

# **REQUEST FOR PROPOSALS**

**Design and Installation of Public Art at East  
Stadium Boulevard Bridge and adjacent areas**

**RFP-####**

**Ann Arbor, Michigan**

**March ##, 2012**

City of Ann Arbor  
Public Services, Public Art Administrator  
301 E. Huron Street, P.O. Box 8647  
Ann Arbor, Michigan 48107-8647

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## SECTION ONE

### GENERAL INFORMATION

#### A. OBJECTIVE

The purpose of this Request for Proposal (RFP) is to select an artist to provide professional services of the: "Design and Installation of Public Art at East Stadium Boulevard Bridge and adjacent areas."

The purpose of this public art project is to create a visible artwork that can serve to identify this location of diverse use in Ann Arbor.

#### B. ISSUING OFFICE

The RFP is issued by the City of Ann Arbor, Public Services Area and the Ann Arbor Public Art Commission. All questions regarding submissions to this RFP must be addressed to:

Linda Newton  
Procurement Office, 5th floor City Hall  
301 E Huron Street, P.O. Box 8647  
Ann Arbor, MI 48104  
Phone: (734) 794-6576  
[lnewton@a2gov.org](mailto:lnewton@a2gov.org)

Questions regarding the proposal content and the public art project must be directed to:

Aaron Seagraves, Public Art Administrator  
6<sup>th</sup> floor City Hall  
301 East Huron Street  
Ann Arbor, MI 48107  
Phone: (734) 794-6310 x 43730  
[aseagraves@a2gov.org](mailto:aseagraves@a2gov.org)

#### C. BUDGET

A budget of \$360,000 has been established for the selected public art project. This budget must include all artist fees, materials, insurance, travel, fabrication and installation. Periodic communications and/or Task Force/Project review meetings, presentations and design reviews at various stages are also to be included.

There will be an honorarium of \$2,000 per artist (or per artist team), for the artists selected to produce a full proposal. It will be paid upon receipt of the full proposal. See Section III – "Selection."

#### D. PROPOSALS

**TWO** copies of the proposal must be submitted. **ONE** digital copy (PDF) of the proposal shall be submitted on a CD or DVD. The information included therein should be as concise as possible. The total submittal should not be more than 12 pages, with material on two sides (for a total of 24 pages).

Proposals shall be clearly marked "RFP-####". The marking must be clear on the proposal copies and the outside of the mailed package.

To be considered, each company must submit a response to this RFP using the format provided in Section III. No other distribution of proposals is to be made by the submitter.

#### **E. SELECTION CRITERIA**

Responses to this RFP will be evaluated, as shown in Section III. The evaluation will be completed by a selection panel of members of the community, some members of the Ann Arbor Public Art Commission and possibly some members of City staff.

The initial evaluation is to determine top applicants. The City will then determine which, if any, artists will be interviewed.

During the interviews, the selected artists will be given the opportunity to discuss in more detail their proposal, qualifications, past experience, and their fee proposal. If the City of Ann Arbor chooses to interview any applicants, the interviews will be held on June ##, 2012. Applicants will be expected to be available on this date.

#### **F. CHANGES IN THE RFP**

Should any prospective Proposer be in doubt as to the true meaning of any portion of this RFP, or should the Proposer find any ambiguity, inconsistency, or omission therein, the Proposer shall make a written request for an official interpretation or correction. Such requests must be submitted to the issuing office not less than seven (7) days prior to the final date of submittal of the proposals. The person making the request shall be held responsible for its prompt delivery.

The City's staff will make such interpretation or correction, as well as any additional RFP provisions that the City may decide to include, only as an RFP addendum. Any addendum issued by the City shall become a part of the RFP. Proposers should consider issued addendums in preparing his or her proposal. Only bulletins duly issued by the City shall be binding.

