



PUBLIC ART COMMISSION

**Monday, October 11, 2021
MEETING OF THE PUBLIC ART COMMISSION
3:00 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. APPROVAL OF MINUTES – August 9, 2021 and September 22, 2021

C. NEW BUSINESS

1. Mural proposal for 155 South Juniper – Tristan Pittard
2. Palomar Heights Public Art – Nina Hammond
3. RFP for Public Art Master Plan

D. LIASON REPORT

1. Washington Park ribbon cutting
2. Utility Box Art
3. Pillars to the Community
4. Murals on Center City Pkwy

E. FINANCIAL REPORT – October 6, 2021

F. SUBCOMMITTEE UPDATES

1. Mural Subcommittee
2. Queen Califia Subcommittee

G. ITEMS FROM COMMISSIONERS

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.

- H. FUTURE AGENDA ITEMS
- I. ORAL COMMUNICATIONS
- J. ADJOURNMENT

**MINUTES OF THE MEETING OF THE
PUBLIC ART COMMISSOIN
August 9, 2021
REGULAR MEETING**

Call to Order: The meeting was called to order by Commissioner Velasco at 3:02 p.m.

Commissioners Present: Commissioners Velasco, Cowell, Ryan, Spann and Vargas.

Special Guests: Carol Rogers, Stone & Glass; Heather Moe and Tristin Pittard from Esco Alley Art; Lisa Ruder from the San Diego Foundation.

Approval of Minutes: MSC Spann/Ryan to approve the minutes of June 14, 2021, 5/0.

NEW BUSINESS:

Esco Alley Art: Members of Esco Alley Art introduced themselves and gave a report on its activities and current and future public art called "Alley Art." They would like to receive funding from the Public Art Commission's budget for current and future projects. **MSC Spann/Cowell to fund Esco Alley Art for Phases One, Two and Three, in the amount of \$11,000.00, Vote 5/0.**

Liaison Report: Assistant Director Lopez reported that the Washington Park Ribbon Cutting event is in the planning stages. Possible joint effort for the mural art and the skatepark. Waiting for a construction date and looking at mid-September.

Public Art Webpage: Assistant Director Lopez and intern, Belle Morelock, are working with Information Systems to revamp our public art webpage, which is very outdated. We are updating the walking tour information; QR codes on part of the website for people to donate; a roster for artists; and the mural and electrical box policies. Our department will be presenting to the City Council on August 25th.

Community: The lighting has been repaired with lights working on the public art installation by Barnes & Noble on Valley Parkway.

Murals on Centre City Parkway: The Commissioners would like to use the tunnels on Interstate 15 going in and out of the City on Centre City Parkway for murals. It is CalTrans property and is not City property. Assistant Director Lopez will be contacting CalTrans to see if they will allow us to use the tunnels for artwork.

Escondido Creek Trail: This project is moving forward and 60% work has been completed. We will be looking for murals, shadow figures across the bridges. This will be a separate project from the construction. 90% design by the end of September, hopefully.

MURAL POLICY: Please review this policy for the last time. We want to move forward to post this on our website for use.

FINANCIAL REPORT: Has not changed since the last meeting. It will be updated at the next meeting. New monies were aside toward murals and utility boxes.

MURALS SUBCOMMITTEE REPORTS: Vargas thanked Danielle for her working with them over the past months and bringing projects to fruition. Commission Velasco has been working with an artist that wants to put a mural on Rose and the Creek Trail. This will be our first artist to apply for monies.

QUEEN CALIFIA: Assistant Director Lopez reported that we are moving forward with repairs with Lech Juretko. Waiting on insurance documents and agreement is in place. The Foundation asked us to complete the repairs by April/May of 2022. Trees and shrubs were removed as well as the old wooden kiosk and flyer holder. The whole area has been cleaned up and power washed; area will be cleaned on a monthly basis going forward. Commissioner Spann reported on the meeting with the Foundation and said it was a great meeting. She is very excited about the Foundation allowing us to do fundraising and thinks this will really take care of the Queen. Vargas wants to open up more hours but we do not have the docents to monitor the public. The Foundation wants to have it monitored. Commissioner Velasco wants Assistant Director Lopez to reach out to the CSUSM and other institutions for interns and to pass the request on to Marty Tiedeman.

