

# REQUEST FOR QUALIFICATIONS (RFQ)



## Highway 25 Public Art Project- Hollister, CA Clean California Program, 2022

**Submission Deadline: Wednesday, May 11, 2022 (10:59pm PST)**

The San Benito County Arts Council seeks California-based artists or artist teams to submit their qualifications to create and install a site-specific outdoor sculpture at the corner of Santa Ana Rd. and Highway 25 in Hollister, California. This project is part of a State Highway Beautification Project, sponsored by the California Department of Transportation and the Clean California Program.

### **Project Background**

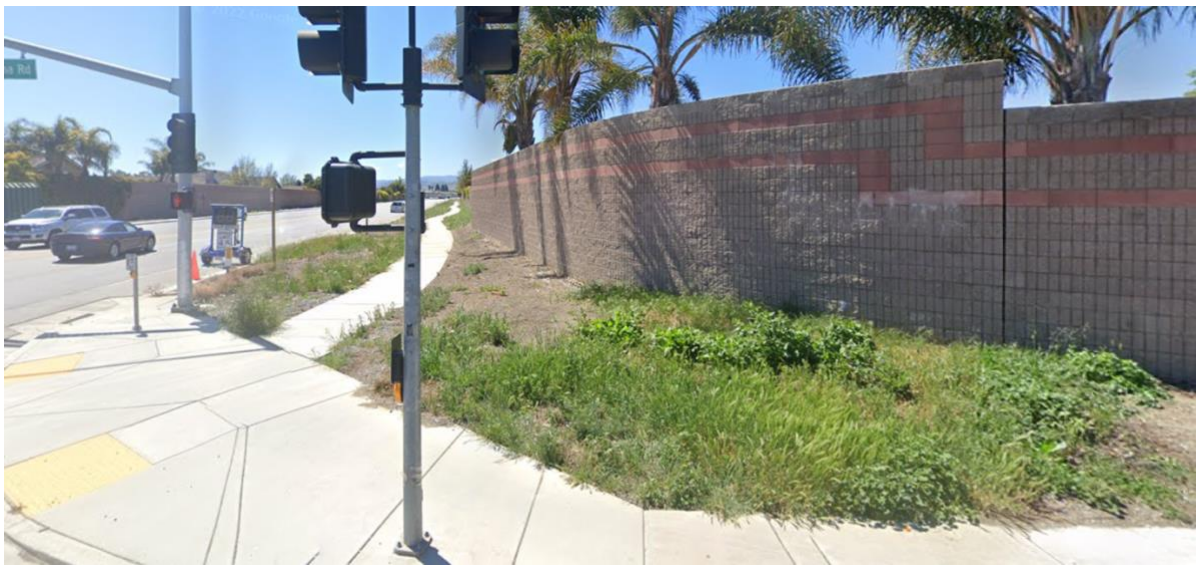
Launched by Governor Newsom as part of his California Comeback Plan, Clean California is investing \$1.1 billion for state and local governments to clean up trash and debris statewide, beautify community gateways and public areas along highways, streets and roads, and to provide good jobs to thousands of Californians.

This Clean California Beautification Project is located along Highway 25 near the east entrance to Pinnacles National Park, in the community of Hollister, in San Benito County. This bypass route serves as the “main street” through multiple residential neighborhoods, and retail and industrial developments. This project is an opportunity to soften the stark appearance of the many soundwalls along this corridor by adding landscaping to increase shade and reduce urban heat island effects, to suppress weeds and discourage graffiti, and to add seasonal color, resulting in a more aesthetically pleasing, vibrant and comfortable pedestrian and bicycling environment. It is also an opportunity to add aesthetic and artistic elements which enhance pedestrian scale and create a more distinctive community identity which highlights the cultural heritage of the area.

The San Benito County Arts Council, together with Caltrans and the City of Hollister, is administering a Call for Artists and/or Artist Teams to submit their qualifications to create and install a site-specific outdoor sculpture at the corner of Santa Ana Rd and Highway 25 (Figures 1, 2, and 3). The sculptural piece will be installed at the “start” of this particular Highway 25 corridor between Santa Ana and Sunnyslope Rd, and shall include aesthetic elements that reflect and enhance community identity, as well as integrate with the overall goal of this Caltrans project to beautify the route and encourage pedestrian and bicycle usage for local residents and visitors.



