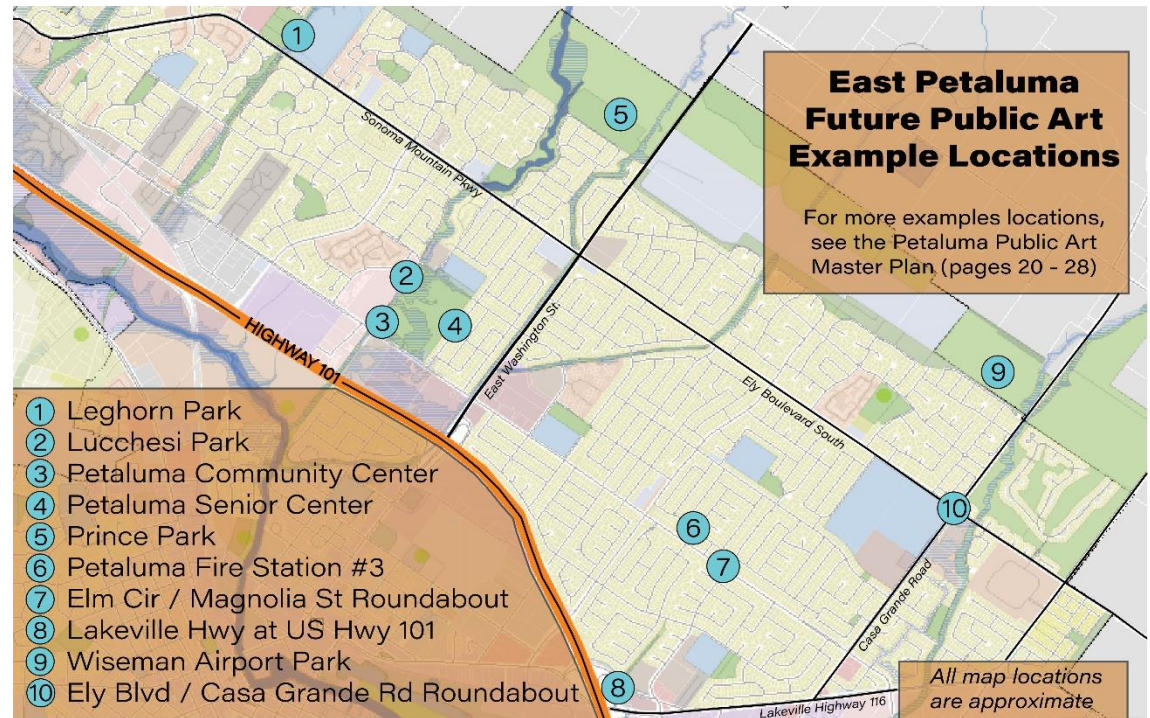
EAST PETALUMA SITE SELECTION

As previously mentioned, the PPAC has chosen the Small Artwork Commission to focus on sites located east of Highway 101, or East Petaluma, for the 2021 commission. The Public Art Master Plan lists several site categories and examples for future public art projects, including parks, plazas, municipal facilities, pedestrian and recreational pathways, gateways, and roads. The [Public Art Master Plan](#) lists these examples on pages 20 to 28, however, applicants may choose other locations not listed in the Public Art Master Plan.

The PPAC wishes to expand permanent public artwork across the City. East Petaluma has been identified by the PPAC as having less permanent public art than west and downtown Petaluma. The 2021 Small Artwork Commission seeks to provide opportunity for more East Petaluma neighborhoods to enjoy the benefits of local public art.

Eligible site locations for the 2021 Small Artwork Commission are limited to the following requirements:

- Proposed site must be located east of Highway 101 within Petaluma city limits
- Site must be publicly accessible
- Site must be on City-owned property





SELECTION CRITERIA

After the submission deadline, City staff will screen applications to ensure compliance with the minimum requirements of this RFP. Because this RFP does not require a site-specific proposal, an important component of the selection process will include an initial review by City staff to evaluate the feasibility of artwork from a technical, legal, and liability perspective.

The PPAC will review complete submissions and select one finalist consistent with the City's Public Art Requirements, [Chapter 18.120](#):

- Artistic excellence, originality, and innovation evidence by quality of proposal for this project.
- Appropriateness of the artist's proposed medium, style, and project concepts for proposed site location and surroundings.
- Demonstrated understanding and incorporation of the stated goals of the project.
- Proposed artwork should be suitable for permanent outdoor placement, and address durability, maintenance, and public safety concerns. This includes technical design parameters compliant with all applicable building code requirements.
- Proposed artwork should be an effective balance of size and scope of design and choice of materials, to ensure that the finished installation is of sufficient prominence to the site and surroundings while effectively meeting project requirements and goals.
- Proposal considers how collaboration with active stakeholder group, including community outreach, might occur.
- Demonstrated sensitivity to address the potential impact of the project on public citizens.
- Availability to participate in the design, approval, and implementation of the project, and complete project in the timeline.