Commissioner Ryan said she took a ride with Commissioner Velasco and wants to promote solar lights. She wants to enhance what is already done with lighting or other alternatives. Looking into water lines; traffic signs moving; trees and shrubbery cut; water use is limited; does not want to create an art nuisance. The Commissioners talked about all the problems with public art on Valley Parkway and how to address their concerns.

ADJOURNED: 4:22 p.m.

Ana Marie Velasco



CITY *of* ESCONDIDO

PUBLIC ART COMMISSION

September 22, 2021 Special Meeting Minutes

The special meeting of the Public Art Commission was called to order on September 22, 2021 at 3:33 p.m. by Chair Juan Vargas in the Escondido City Council Chambers.

Commissioners Present: Commissioner Matthew Cowell; Commissioner Juan Vargas; Commissioner Patricia Spann; and Commissioner Terri Ryan.

Commissioners Absent: Commissioner Anna Marie Velasco.

Staff Present: Danielle Lopez, Assistant Director of Communications and Community Services; Zack Beck, City Clerk and Jasmine Sanchez, Administrative Coordinator

1. Public Art Master Plan

Danielle Lopez presented an overview of the Public Art Master Plan.

2. Oral Communication

None.

3. Commissioner Comments

None.

4. Adjournment

Meeting adjourned at 4:08 p.m. by Commissioner Juan Vargas until the next regularly scheduled meeting of October 11, 2021.

CHAIR

CITY CLERK



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 consultants with specific experience in public art master planning to develop a Public Art Master Plan for the City (“Master Plan”). The successful consultant (“Consultant”) will have experience and expertise in public arts planning, municipal coordination, community outreach, developing public art master plans. Additionally, the Consultant will have strong communication skills, the ability to gather and evaluate qualitative data, and strong technical writing abilities. The Consultant 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.

PROJECT DESCRIPTION

Despite various programs designed to promote the arts in public places, the City currently does not have a comprehensive Public Art Master Plan. Since the City’s Public Art Program began in 1988, more than 22 public art projects have been initiated by the City and private developers. In recent months, private installations, gifts, and requests for public art have been emerging at an exponential rate. In order to facilitate the continued success of the Public Art Program, the City desires and believes it necessary to develop a comprehensive Public Art Master Plan that will provide guidance, articulate a vision and goals, and identify resources and processes for the commission, acceptance, and placement of public art within the City. The proposed Public Art Master Plan will also provide an opportunity to evaluate and refine the City’s existing Public Art Program and develop processes that will allow the Public Art Program to solicit and accept public art in a much more efficient and effective way.

The City envisions a Public Art Program that provides enrichment to the community by integrating a wide range of 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. Public art improves our quality of life through its ability to enhance an environment, ignite the imagination, and encourage thought.

PROPOSAL SUBMISSION REQUIREMENTS

Prospective consultants shall submit the following in one sealed envelope:

1. One signed original proposal;
2. Nine hard copies of the proposal; and
3. One PDF copy of the proposal on a USB drive.

The sealed envelope containing the above copies of the proposal shall be addressed as follows:

Danielle Lopez
Assistant Director of Community Services
201 N. Broadway
Escondido CA, 92025
Attn: RFP No. **XX-XX** - Public Art Master Plan – Sealed Proposal

The submitting consultant’s name and address must be clearly marked on the outside of the sealed envelope. All proposals in response to this RFP **must be received by 5 p.m. PST on November 12, 2021, to be considered timely** (“Submission Deadline”). The City’s time and date stamp clock located at the **[department]** counter of City Hall is the official clock for determining whether proposals are timely submitted. Untimely proposals that are received after

the Submission Deadline will be disregarded. Proposals may be mailed or hand delivered to the Community Services Counter of City Hall. Email or telephone proposals will not be accepted or considered. Any information that is not submitted as part of the sealed packages will not be considered.