**Figure 1 Corner of Santa Ana & Highway 25, facing southwest**



**Figure 2 Corner of Santa Ana & Highway 25, facing southwest**



**Figure 3 Corner of Santa Ana & Highway 25, facing west**

## Community Public Art Survey Results

To engage the local community in this project, a community input survey was distributed to Hollister residents in March 2022, revealing the following artwork preferences:

- Respondents favored realistic representation (62%) in the artwork, followed by whimsical styles (24%) and abstract styles (14%)
- Respondents favored the depiction of local histories and assets, such as the Pinnacles National Park, local wineries, agriculture (63%), followed by the natural world and the environment (42%) and diverse communities and cultures (37%)
- Respondents voiced their preference for artwork that incorporates tile mosaic (61%), followed by stone or concrete (53%) and metal (40%).
- Warm colors and earth tones were found more appealing than cool tones or vibrant colors
- Recurring artwork themes included:
  - Nature-inspired: local flora and fauna, native plants and wildlife, birds (hawks & hummingbirds), mustard fields, San Benito ecology (benitoite)
  - Agriculture: apricots, walnuts, cowboys/vaqueros, horses/cattle, Rodeo
  - Indigenous history and people
  - Local history & assets: Pinnacles National Park (condors), mountains & hills, wineries
  - Youth & families: diverse communities, Latinx culture, local schools, 4H, parks, theater/dance

## Artwork Qualities

- Aesthetics. Artwork must be of high aesthetic quality, including consideration of content, craftsmanship, uniqueness and relevance to the artwork's location.
- Thematic Responsiveness. Artwork must compliment the character of the neighborhood and be responsive to the themes and styles identified in the community public art survey. Submissions of artwork that are overtly sexual, political or religious in nature will not be reviewed by the review panel.
- Artist Experience. Artwork must be the work of artists or artist teams who can demonstrate experience with past works, especially with large-scale public art projects.
- Durability. Artwork must be comprised of durable and safe materials that can withstand long-term exposure in an outdoor environment, be resistant to vandalism, and be mindful of maintenance requirements. Specific product types and brands will require approval by Caltrans prior to installation.
- Concept Quality. Artwork must exemplify artistic excellence and creativity and must be a completely original concept.
- Technical Practicality. Artwork must be feasible to install as proposed, in consideration of site and structure characteristics, and appropriate for public viewing, use and access.
- Caltrans Requirements. Artwork must conform to Caltrans Transportation Art Guidelines, including all required copyright waivers.

## General Specifications

Artwork must fit within a volume of space that is no bigger than 14' long X 8' wide X 10' high and must be located at the location shown on Figure 1, and be at least 5' clear of sound wall and edge of sidewalks. Artwork must meet seismic loads and building



codes. Footing design and artwork footing connection must be coordinated with and approved by Caltrans Structures and Landscape Architecture Departments for approval of height, weight, wind load, and seismic loads once art piece has been designed. Costs and installation of footing will be the responsibility of Caltrans. Installation methods must be coordinated with and approved by Caltrans Construction and Landscape Architecture Departments.

Artwork should consider the general context and translate well from various viewing angles. Artwork design must include each of the four (4) primary viewpoints (looking north and south from Highway 25 and east and west from Santa Ana Rd).

Artist applicants must review Caltrans Transportation Art Guidelines ([see Attachment 2](#)) and ensure that their work can meet all artwork requirements. Applicants must read, acknowledge and accept the Rules and Terms to Apply when responding to this RFQ.

Note: The terms of the contract are non-negotiable and failure to accept the terms of the contract will result in disqualification from the project at the proposal phase. Moreover:

- Selected artist will be required to waive their rights of integrity to commissioned artwork as pertains to its removal or repair as set forth in the California Art Preservation Act and the Visual Artists Rights Act and as described under the Caltrans Transportation Art Guidelines.
- All artwork materials must have a minimum lifespan of five (5) years as specified in the Public Art License Agreement, and artists or artist teams must be prepared, if selected, to provide a maintenance plan for the work as part of the final submission.

### **Eligibility**

Preference will be given to applicants based in California with *special consideration for artists residing in San Benito, Monterey, Santa Cruz and Santa Clara counties.*

### **Budget**

The total budget for this project is \$130,000. Total budget includes all design, materials, fabrication, delivery, installation, assistants, insurance, Caltrans coordination, and travel.

### **Submission Requirements**

Submit online applications using the [CaFÉ](#) call for artists website\* only (see note below). Hardcopies will not be accepted at this time. Submittals of application materials sent to staff email will not be accepted. **The deadline for the online submittal is 10:59 pm PST on Wednesday May 11, 2022** (this is equivalent to 11:59 p.m. Mountain Time Zone per the CaFÉ website).