#### **G. PROPOSAL RECEIPT**

The RFP proposals must be submitted to the Procurement Office by July ##, 2012 by 9:00 am. The hand delivery or mailing address is:

Linda Newton  
Procurement Office, 5th floor City Hall  
301 E Huron Street, P.O. Box 8647  
Ann Arbor, MI 48104

Prospective submitters are responsible for the timely receipt of their proposal. All proposals become the property of the City of Ann Arbor once reviewed, whether awarded or rejected. Late proposals will NOT be considered or accepted.

#### **F. DISCLOSURES**

All information in a submitter's proposal is subject to disclosure under the provisions of Public Act No. 442 of 1976 known as the "Freedom of Information Act". This act also provides for the complete disclosure of contracts and attachments thereto.

#### **G. PROFESSIONAL SERVICES AGREEMENT**

The selected artist will be required to enter into a contract for artist services with the City of Ann Arbor. For your reference a sample contract for artist services is attached. Please note the insurance requirements and other terms in the contract

#### **H. COST LIABILITY**

The City of Ann Arbor assumes no responsibility or liability for costs incurred by the artist prior to the execution of a Contract.

#### **I. NON-DISCRIMINATION BY CITY CONTRACTORS**

All contractors proposing to do business with the City of Ann Arbor, except those specifically exempted by regulations promulgated by the Administrator and approved by City Council, shall receive approval from the Procurement Unit prior to entering into a professional services agreement with the City. Said firms shall take affirmative action to ensure that applicants are employed and that employees are treated during employment in a manner which provides equal employment opportunity and tends to eliminate inequality based upon race, national origin or sex.

Each prospective contractor shall submit to the City data showing current total employment by occupational category, sex and minority group. If, after verifying this data, the Procurement Unit concludes that it indicates total minority and female employment commensurate with their availability within the contractor's labor recruitment area, i.e., the area from which the firm can reasonably be expected to recruit, the prospective contractor shall be accepted by the Procurement Unit as having fulfilled affirmative action requirements for a period of six (6) months at which time the Procurement Unit will conduct another review. Other firms shall develop an affirmative action program in conjunction with the City of Ann Arbor's Human Resources Director. The program shall include specific goals and timetables for the hiring and promotion of minorities and females. Said goals shall reflect the availability for minorities and females within the firm's labor recruitment area.

#### **J. LIVING WAGE**

All contractors proposing to do business with the City of Ann Arbor, except those specifically exempted by regulations promulgated by the Administrator and approved by City Council, agree to comply with the living wage provisions of Chapter 23 of the Ann Arbor City Code and, if a "covered employer" as defined therein to pay those employees providing services to the City under this agreement a "living wage" as defined in Chapter 23 of the Ann Arbor City code; and, if requested by the City, provide documentation to verify compliance. The contractor agrees to comply with the provisions of Section 1:1815 of Chapter 23 of the Ann Arbor City Code, Exhibit D.

#### **K. RESERVATION OF RIGHTS**

The City of Ann Arbor reserves the right to accept any proposal in whole or in part, to reject any or all proposals in whole or in part and to waive irregularity and/or informalities in any proposal and to make the award in any manner deemed in the best interest of the City.

## SECTION 2

### BACKGROUND

Stadium Boulevard is a significant four-lane thoroughfare in Ann Arbor. Named after the adjacent University of Michigan football stadium, it serves as Ann Arbor's primary east-west artery and is a south-side bypass of the downtown area. East Stadium Boulevard begins at the intersection of South Main Street where Pioneer High School, the University of Michigan Golf Course, and the football stadium, are located. Eastward, just past the stadium and at the entrance to the golf course, East Stadium Boulevard rises to bridge both the Ann Arbor Rail Road and South State Street, and then descends down again near Rose White Park, a small neighborhood park. Nearby, west of South State Street, there are many athletic facilities owned by the university.

The entire area, starting from the bridges over the Ann Arbor Rail Road and South State Street and ending at the park, is currently under reconstruction and scheduled to reopen before the end of 2012. The reconstruction includes replacing the bridge and improving the surrounding areas. Staircases will be added to the bridge at South State Street to allow easier pedestrian access to East Stadium Boulevard. Open spaces connecting State Street to the park will be created, and the current landscaping will be improved. Many of these changes are the result of eliminating one block of a street adjacent to Stadium Boulevard (Rose Street) and terminating the connections of a cross-street (White Street).