Prospective consultants assume the risk that mailed proposals will not be promptly delivered to the City and time-stamped by the Submission Deadline.

Point of Contact

All questions, comments, and requests for clarification relating to this RFP must be emailed directly to Danielle Lopez, Assistant Director of Community Services, at dmlopez@escondido.org. Any questions, comments, and requests for clarification submitted by any other means will not be accepted or considered. Any communication regarding or relating to this RFP with any City employee or official other than Danielle Lopez is strictly prohibited.

GENERAL INSTRUCTIONS FOR CONSULTANT

A. 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.

By submitting a proposal in response to this RFP, prospective consultants certify that they take no exceptions to the terms and requirements of this RFP and have investigated and understand the character, quality, and scope of the work to be performed.

All proposals submitted in response 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 prospective consultant 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 prospective consultant 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:

1. Reject any or all proposals submitted in response to this RFP.
2. Request clarification of any submitted information.
3. Waive any informalities or irregularities in any qualification statement.
4. Cancel this RFP process at any time.
5. Amend this RFP and/or this RFP process at any time. The City specifically reserves the right to make corrections or amendments to this RFP due to clerical errors identified by prospective consultants.

6. Interview prospective consultants prior to awarding a contract. Unless requested by the City, prospective consultants may not submit new information or materials at a pre-award interview.
7. Negotiate all final terms and conditions of any agreements resulting from this RFP.
8. Not enter into any agreement relating to this RFP.
9. Issue similar RFPs in the future.
10. Maintain sole discretion and judgement in selecting the proposal which best meets the needs of the City. The lowest proposed cost is not the sole criterion for recommending contract award.

Prospective consultants shall be solely liable for all errors or omissions contained in their proposal submitted in response to this RFP. Prospective consultants will not be allowed to alter proposals after submission to the City. Any and all costs arising from participation in this RFP process, including but not limited to proposal preparation costs, shall be borne by prospective consultants without reimbursement by the City.

B. Tentative Schedule

Description	Date
RFP Release Date	October 14, 2021
Deadline for Submission of Questions	No later than 5 p.m. (PST) on November 1, 2021
Submission Deadline	No later than 5 p.m. (PST) on November 12, 2021
Interviews/Presentations	Completed by November 29, 2021
Selection of Consultant	No later than December 6, 2021
City Council Approval of Contract	December 2021
Notice to Proceed	January 2022

C. Proposal Evaluation and Award of Contract

All proposals received by the Submission Deadline will be evaluated based on professional qualifications, related experience, the proposed project implementation, and community outreach plans, cost, and proposed schedule. The contract resulting from this RFP will be awarded to the most responsive and responsible consultant whose proposal conforms to the requirements of this RFP and is considered to be the most advantageous to the City. The City’s selection team will review and rank the proposals according to the following criteria:

1. The Consultant Team’s past experience and results with similar projects. (25 percent)
2. The quality and experience of the Project Manager and key staff persons who will be working on the project. (20 percent)
3. The Consultant Team’s demonstrated understanding of the proposed project and the Escondido community. (20 percent)
4. The Consultant Team’s proposed scope of work and ability to deliver a high-quality Public Art Master Plan document with a competitive fee proposal and completion schedule. (35 percent)

5. The Consultant Team's ability to meet the City's standard contract requirements through execution of the Service Provider Agreement attached as Exhibit A; written confirmation of this condition is required to be eligible to a submit proposal.

D. Contract Incorporation

The Consultant shall enter into a contract in substantially the same form as the City's form Consulting Agreement ("Agreement"), which is attached to this RFP as **Exhibit 1** and incorporated herein by this reference.

The Consultant shall enter into the Agreement within 30 days of the City's Notice of Award. If the Consultant does not execute a contract in substantially the same form as Exhibit 1 within 30 days after notification of award, the City may, in its sole discretion, (i) give notice to the Consultant of the City's intent to select from the remaining prospective consultants or (ii) issue a new RFP for the services.

