



# City of Sebastopol

## Public Arts Committee Staff Report

Meeting Date: January 6, 2016  
To: Public Arts Committee  
From: Kenyon Webster, Planning Director  
Subject: Discussion of Draft Artist Request for Qualifications  
Recommendation: Provide Comments on Draft RFQ

Introduction: This staff report recommends that the Committee discuss a draft Request for Qualifications for selection of artists to participate in a public art process funded by the Art In-Lieu fee fund.

Background: The Committee and the City Council have both discussed a process for selecting artists to participate in a process to create a significant public artwork in Sebastopol.

Based on these discussions, staff has developed a draft Request for Qualifications (RFQ). Responding artists would be asked to submit their qualifications for proposing a public artwork. In this stage, no actual artwork proposals are requested to be provided.

The RFQ process would be used to select up to three 'finalist' artists to submit actual artwork proposals. The Public Arts Committee would be responsible for selecting finalists, and later, for reviewing artwork proposals and making a selection recommendation to the City Council. Each step of the process will include opportunity for public input.

The Committee should review, discuss, and provide direction to modify the draft as appropriate.

Next Steps:

Once the Committee is satisfied with the draft, it should adopt a motion to forward the draft to the City Council for its consideration.

After the RFQ is approved by the City Council, it will be issued.

Attachment: Draft Request for Proposals

***City of Sebastopol***  
*Planning Department*  
*7120 Bodega Avenue*  
*Sebastopol, California 95472*

[Date]

## Request for Qualifications (RFQ) for Public Art Project

The City of Sebastopol Public Arts Committee is seeking qualifications from California-based artists for the design, fabrication, and installation of permanent, durable, and low-maintenance original public art suitable for placement on City-owned property.

### **About Sebastopol**

Sebastopol, located in Sonoma County, California was incorporated in 1902. Sebastopol is a 'general law' Council-Manager city with five Council members elected at large. Boards and Commissions include the Public Arts Committee.

Sebastopol has a unique and highly-valued small-town character. A community of 7,600 located in the San Francisco/North Bay region, Sebastopol is the hub of west Sonoma County, which is known as a creative center within the County.

While the incorporated area is small, Sebastopol serves a much larger unincorporated area stretching to the Pacific Ocean and the Russian River. The City's 'market area' comprises a population of approximately 40,000-50,000 people, who, to varying degrees, use Sebastopol as their 'town' for goods, services, and recreational and cultural activities. Thus, the town has far more economic activity, as well as recreational and cultural services than would be apparent based simply on the incorporated area's population.

The City has an extraordinary location, being surrounded by vineyards, orchards, rural residential and wetlands, located minutes from the Sonoma Coast and the Russian River area, and just 60 miles north of San Francisco. Sebastopol is at the crossroads of two State Highways, Highways 116 and 12, and is eight miles from Sonoma County's largest city, Santa Rosa.

Sebastopol has an active population, highly engaged in community affairs. It is anticipated that there will be a high level of community involvement with the subject public art project.

### **Project Objectives**

The City is open to a range of proposals. There is no set theme or medium. Generally, potential opportunities and considerations associated with the project may include:

- Foster a sense of beauty, multi-layered meaning, or have other compelling attributes
- Be appropriate for a public space
- Help create attractive public places
- Be durable, safe, and low-maintenance
- Improve connections and relationships in the community
- Enhance the pedestrian environment
- Foster cultural understanding
- Highlight local history or environment

This project occurs in the context of the City as a public agency, which requires an open and inclusive public process.

### **Sites**

There are a number of potential City-owned sites. At this time, the City plans to be open to proposals that may be inspired by or suitable to particular sites. Finalists will be provided with a sites list and will be expected to make a proposal suitable to an identified site.

RFQ respondents are *not* expected to identify a target site.

### **Eligibility**

This competition is open to artists/artist teams living in the State of California, while Sonoma County artists are desirable.

Previous experience in public art is desired but not required. Experience with public process, and demonstrated success in conceiving, fabricating, and installing durable artworks is also desirable.

In selecting finalists, the Committee will consider professional qualifications, i.e. record of artistic achievement, successfully completed projects, as evidenced by resume and professional recognition, and artistic merit as evidenced by submitted images.

The selected artist must be able to meet the City's contract requirements and in the course of the project process, be available to meet with City staff, the Public Arts Committee, and City Council. An agreement with the selected artist will establish a minimum number of such meetings.

### **Selection Process and Criteria**

At this time, we are only requesting qualifications, not artwork proposals.

The Public Arts Committee will select finalists.

Once the Public Arts Committee selects up to three finalists, artists/artist teams will be asked to develop an artwork proposal for a City-owned site. The City will provide information about multiple potential sites. Depending on the number of finalists, up to a \$1,000 honorarium will be provided to the selected finalists who chose to continue in the process.

Finalists will develop and submit an artwork proposal for the project. The City will make the proposals available for public review and comment.

Following the public review period, each finalist artist will make a public presentation to the Public Arts Committee, at which meeting public comment will also be received.

The Public Arts Committee will make a selection recommendation to the City Council, who will consider the Arts Committee recommendations as well as any public comment, and make a final selection decision.

One artist/artist team will be selected for the project and will enter into a contract for design, fabrication and installation of the artwork.

### **Budget**

The all-inclusive artist budget to be provided by the City is \$45,000. This budget includes design, fabrication and installation, and also covers any other project-related expenses—including but not limited to design, fabrication, installation, travel, presentation materials, and insurance.

SUBMISSION DEADLINE: 5:00 p.m. on Monday, xxxx.

Project Timeline (some times are estimated and subject to change)

RFQ Released xxxx, 2016  
Submissions Due xxxx, 2016  
Finalists Selected xxxx 2016  
Proposal Presentation xxxx2016  
Installation xxxx

### **Submission Requirements**

Your qualifications submission should include:

1. A Letter of Interest. In not more than two typed pages, describe your interest in and qualifications for this project, and generally, the process you would utilize for the project, if selected.
2. A Professional Resume. In not more than three typed pages per artist, provide an outline of your professional experience as an artist. If submitting qualifications as a team, please provide a professional resume for each member of the team. The resume should include descriptions of successfully completed similar projects, and client contact information.

3. Digital Images of Past Work. Submit up to ten (10) images of past work in a Windows-compatible PowerPoint presentation. Each slide should be clearly labeled and include artist's name, title of work, materials, dimensions, year and the commissioning entity and project budget (if applicable). Do not submit more than two images of the same artwork. Images should be original works of the proposing artist(s).

Please note:

- Respondents to this RFQ do so at their sole expense.
- Do not submit artwork proposals.
- All submittals will become property of the City. Do not submit materials you would want returned.
- Incomplete or unresponsive submittals may be rejected.
- The City reserves the right to reject any and all proposals and to cancel or alter the selection process at its sole discretion.

### **Questions**

The Planning Department is managing this project. Any questions about the RFQ may be directed via email to Kenyon Webster, Planning Director, City of Sebastopol at [kwebster@cityofsebastopol.org](mailto:kwebster@cityofsebastopol.org)

### **Submittals**

Submittals shall be delivered to:

Kenyon Webster, Planning Director  
City Hall  
7120 Bodega Avenue  
Sebastopol, CA 95472