Additionally, the selected artist/artist team will be expected to:

- Fabricate, install, and document the artwork at the site within the approved budget and timeframe.
- Meet with the PPAC, staff, and community representatives as needed.
- Show itemized costs within a final budget for all projected and associated costs for the artwork's planning and execution.
- Comply with the terms, conditions, and insurance requirements as required by the Personal Services Agreement.



PROPOSAL SELECTION AND DESIGN DEVELOPMENT

After the PPAC has selected a finalist proposal, the finalist will be invited for an interview to discuss location, design aspects of the proposed artwork, and a preliminary budget. The Design Development phase will provide the finalist with a platform to execute the project with input from the community and with support of the PPAC and City representatives. This phase will include:

- **Site and Draft Concept Confirmation:** The final artist/artist team will work with the PPAC and City staff to confirm a draft concept and site prior to finalizing the site-specific concept(s). Once confirmed, the Petaluma City Council will review and authorize a contract.
- **Develop Final Concept and Approval:** After meeting with the Committee, the artist/artist team will have 60 days to develop the final concept for approval by the PPAC. The artist/artist team will receive \$1,000 to provide to-scale construction documents accompanied by either 2D rendering or 3D model, construction details, and budget.
- **Fabrication, Installation, and Completion:** The artist/artist team will fabrication and install the artwork within the agreed-upon time frame. The PPAC may choose to hold a ceremony to unveil the public art piece upon installation, which the artist/artist team would be expected to attend.



APPLICATION REQUIREMENTS

Please submit the following materials as described below to <https://petalumapublicart.slideroom.com/#/permalink/program/62336>. All applications must be submitted via SlideRoom. There is no application fee to apply or to use the SlideRoom online application system. All required information and materials must be included, or the application will be removed from consideration. The SlideRoom online application form will request:

1. Current California address. **This opportunity is only available to California-based artists and artist teams.**
2. Completed online application form, including three professional, work-related references related to art commissions.
3. Statement of interest, where applicants describe in a few paragraphs your interest in the project and preliminary ideas for how you would approach this project. This should demonstrate your understanding of the project objectives and include a preliminary proposal for how they would be achieved. For site-specific proposals, describe the rationale for choosing the location including the opportunities/constraints considered. For non-site-specific proposals, provide considerations to be taken during the site-selection process.
4. Upload up to five (5) images that present a concise 2D representation/drawing and/or 3D model of your proposed artwork design.
5. Current resume, up to two pages maximum, reflecting artist experience designing, fabricating, and installing artwork in outdoor public settings. Applicants applying as a team should identify a primary team leader and include resumes for each member. Resume(s) should include information regarding past public art commissions, design team experience, exhibitions, awards, grants, and education.
6. Upload up to ten (10) images of relevant work samples; a minimum of five (5) is required. Artists applying as a team may submit ten photos for each team member. Please do not submit prints or other reproductions of your work. Digital photos should be high quality (minimum of 72 DPI resolution).
7. Annotated image list that includes title, date, materials, dimensions, location, a brief description of the project, and the art project/commission budget for the work samples provided in this application.



ADDITIONAL INFORMATION

The artist/artist team selected through this RFP process must agree to maintain liability insurance as set forth in Exhibit B of the City's standard Professional Services Agreement which will ensure and indemnify the artist(s) and the City of Petaluma during the term of the contract and for one year after acceptance of the project unless the requirement is waived by the City of Petaluma. **All individuals applying are required and expected to carry \$1,000,000 general liability insurance throughout the project's entirety.** For more information about commercial general liability insurance, please go to the California Department of Insurance site at:

<http://www.insurance.ca.gov/01-consumers/105-type/95-guides/09-comm/commercialguide.cfm>

- The City of Petaluma or the PPAC is not obligated to select a finalist from the submitted RFP's.
- Submitting an application to this RFP does not constitute an expressed or implied contract.
- After submitting, the applicant will receive notification of the results of the selection process.

For more information about public art projects with the City of Petaluma and the PPAC, please visit the City's Public Art webpage at <https://cityofpetaluma.org/planning-public-art/>. For more information about this application or the Small Artworks Commission program, contact David Ward, the City's Public Art Specialist at (707) 890-6618 or at dward@cityofpetaluma.org.