By submitting a proposal in response to this RFP, prospective consultants certify that they take no exceptions to the terms and requirements of this RFP, including the terms of Exhibit 1. **Any proposed waiver or change to Exhibit 1 must be clearly identified in Contractor's proposal.** Failure to clearly identify exceptions to Exhibit 1 in the submitted 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 the resulting Consulting Agreement (Exhibit 1) are not permitted.**

The Consultant's proposal submitted in response to this RFP will become part of the Agreement. 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 Consultant will be incorporated by reference into the resulting Agreement.

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 25 pages. Font size should be no smaller than 11 point, with an easily readable font.

A. Cover Page - Name of the Consultant and project title

B. Table of Contents

C. Executive Summary

D. Contact Information and Experience

1. **Organizational Information** – Provide specific information regarding the organization including but not limited to the organization's full name, address, and identity of parent company if the organization is a subsidiary.

2. **Contact information**

- i. Name, title, email address, and direct phone number of the person(s) authorized to negotiate and execute the contract resulting from this RFP.

- ii. Name, title, email address, and direct phone number of the person(s) who shall act as the main point of contact/project manager or person(s) responsible for responding to questions related to this proposal.

3. Qualifications and Experience

- i. Provide specific information in this section regarding prospective consultant's experience in the services specified in this RFP. Relevant information includes, but is not limited to:
 - a. Total number of years in operation, general scope of services provided, and current principal area of expertise.
 - b. Number of years the firm has been providing master planning services.
 - c. Provide a resume and description of each team member's qualifications that will be assigned to this project.
 - d. Experience working with local government.
 - e. Outreach and public engagement experience.
- ii. List of at least three similar or comparable projects. Include project description, project budget, final budget if different, and duration of the project. Examples should include projects that required significant public engagement as part of their scope, with particular sensitivity to the inclusion of diverse communities. For each example, identify the type of project, the specific public engagement activities, the project size and budget, the company's role, client name and contact information, and indicate what role (if any) the proposed project manager and other team members had in the project. Submit examples of marketing and PR used to engage the public during planning, as well as outreach documentation and materials that were used to explain to and educate the public about the Public Art Master Plan and planning process.
- iii. List of at least three business references, include entity name, address, contact person's name and telephone number, and a brief description of the work performed for them.
- iv. 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.

E. Project Understanding and Approach - The proposal should include the Consultant's understanding of the project as well as their approach and commitment to delivering a Public Art Master Plan that meets or exceeds the requirements outlined in this RFP. The proposal should include conceptual plans and/or diagrams, graphic representations, and narrative descriptions as necessary to enable the Public Art Commission and review committee to understand and evaluate the Respondent's understanding of, and approach to, the Public Art Master Plan.

F. Scope of Work – This project will create a unified vision and a strategic plan that will support and operationalize the public art program and will include a well-defined vision and unifying brand for public art in Escondido, a menu of themes or project types that are a priority for stakeholders and residents, a general process by which artists are commissioned and selected, standards for maintenance and upkeep, a process for prioritizing an annual plan or work each year and guidelines for outside contributors (grants, donations, other non-government sources).

1. **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.
2. **Research** – Review of the City of Escondido’s existing legislation, plans, policies and procedures pertaining to public art.
3. **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.
4. **Deliverables:**
 - i. Project Implementation Plan
 1. Phases of the Master Plan that may be reflected in the proposal timeline may include:
 - a. Consultant research and community outreach
 - b. Initial recommendation based on best practices
 - c. Community input summarization and presentation
 - d. Refined recommendations including new and amended policies, priorities, strategies, staffing, and timelines
 - e. Community review
 - f. Proposed changes resulting from community review
 - g. Final recommendations and long term strategies presented to the Public Art Commission for endorsement and the City Council for approval
 - ii. Community Outreach Plan
 - iii. Graphic and written information reflecting a unifying brand that communicates values, vision, and process (flyers, surveys, questionnaires, press releases, etc.) to support the public outreach efforts (English, Spanish and electronically).
 - iv. Presentations to Public Boards, Commissions and City Council as needed.
 - v. A minimum of three public meetings
 - a. Broad-based community
 - b. Business
 - c. Art Organizations
 - vi. Needs analysis/Surveys including the follow at minimum:
 - a. Broad-based community
 - b. Businesses
 - c. Art Organizations/Groups
 - vii. 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)