#### ***\*Searching the CaFÉ website for the application submittal site:***

An artist can find the call two ways:

- 1) Using the URL, which is a direct link to the call on the CaFÉ Call for Entry site [HERE](#) or
- 2) Artists will be able to find the call by using the Search field and typing in the title (Highway 25 Public Art Project) on the home page of the CaFÉ site: <https://artist.callforentry.org/festivals.php>

If you need general information about using CaFÉ please check out the system's [Help for Artists](#) page for instructions and answers to FAQs.

**Please Note:** Failure to submit using the approved [CaFÉ](#) online call submittal system or to include all required materials herein may result in the application being deemed incomplete and ineligible for consideration. We encourage you to submit all required application materials, including all written materials and images, well in advance of the deadline. In this way, if you/your team have a technical issue with the online application process, there may be opportunity to work with the application portal vendor to address the issues before the deadline.

### **Submission Package**

Applicants must be prepared to provide the following information and acknowledgements as part of a complete submission:

#### **ARTIST INFORMATION (applicants must provide the following information)**

- Artist Contact Information
- Resume/CV
- Work Samples (5-10) that relate to this RFQ, including:
  - Artwork that connects to the themes and styles reflected in the community input survey
  - Experience with public art projects of a similar budget size and scope
  - Evidence of working with other collaborators or collaborative teams
- Annotated Work Sample List: An annotated work sample list that includes the title, media, year completed, dimensions, location (if site-specific), project budget (if applicable) and client or commissioning entity for each corresponding image.
- Artist(s) Statement, explaining your artistic practice and background, as well as what interests you in this project (1 page)
- References (3)

#### **ACKNOWLEDGEMENTS (applicants will be asked to agree to the following)**

- Assistants. The selected artist(s) must provide a list of any assistants anticipated to be on- site during installation. List must include names and contact information. All assistants must be 21 years of age.
- Insurance. The selected artist(s) will be required to carry insurance, including a minimum of \$1,000,000 combined single incident general liability insurance, \$1,000,000 combined single limit per accident automobile liability, and Workers' Compensation and Employer's Liability Insurance (if applicable) in the amount of \$1,000,000 per occurrence. Fine Arts Insurance for the value of the artwork/art elements will also be required. The cost of required insurance may be included as part of the proposed budget.
- Ownership of Materials. Waiver of proprietary rights for artwork. All documents, including sketches, plans, simulations, specifications, reports, and all other materials, including models, submitted as part of the proposal will become the property of the Caltrans upon submittal.

- Selected artist(s) agrees to being photographed and/or filmed as part of the design and installation process for purposes of publicity and project documentation.
- Selected artist(s) will be required to waive their rights of integrity to commissioned artwork as pertains to its removal or repair as set forth in the California Art Preservation Act and the Visual Artists Rights Act and as specified in the Caltrans Transportation Art Guidelines.
- All artwork materials must have a minimum lifespan of five (5) years, and artists or artist teams must be prepared, if selected, to provide a maintenance plan for the work as part of the final submission.

**Review and Selection Criteria**

- *Artistic Merit.* The aesthetic quality of the artist’s past work, including content, craftsmanship, uniqueness and relevance to its environment.
- *Experience.* The degree to which the artist’s past work relates to the goals and parameters of the Highway 25 Public Art Project.
- *Ability.* The artist’s demonstrated ability to translate art concepts into durable and safe materials that can withstand long-term exposure in an outdoor environment.
- *Project Sustainability.* Evidence that artist’s existing public artworks have maintained an appropriate level of quality and integrity over time.
- *Teamwork.* Artist’s demonstrated ability to work successfully as a member of a project design team and ability to work within public review processes.
- *Concept Quality.* Artistic excellence, creativity and originality of the proposal concept.
- *Compliance with Goals.* The artist's response to the stated goals of the project, including the physical, geographical, and ecological relationship of the artwork/installation to the site.
- *Technical Practicality.* The technical feasibility of the proposed artwork/installation, including minimum maintenance requirements, resistance to vandalism and appropriateness for public use and access.
- *Budget (Completeness, not Lowest Bid).* An evaluation of the proposed budget, including: 1) its feasibility for the nature and scope of the project, and 2) an analysis of whether the artist has done appropriate research and obtained viable cost estimates from subcontractors and suppliers.
- *References.* Professional references that positively attest to the artist’s ability to undertake public art projects of this size and scope.

