



# Request for Proposals

# **PUBLIC ART**

# **MASTER PLAN**

Released June 5, 2023

**Submittals due no later than Friday, July 14, 2023 @ 1:00pm**

*Late submittals will not be accepted.*

**CITY OF BRISBANE | 50 PARK PLACE, BRISBANE CA, 94005 | [WWW.BRISBANECA.ORG](http://WWW.BRISBANECA.ORG)**



The City of Brisbane, CA is seeking proposals from qualified individuals, firms, teams (hereinafter referred to as Consultant) with demonstrated experience in developing a public art master plan through a process of active public engagement. Consultants are invited to submit a proposal outlining their experience and qualifications in performing work directly related to the services required.

Selection will be made from responsive proposals that will best serve the interests of the City based on a combination of experience, qualifications, availability, and capacity to perform the scope of services.

Please submit your proposal using the format specified in this Request For Proposals (RFP). **PROPOSALS MUST BE RECEIVED BY FRIDAY JULY 14, NO LATER THAN 1:00PM.** Any proposal received after the specified time and date will not be considered. Proposals may be submitted one of the following ways:

**Preferred:**

1. Electronically via PDF to [nleek@brisbaneca.org](mailto:nleek@brisbaneca.org) AND [jbondoc@ci.brisbane.ca.us](mailto:jbondoc@ci.brisbane.ca.us).  
*Note: An email will be sent to confirm receipt of the electronic proposal.*

**Accepted:**

2. Mailed to:  
ATTN: Noreen Leek  
Parks & Recreation Director  
City of Brisbane  
50 Park Place  
Brisbane, CA 94005  
*If mailed, it must be received by the City by no later than Friday, July 14<sup>th</sup>.*
3. Dropped off in person at Brisbane City Hall, 50 Park Place, Brisbane, CA 94005 on July 14<sup>th</sup> before 1:00pm. *Note: A staff person will be onsite to receive hard-copy proposals during that time frame only.*

Questions regarding the information contained in the RFP document must be submitted in writing by e-mail to: [nleek@brisbaneca.org](mailto:nleek@brisbaneca.org). All questions must be received by **June 30, 2023**. Questions will be responded to in writing. Written summaries of all questions and answers will be recorded and may be shared with all prospective Consultants. Anonymity of the source of specific questions will be maintained in the responses and a clarification addendum will be issued, if necessary. Verbal inquiries are discouraged and the intent behind this requirement is to ensure that all prospective Consultants have the same information available to them and no inconsistent, incomplete, or misinformation is communicated to any party.

Noreen Leek  
Parks & Recreation Director  
(415) 508-2141  
[nleek@brisbaneca.org](mailto:nleek@brisbaneca.org)

## Introduction

The City of Brisbane is seeking proposals from Consultants, Consultant Teams and Qualified Firms with demonstrated experience in public art master planning to develop the first Public Art Master Plan for the City of Brisbane, California. The Master Plan will provide long-term direction to the Public Art Advisory Committee and the City Council on the planning and processes necessary to further develop, administer, and maintain a dynamic public art program in the City of Brisbane. The selected Consultant will be responsible for developing policies and procedures, prioritizing City needs related to public art, and identifying types and locations of art throughout the City in order to establish a clear future for public art in the City of Brisbane. The Consultant will work collaboratively with the City's Public Art Advisory Committee and City staff to ensure broad public outreach and involvement to curate a vision for Brisbane's public art.

## Background

The City of Brisbane is a small City in San Mateo County, approximately 20.1 square miles, nestled into the lower slopes of San Bruno Mountain. The City is located immediately south of San Francisco and is bordered to the east by the San Francisco Bay. The City of Brisbane was incorporated on November 27, 1961. Brisbane is known as "The City of Stars" due to a holiday tradition dating back to 1939. Residents and businesses adorn their homes and buildings with illuminated stars in early Winter delighting passersby.



The City of Brisbane adopted a Public Arts Ordinance (ENCLOSURE A) in 2014 to increase citizens' appreciation of art, to improve quality of life, and to enhance Brisbane's identity as a unique community within the greater Bay Area. Additionally, public art should stimulate creativity, imagination, induce creative conflict, and add a unique human quality to the environment and enrich public spaces. A city rich in art becomes an outdoor cultural museum accessible to everyone.

The Brisbane Public Art Advisory Committee is the City Committee responsible for ensuring all public art projects in the City of Brisbane meet the program criteria and guidelines for selection of an artist or artist team, artwork, and artwork location established in the Public Arts Implementation Guidelines (ENCLOSURE B).

The Brisbane Public Art Advisory Committee is a City committee composed of 2 Parks and Recreation Commissioners as designated by the Parks and Recreation Commission, 2 City Council Members (the Council's Parks and Recreation Commission Liaisons), and 3 Brisbane community members, appointed by City Council for two-year terms. The community members must include one individual professionally engaged in the art community, one individual that is an employee or owner of a Brisbane business, and the other may be either a resident of Brisbane or an owner/employee of a Brisbane business.