The area is highly diverse in terms of the population and traffic patterns. The residents in the area east of State Street live in a neighborhood that has a mix of young professionals, retirees, students, and families and the housing is single residences, apartment buildings, and student housing. Both Stadium Boulevard and State Street are busy thoroughfares with a lot of motor traffic. While Stadium is the primary choice to get across town, South State Street connects the university campus and downtown to a major retail district and interstate I-94 two miles further south. On football game days and graduation weekends, the area is filled with parked cars and pedestrians on their way to the stadium.

There is also pedestrian and bike traffic along State Street and across Stadium Blvd. Residents of the local neighborhood walk, bike or drive to the retail stores south of Stadium Blvd. South State Street has a dedicated bike lane. Rose White Park features some children's playground equipment and is popular with dog-walkers.

### GENERAL EXPECTATIONS

The critical location of the site and its diversity in terms of traffic pattern and usage makes it the ideal backdrop for a highly visible public art project that has the potential to become a landmark for the city and its residents. Additional goals were formulated by the Ann Arbor Public Art Commission as follows:

- Lending a unifying identity to an area defined by highly diverse use (single residences, apartment buildings, student housing, university sports facilities, and local retail)
- Creating awareness for art on multiple audience levels (drivers, bikers, pedestrians, neighbors, residents, out-of-town-visitors) and the art should reflect the range and character of those audiences

- It may consist of multiple pieces that create different “moments” of visibility and are tied together by a unifying theme.
- Install artwork at the identified sites and locations

The Project Development Task Force, as part of the Ann Arbor Public Art Commission, has identified four crucial moments /locations at the site that can be the selected locations for the artwork.

#### Rose White Park Fence

The current fence between Stadium Boulevard and Rose White Park needs to be replaced at the end of the construction project. The replacement offers the opportunity to create a new barrier that separates the car traffic on Stadium and the users of Rose White Park. The art project could incorporate the barrier as a functional art element.

#### The White Street termination, north-side of East Stadium Boulevard

The new construction terminates White Street on both sides of Stadium. The north side will have new green space connecting to the park and new landscaping surrounding the sidewalk. This area will be at level-grade with the park and with Stadium before it rises to the bridge. The location should be fairly visible to East Stadium Boulevard traffic, the park, and the neighborhood. From here, pedestrians can walk up along Stadium or over to State.

#### Underpass and Staircases at South State Street

Artwork could address drivers on State Street and pedestrians walking up the stairs to Stadium Boulevard - possibly in a different resolution or scale.

#### East Stadium Bridge

Art could be located on both sides of the bridge. Abutments, sidewalks, and railings can be engaged while the bridge design and traffic safety is not to be comprised. Art would be visible mainly for car and foot traffic along Stadium Boulevard.