viii. Cost Estimates for plan implementation

G. Master Plan – Develop a plan that articulates a public art vision and goals, identifies resources and proposes prioritized strategies and processes for the solicitation, acceptance, placement, and maintenance of public art in Escondido.

1. The Master Plan should include but is not limited to the following elements:

- i. Summary of research, observations and community outreach results;
- ii. Community Goals - Summary of the relevant, unique and cultural characteristics, elements, and aspirations of Escondido;
- iii. Suggestions and rationales for themes or aspects of the community's unique character to highlight or address through public art;
- iv. Suggestions, rationales, mapped locations, and prioritized recommendations for the placement of artwork at specific sites to support and enhance the community's goals;
- v. Suggestions, rationales, mapped locations, and prioritized recommendations for time-based/temporary art, or any other art-related activities that will support and enhance the community's goals;
- vi. Summary of funding models for public art projects, analysis of existing funding sources and recommendations for which model(s) this community should use;
- vii. Incorporate City policies related to public art and make recommendations not only for changes or amendments to accommodate long term priorities, but also for staffing and/or contracting to accomplish those priorities;
- viii. A clear implementation strategy that includes priorities for the short term (six months to two years), midterm (two to five years) and long term (five to 10 years), as well as estimated costs associated with each priority.

H. Budget

1. The total budget for the development of a Public Art Master Plan is not expected to exceed \$75,000.
2. The budget is intended to cover all expense of a Consultant or Consultant Team 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.
3. 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 sole responsibility of the submitting prospective consultant, and shall not be chargeable to the City.

- I. Identification of Subcontractors** – Identify all subcontractors intended 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.
- J. 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 consultant will be required to obtain insurance as described in Exhibit 1. Securing this insurance is a condition of award for this contract. Any and all costs arising from participation in this RFP process, including but not limited to the cost of procuring insurance as described in Exhibit 1, shall be borne solely by prospective consultants without reimbursement by the City

ATTACHMENTS:

Exhibit 1 – The City’s form Consulting Agreement

**City of Escondido
Capital Project Balance
As of October 6, 2021**

Agenda Item No.: E

Project	Description	Total Budget	Expenditures	Subtotal	Encumbrances	Balance
420149	City Murals	130,000	0	130,000	0	130,000
420119	Niki de Saint Phalle Art	105,852	0	105,852	0	105,852
420801	Queen Califia Education	28,048	654.45	27,393	0	27,393
421001	Pedestrian Pathfinders	31,180	0	31,180	0	31,180
421301	Escondido Creek Art	50,000	0	50,000	0	50,000
427201	Maintenance Program Public Art	117,655	1,581.41	116,073	0	116,073
428901	Grand Avenue Art Project	250,000	0	250,000	0	250,000
420019	Public Art Administration	30,000	0	30,000	0	30,000
420201	Utility Box Art	5,000	0	5,000	0	5,000
Public Art Fund		747,735	2,235.86	745,498	0	745,498

Project Descriptions

City Murals – Funding for new Murals to be located throughout the City.

Niki de Saint Phalle Art: Funding for maintenance costs of Queen Calafia.

Queen Calafia Education: Funding for educational opportunities related to Queen Calafia.

Pedestrian Pathfinders: Funding for the creation of a series of visual markers to direct pedestrians along the transit center/downtown corridor.

Escondido Creek Art: Funding for planning and construction of potential public art along the Escondido Creek Trail, in conformance with the Escondido Creek Master Plan.

Maintenance Program Public Art: Funding for maintenance of all public art pieces.

Grand Ave Art Project: Funding for planning and construction of potential public art in conjunction with the Grand Ave street Improvements.