The Master Plan for Public Art in Brisbane will include integration of art in both existing and to be built public spaces. The City anticipates significant future growth and additional opportunities for art will be prevalent in areas such as the Crocker Trail, Sierra Point, and the Baylands. (See ENCLOSURE C, *Map of Brisbane boundary*.) Art should serve as a core element of Brisbane's identity and should be a fundamental part of the design and the planning process for all development.

## Scope of Work

This is the first Public Art Master Plan for the City of Brisbane. The purpose of the Public Art Master Plan is to set a vision and develop a long-term plan that will provide clear direction for the future of public art in Brisbane. The plan should outline goals for public art in Brisbane, identify priorities for its art program, identify strategic partnerships and possible sources of alternative funding, and establish program processes. Additionally, the plan should address opportunities for ongoing public engagement, develop policies and procedures, and recommend processes necessary to achieve the vision for public art in the community.

The Consultant will be expected to take the lead on all community meetings, presentations, and outreach efforts. Staff will play a supporting role in facilitating those efforts and meetings. Staff will act as the liaison between the Consultant and the Public Art Advisory Committee.



**Key elements of a Public Art Master Plan should include:**

- Development of the mission, vision, goals, and guiding principles for the City’s Public Art Program;
- Clear goals and implementation strategies that include short and long-term priorities;
- Recommended public art guidelines, policies and processes;
- Summary of research, findings and community outreach results;
- Strategies for ongoing community engagement and outreach to a diverse group of stakeholders;
- Identification of sites for future temporary and permanent public art projects, including “iconic” and “gateway” art placement and spaces for participatory art;
- Opportunities for funding models for public art;
- Analysis and recommendations for a collection strategy, including recommendations for a collection maintenance, conservation, ownership, and deaccession plan.

**The submitted proposal shall address the following areas of service:**

***Assessments and Recommendations***

1. Identify standards for what is classified as public art. • Review current public art collection, inventory artworks and programs. • Recommend standards for future acquisitions/projects.
2. Identify criteria for selection of public art. • Highlight best practices.
  - Acknowledge government purchasing procedures.
3. Define processes and policies for public art, including but not limited to the following: • Art donations, temporary artworks, artist or community-initiated artwork, deaccession, ongoing maintenance, upkeep, relocation and removal policies and recommendations.

***Public Participation Plan***

1. Undertake a comprehensive community outreach program to fully engage residents, stakeholders and the community at-large in shaping and defining what Public Art is in Brisbane.
2. Undertake specific outreach to minority communities as well as low and moderate income residents to help identify specific opportunities for public art engagement that will be beneficial for those communities.

***Development of Cohesive Plans***

1. Identify and clarify key themes and values on which the community should focus its public art resources.

2. Provide recommendations for program development (such as urban/street art, public art pocket map, murals, banners, community art gallery, artists registry, performing art, music, digital media).
3. Create measurable steps for achieving public art goals in 1-5 years; forecast 15–20 year initiatives.
4. Outline plan to create an arts district, including but not limited to the following based on Consultant experience/expertise:
  - Recommended contiguous location(s).
  - Recommended space and operational characteristics for creative space needs (e.g. square footage, height requirements, ventilation, outdoor access, storage, live/work needs).
  - Recommended space and operational characteristics for community performance space.
  - Suggest financing options to initiate and support necessary creative space infrastructure.
5. List and map potential locations for future art; explore options for re-zone of areas in City to encourage long-term artist residency and community space opportunities.
6. Suggest a long-term approach and priorities for disbursement of the Public Art Fund.
7. Identify additional funding resources and staffing recommendations including establishing criteria for when a curator is necessary.
8. Suggest goals for marketing and audience development.
9. Indicate actions for promotion of cultural diversity, community and neighborhood inclusivity.
10. Summarize Master Plan goals and content in an accessible, consumer-friendly format.
11. Suggest priorities for proposed projects, with a projected timeline and financial strategy for implementation.
12. Analyze current and best-in-practice metrics, comparisons, redundancies, and context with surrounding cities, and establish a plan for tracking performance of metrics as relevant to the overall plan.
13. Produce an attractive and understandable final printed and digital report which includes the findings noted above.
14. Present at a minimum of one Public Art Advisory Committee meeting and one City Council meeting.