### **SCOPE OF WORK**

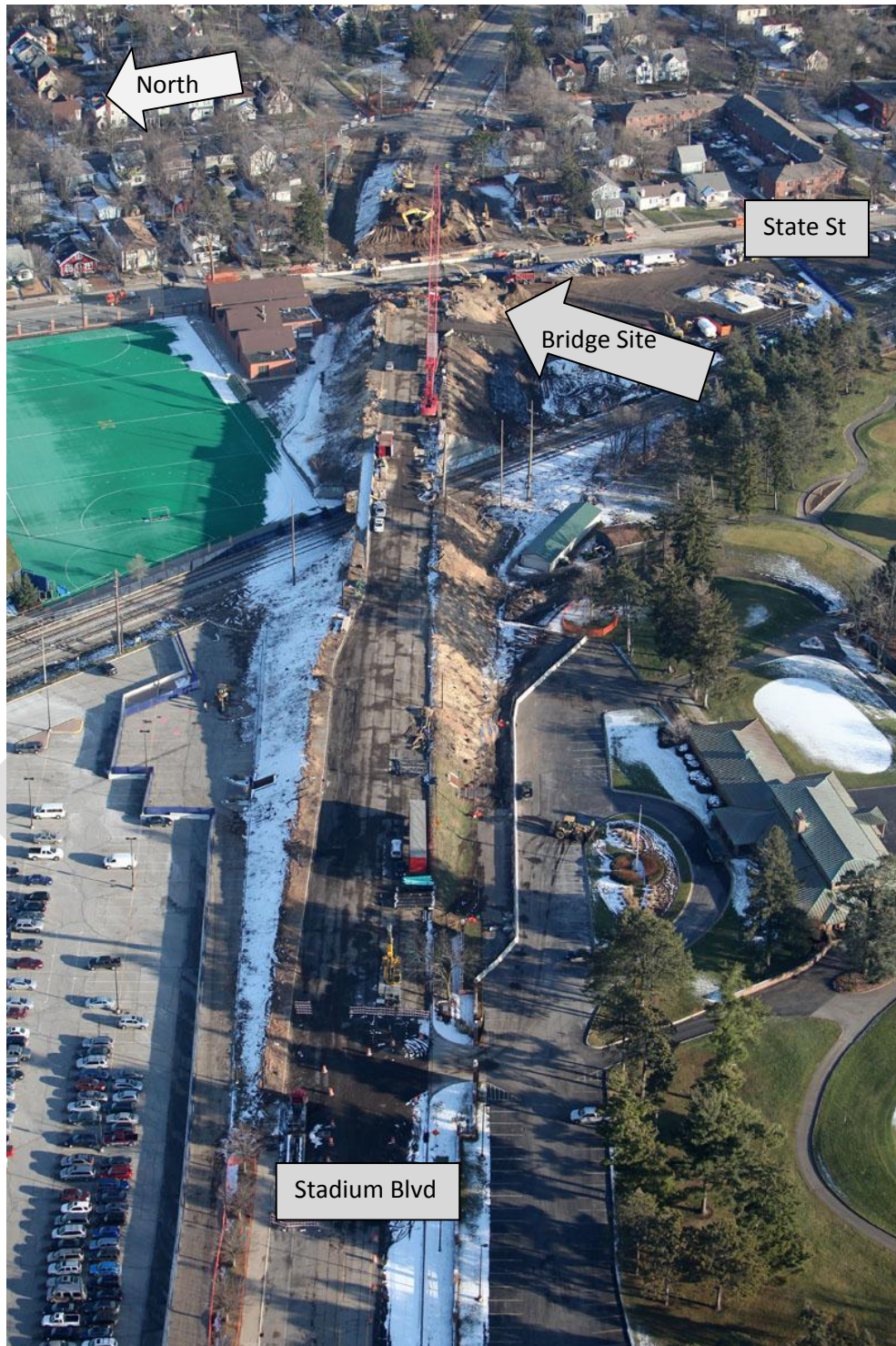
The purpose of this Request for Proposal is to contract an artist services to design and install public art at the East Stadium Boulevard Bridge and adjacent areas. Throughout this process the artist will work closely with the Project Development Task Force, the Ann Arbor Public Art Commission, and City staff to finalize the plans and to install the art.

The Project Development Task Force asks for artwork:

- that fulfill the goals of the project, as described above, in terms of high visibility and diversity of users,
- establish a unified identity, or landmark, for the area,

- design and install art at one or more of the identified locations,
- introduce an overarching theme that ties artwork in, potentially, separate locations together.

*Photo of construction site December 2011*





## Project Images

Figures A, B, C are sections taken from the new construction plans.