Review panel will consist of 7 members. Up to 3 finalists will be selected for virtual interviews to be scheduled between June 1<sup>st</sup>-10<sup>th</sup> and will be given a \$500 stipend to prepare for interviews. The final selected artist will be notified by June 15th.

**Timeline**

May 11, 2022	RFQ submissions due
May 23-27, 2022	Formal review by public art selection committee
June 1-10, 2022	Finalists notified & virtual interviews scheduled
June 15, 2022	Selected artist notified
June 15-30, 2022	Selected artist to review/sign contract with Caltrans

June 15-July 15, 2022	Footing design coordination with Caltrans
June - Nov 2022*	Artist to develop final design in collaboration with Caltrans
Nov 2022	Construction begins; Artist invoices begin to be submitted
Nov - Dec 2022	Coordination with Construction Contractor
Jan - June 2023	Artwork installation (exact dates of installation will be determined after project construction work is awarded and are subject to change within this time period)
June 2023	Community Celebration

**\*FINAL DESIGN** (Selected artist will be asked to create the following between June-Nov. 2022)

- Visual proposal including:
  - Detailed, well-rendered, color concepts - hand drawn or computer-generated simulation - of the proposed artwork, appropriately labeled and corresponding to each primary structure location shown on Attachment 1.
- Narrative proposal including:
  - Proposed artwork title
  - Brief description of concept and inspirations for the artwork
  - Color palette
  - Materials description and product cut sheets
  - List of tools and equipment to be used (including storage if required)
  - Maintenance plan
- Proposed project budget including separate line items for:
  - Artist(s) Design Fees including concept refinement and construction coordination
  - Materials and Tools
  - Equipment Rentals (if any)
  - Site Preparation and Installation
  - Site Clean-up
  - Travel (if any)
  - Insurance
- Proposed project Schedule including separate line items for:
  - Design Coordination and Finalizing Artwork
  - Installation schedule – hours per day, number of days, interim days (if any for drying time or other similar breaks in on-site installation time). Final day of work must be before June 20, 2023.