## RFP Timeline

The anticipated schedule for selection of a Consultant for this project is as follows:

RFP Release Date	June 5, 2023
Question Submission Cutoff Deadline	June 30, 2023
Proposal Submission Deadline	July 14, 2023
Selection Committee review & interviews (if necessary)	August/September 2023
Tentative notification of bid awarded to Consultant	September 2023
City approval granted to proceed	October 5, 2023
Notice to proceed issued to Contractor	October 6, 2023

*\*Disclaimer: This timeline is subject to change and the City of Brisbane reserves the right to adjust as deemed necessary.*

## Budget

Consultant shall provide a proposed budget itemized by task, as well as the total project cost proposed, and total project cost stated as a firm fixed fee not to exceed \$75,000. Labor and direct costs should be identified by task. Hourly rates for project staff shall also be provided. **Cost Proposal must be submitted separate from the rest of the RFP response.**

## Submission Requirements

1. Each RFP response shall be submitted in compliance with the requirements outlined on Page 2.
2. The submittal shall be typed and shall not exceed twenty-five (25) pages of written material including the cover letter. Submittals failing to comply with the page limitation will not be considered.
3. Submittal must include examples of previous work.
4. To be responsive, each RFP submission must include the following information in the format indicated. The submittals shall be organized to match the following categories. Submittals not organized according to the following format may be rejected.

**a. Cover Letter.** Consultant identification including name, year firm established, address, city, state, zip code, telephone number and e-mail address of the firm's applicant(s). *Length: One (1) page maximum.*

**b. Letter of Interest.** Statement of interest detailing the firm’s interest in the project and highlighting unique features it would bring to the project. *Length: One (1) page maximum.*

**c. Statements of Qualifications.** *Length: One (1) page maximum.*

- i. Provide statement of qualifications for each of the specific disciplines;
- ii. Include the firm’s structure, background, and interest, detailing the firm’s interest in the project and highlighting unique features it would bring to the project;
- iii. List of recent projects similar in scale, cost, and complexity and also note the year completed; include the name, address and phone number for client, contractor, or person that may serve as a reference;
- iv. Firm’s current work load and backlog;
- v. Identify any recent or pending litigation.

**d. Relevant Experience/Examples of Work.** Provide descriptions of up to three (3) previous projects within the past 10 years that most closely relates to this request for services. *Length: Three (3) page maximum.*

- i. Include projects’ scale, cost, and complexity and also note the year constructed; name, address and phone number for client, contractor, or person that may serve as a reference.

**e. Professional Background.** Provide a summary of the applicant’s professional background, with a predominant focus on special professional and/or project experience. *Length: Two (2) pages maximum.*

**f. List of Client References.** Provide a list of clients to be used as references for your work. *Length: One (1) page maximum.*

- i. Must include the contact name, address, telephone number, nature of job, length of engagement, and resulting project.

**g. Sealed Fee Proposal.** The Fee Proposal shall be submitted in a separate sealed envelope or PDF document marked “Public Art Master Plan Fee Proposal”.

## Selection/Interview Process

Pursuant Sections 4525-4529 of the Government Code of the State of California, the Consultant selection will be based on qualifications. The City’s Public Art Advisory Committee will review the proposals received by the deadline and develop a short-list of qualified firms. Depending on the relative quality of the proposals, the City may invite short-listed firms to formal interviews. The City of Brisbane reserves the right to refuse any or all proposal(s), to waive technicalities, and to accept whichever proposal(s) that may be in the best interest of the City, at its sole discretion.



## General Terms & Conditions

1. This RFP does not commit the City to enter into an agreement, to pay any cost incurred in the preparation of a submittal to this request or in subsequent negotiations, or to procure or contract for the project.
2. At any time prior to the specified time and date set for the submission, a person/firm, or their designated representative, may withdraw their proposal.
3. The issuance of this RFP and the acceptance of a proposal do not constitute an agreement by the City that any contract will actually be entered into by the City. The City expressly reserves the right to:
  - Reject any or all proposals.
  - Reissue an RFP.
  - Extend the time frame for submission of the proposals by notification to all parties who have registered an interest in this RFP with the City.
  - Request more information from any or all applicants.
  - Waive any immaterial defect or informality.
  - Decline to go forward with the RFP.
  - Reject any Subcontractor or Contractor proposed by the Proposer.
  - The City expressly reserves the right not to proceed to contract under this RFP.
4. All services shall be provided in accordance with Enclosure "D," the City's Professional Services Agreement. Final terms of any agreement will be established during negotiations. Negotiations may be terminated by the City for failure to reach mutually acceptable terms.
5. Each person/firm will be responsible for all costs incurred in preparing a response to this RFP.
6. All materials and documents submitted in response to this RFP will become the property of the City and will not be returned. Persons/firms selected for further negotiations will be responsible for all costs incurred by it during negotiations whether or not such negotiations lead to a contract with the City.
7. Proposers are responsible for reviewing all portions of this RFP. Proposers are to promptly notify the City, in writing, if the proposer discovers any ambiguity, discrepancy, omission or other error in the RFP. Any such notification should be directed to the City promptly after discovery, but in no event later than five working days prior to the date for receipt of proposals.

## Enclosures/Reference Documents

Enclosure A	Public Arts Ordinance – Brisbane Muni Code Chapter 15 – Art in Public Places Program
Enclosure B	Public Art Implementation Guidelines
Enclosure C	Map denoting Brisbane boundary
Enclosure D	DRAFT Agreement for Professional Services