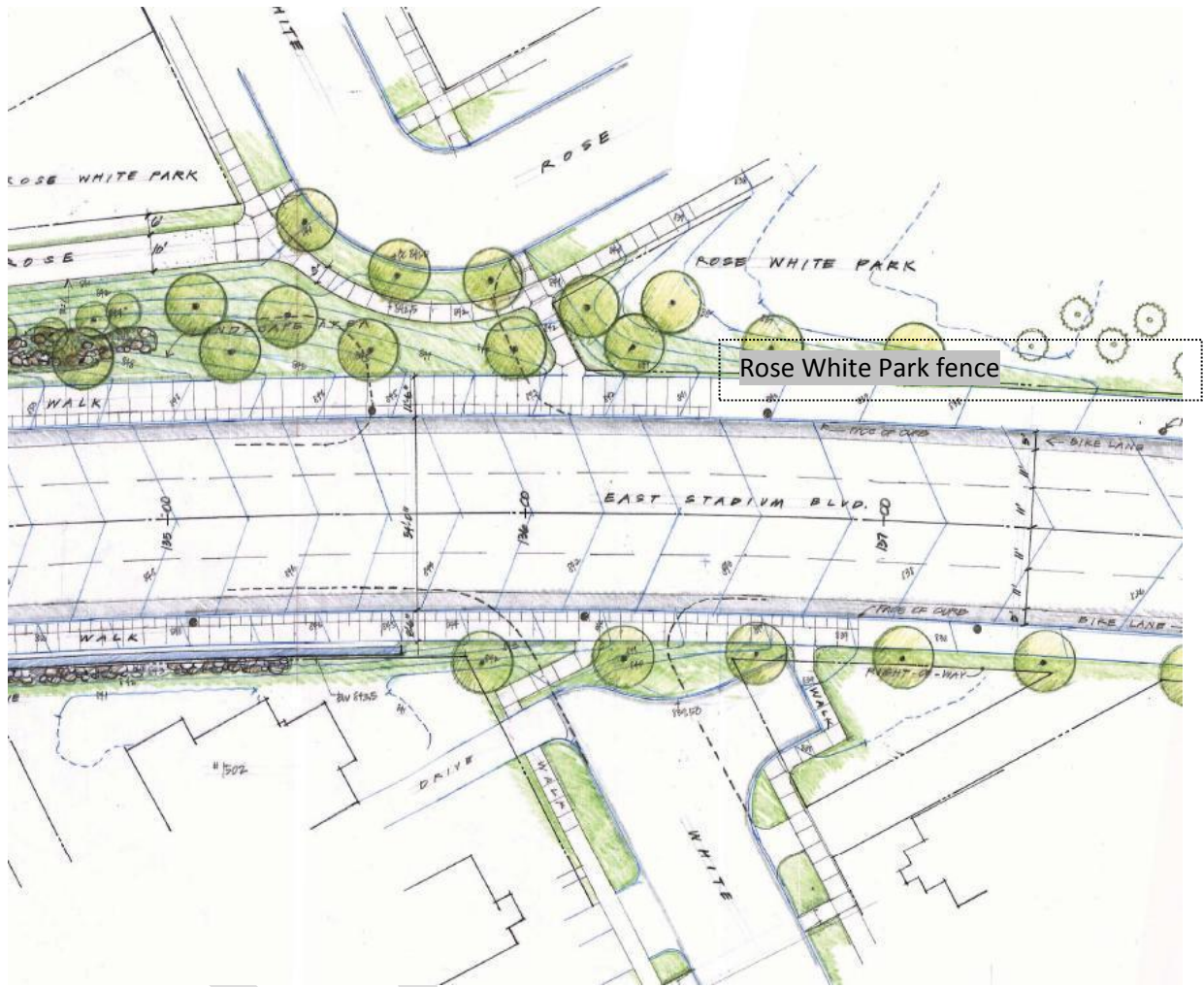