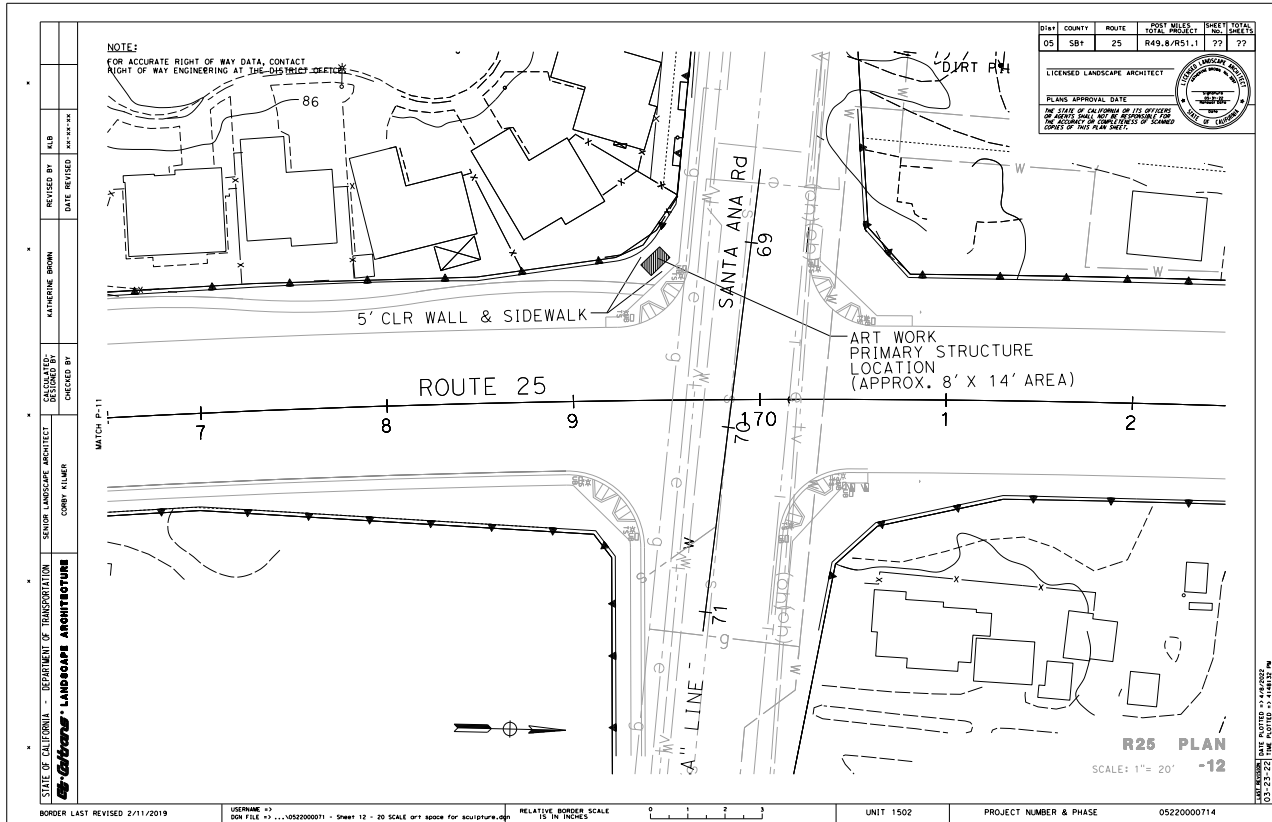
**Contact**

Please direct questions about the project to Jennifer Laine, Executive Director, San Benito County Arts Council at [info@sanbenitoarts.org](mailto:info@sanbenitoarts.org) or 831-636-2787.

Direct all questions related to use of the online call for artist site to the site operator. Please also consult the [CaFÉ Help for Artists](#) page if you have questions regarding use of the website. This resource has a link to contact the operator.

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# ATTACHMENT 1- SITE PLAN





# Caltrans Transportation Art Guidelines

The full text of the Caltrans Transportation Art Program Guidelines can be found at: <https://dot.ca.gov/programs/design/lap-landscape-architecture-and-community-livability/lap-liv-j-transportation-art>

Artists are advised to read the Caltrans Transportation Art Guidelines and Application fully. Artists selected for this project will not have to submit an Encroachment Permit Application, (this will be done for you), however, **you will be required to sign all copyright waivers as noted in the application packet.**

A summary of key artwork requirements is as follows:

### What can be proposed?

Transportation Art is a visual expression that reflects the local communities' unique aesthetic, environmental, scenic, historical and cultural values. Transportation Art includes graphic or sculptural artwork, either freestanding or placed upon a required engineered transportation feature.

### Transportation Art **must not**:

- Display text, symbols, or icons such as flags, logos, or commercial symbols, except as allowed in Sub-article "Sponsor Recognition" of the [Project Development Procedures Manual \(PDPM\)](#) Chapter 29, Section 9.
- Simulate color combinations of colors usually reserved for official traffic control devices described in the [Manual on Uniform Traffic Control Devices \(MUTCD\)](#).
- Imitate, obscure, or interfere with traffic control devices.
- Restrict sight distance.
- Create a distraction to transportation system users.
- Include distracting illumination.
- Include reflective or glaring surface finishes.
- Include moving elements (kinetic art) or simulate movement.
- Interfere with airspace above the roadway.
- Be placed upon trees, rocks or other natural features.
- Adversely affect existing structures, drainage patterns or stormwater runoff quality, landscaping or natural vegetation.

### Transportation Art **must**:

- Include graphics or sculptural artwork that expresses unique attributes of an area's history, resources, or character.
- Be integrated with an engineered transportation feature or be a freestanding structure.
- Be appropriate to its setting and be in proper scale with its surroundings.
- Be located where maintenance can be safely performed as specified in the encroachment permit, the maintenance agreement, and in conformance with Caltrans' procedures.
- Be composed of materials that are durable for the projected lifespan.

- Be fully funded for design and installation, and for maintenance, restoration, and removal by others for its projected lifespan.
- Conform to provisions of the [California Outdoor Advertising Act](#).
- Be designed to minimize ongoing maintenance needs. Approved Caltrans protective graffiti coatings may be required if appropriate.
- Be consistent with Headquarters Division of Maintenance-Structure Maintenance and Investigations inspection requirements, including the following:
  - Paint used on structures should not fill or obscure cracks. Latex or other flexible type paints may not be used on concrete structures except with written permission from Caltrans.
  - Painted art is limited to the areas shown on [Attachment 1](#).
  - Artwork must not hinder inspection of structures.
  - To facilitate Caltrans' safety inspections, mural art may be placed on removable panels.
  - Chipping, blasting, or modifying existing concrete surfaces is prohibited.