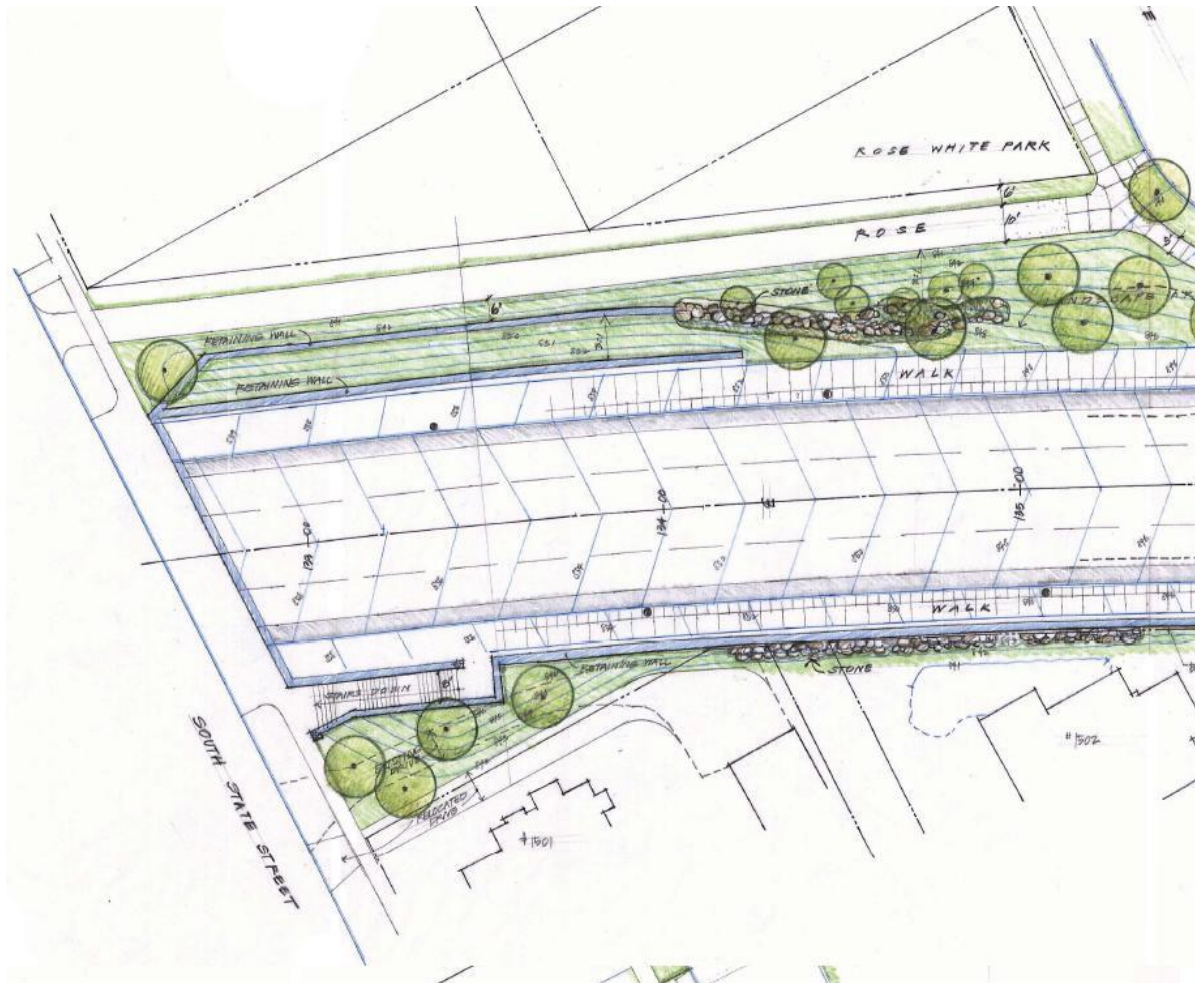


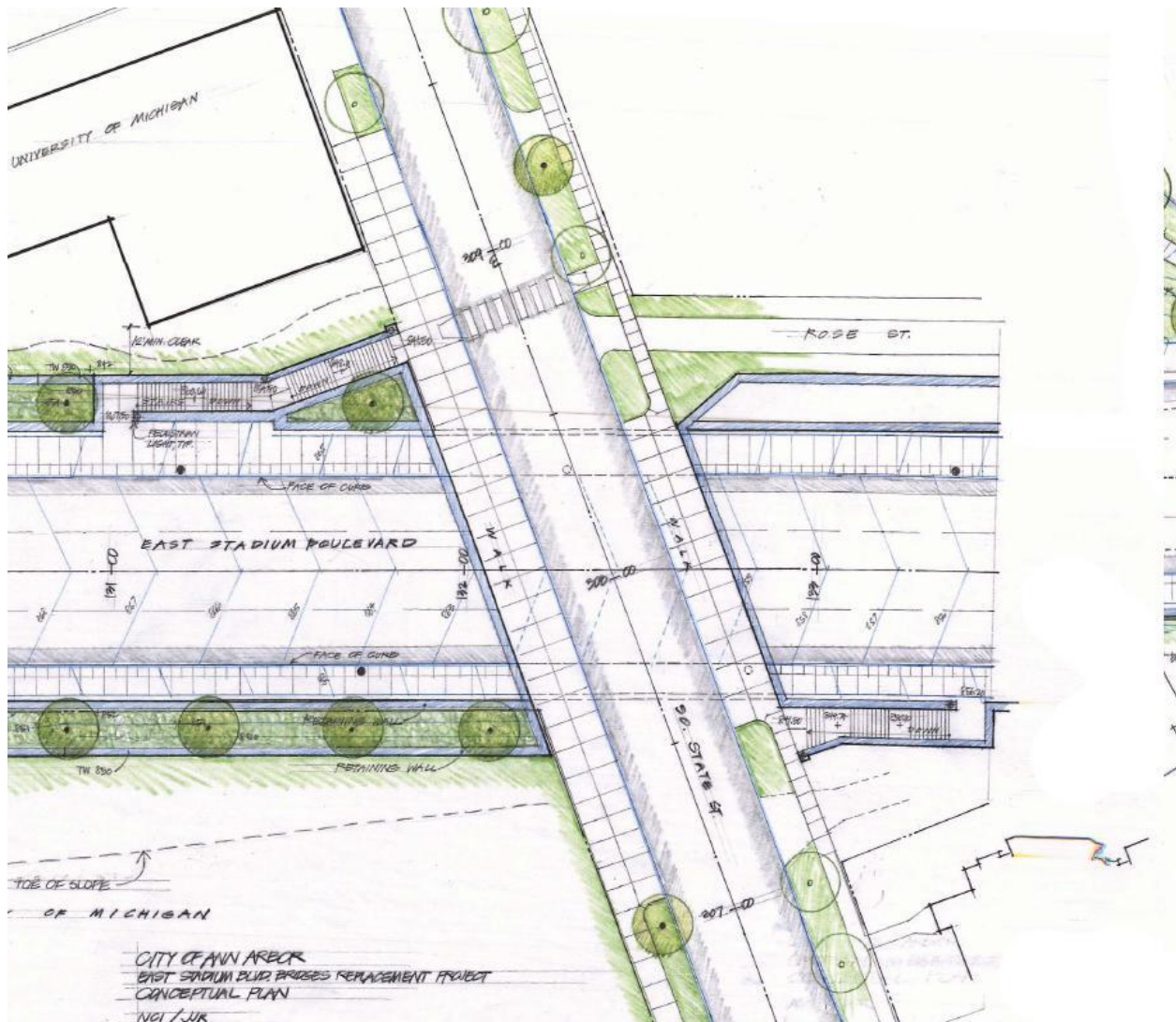
Figure A

Depicts the White Street terminations. The Rose White Park fence (labeled) is on the north side of the street—begins near the location where the Rose White Park sidewalk meets Stadium and continues east. The White Street termination, north-side of East Stadium Boulevard is depicted here. The eastern half of the bridge expansion begins here.



**Figure B**

Moving west, this shows the bridge to the edge of South State Street (and depicts a cut-away of the underpass and sidewalk under the bridge). There is a new walkway on the north side (titled Rose) where the block of road will be eliminated.



**Figure C**

This figure depicts Underpass and Staircases at South State Street. The State Street stairwells on both sides of Stadium can be seen in the figure.





*Photo of construction site December 2011*

### SECTION THREE

#### MINIMUM INFORMATION REQUIRED

Artist should demonstrate their capabilities and competence in their field. The proposal submission must contain the following information, as outlined. Please review these items carefully.

Be sure to **provide the information in bold**. The checklists provided below will be used by the reviewing selection panel to ensure that all of the requirements have been addressed.

##### A. Personal Information

1. Include a copy of your **resume**.
2. Must include **contact information**. Provide an address, phone number and email.

##### B. Qualifications and Experience with Similar Projects

State in a written **letter of interest** the relevance of this public art project. Indicate how your qualifications fit this specific project. Provide **details of similar art projects**. Indicate if you have worked on public art projects in the past, if you have worked collaboratively with a project development team, were they within budget and the timeline, and give a general statement of approach to similar art projects. List **three work references** (letters of recommendation not required).

##### C. Past Work

1. Send up to **15 digital images** of past applicable artwork; JPEGs, 1MB maximum size per image
2. Submit a **list of the digital images**; include title, medium, dimensions, location, year of completion, & artwork budget amount

##### D. Concept Proposal

Draft a narrative **description of a concept** for the public art project at the East Stadium bridge location. Graphics and rough design ideas may be sketched and included. This concept is intended to be a preliminary proposal. Artists will be selected to develop a full proposal following the selection process outlined below.

1. *Do not exceed four pages for the concept proposal.* Any concept proposals that exceed four pages will not be considered.
2. Any graphics, images, sketches provided for the concept *must not exceed three pages*.

#### CONTRACT COMPLIANCE

The successful bidder must comply with the City of Ann Arbor's Non-Discrimination Regulations (Chapter 112, Section 9:161 of the City Code) and with living wage provisions of Chapter 23 of the Ann

Arbor City Code before award and at all times during the term of this proposed contract and/or agreement.

## SELECTION

A Selection Panel will evaluate each proposal submission, by the criteria described above (A through D), to determine the top applicants. The Selection Panel will then determine which, if any, artists will be interviewed. The City may contact references to verify material submitted by the artist.

The Selection Panel will then contact the artists that have been selected for interviews. The interviews will be held on Monday, July ##, 2012. The interviews will be conducted virtually—using internet video conferencing. Applicants will be expected to be available on this date. The selected artists will be given the opportunity to discuss in more detail their concept proposals, qualifications, past experience. The interviews will include a presentation by the artist, followed by questions and answers. Audiovisuals aids may be used during the interviews. The interviews may be recorded.

The Selection Panel will select up to five finalists to develop full proposals. The Selection Panel may select one artist as a finalist. Finalists will be notified and will receive an amended Request for Proposal to prepare a final proposal that will include an art design, work plan, cost estimate, maintenance plan, etc. Following receipt of the full proposal, the Selection Panel will review the finalists' proposal submissions, conduct interviews, and make a determination as to which artist will they will recommend to the Ann Arbor Public Art Commission. The Ann Arbor Public Art Commission will submit their approval of the selected artist to City Administrator for final approval of the project.

The Selection Panel may elect to choose multiple artists for multiple installations associated with this project. If this occurs, the project budget total will be divided among the artists and the installation locations.

The City reserves the right to not consider any proposal determined to be unresponsive and deficient in any of the information requested for evaluation. The City also reserves the right to waive the interview process and evaluate the artist based on their proposal alone. The City will determine whether the final scope of the project to be negotiated will be entirely as described in this Request for Proposal, a portion of the scope, or a revised scope.

## TIMELINE

June ##, 2012	.....	Deadline for responses to this RFP
July ##, 2012	.....	Selection Panel meets
July ##, 2012	.....	Artist Interviews
September ##, 2012	.....	Full Proposal deadline
September ##, 2012	.....	Artist Proposal presentation
September ##, 2012	.....	Selected artist recommended to AAPAC for approval
November 2012	.....	City Council approval
2013	.....	Implementation