

NOTICE REGARDING DISCLOSURE  
OF  
CONTENTS OF DOCUMENT

All responses to this Request for Proposals (RFP) accepted by the City of Pasadena (City) shall become the exclusive property of the City. At such time as the City Manager recommends a contractor(s) to the City Council, and such recommendation, with any recommended contract appears on the Council agenda, all proposals accepted by the City shall become a matter of public record and shall be regarded as public, with the exception of those elements of each proposal which are defined by the contractor as business or trade secrets and plainly marked as "Trade Secret", "Confidential" or "Proprietary". Each element of a proposal which a contractor desires not to be considered a public record must be clearly marked as set forth above, and any blanket statement (i.e. regarding entire pages, documents or other non-specific designations) shall not be sufficient and shall not bind the City in any way whatsoever. If disclosure is required or permitted under the California Public Records Act or otherwise by law, the City shall not in any way be liable or responsible for the disclosure of any such records or part thereof.



**REQUEST FOR PROPOSALS**  
**My Pasadena: National Endowment for the Arts Our Town**  
**Temporary Public Art Projects**

**INVITATION FOR PROPOSALS**

The City of Pasadena in partnership with Side Street Projects seeks proposals from California-based artists and collectives to create and install temporary, interactive public art projects in the Civic Center Overlay Zone that align with the City's Public Art Master Plan as part of the **My Pasadena: National Endowment for the Arts Our Town project.**

Parties interested in responding are asked to submit materials online via **Call for Artist Entry (CAFÉ) on or before Monday, May 4, 2015.** Responses submitted after May 4, 2015 will not be accepted.

Questions may be referred to the Cultural Affairs division at 626-744-7062. The City is hosting a Community Meeting to review the project on:

**Tuesday, April 14 at 6:00 pm**

The Armory Center for the Arts  
145 N. Raymond Avenue  
Pasadena, CA 91104

**Project Context and Location**

Located 15 minutes from Downtown Los Angeles, the City of Pasadena is located at the base of the San Gabriel Mountains and is the main cultural center for the San Gabriel Valley. The City is known for its popular shops and restaurants, tree-lined streets, distinctive neighborhoods, historic buildings, and a vibrant cultural scene. Pasadena is the seventh largest city in the county of Los Angeles.

The proposed temporary public art projects are intended to stimulate civic engagement and reconnect the Northwest community—separated by the 210 freeway—to Pasadena's Civic Center. The projects will be located in the heart of the Civic Center area, along Garfield Boulevard between Walnut Street to the north and Green Street to south, and along Holly Street from west of City Hall to Garfield Avenue. (Site plans are attached as **Exhibit E**).

## **Project Description**

### **My Pasadena: National Endowment for the Arts Our Town project**

We are seeking socially-engaged art projects that expand community, build awareness of the contemporary role of government in civic life, and enhance the understanding of and participation in civic dialog and community engagement. Competitive proposals will involve the history of the City and partner with local organizations, including but not limited to:

- The Pasadena Library's *We the People (PPL)* Program, which documents and archives community voices;
- The Armory Center for the Arts;
- Pasadena Heritage architectural tours and education programs;
- Pasadena Unified School District's (PUSD) *My Masterpieces* Program, which connects the City's cultural institutions to grade – level curriculum; and
- The City's Northwest Ambassador Youth Program.

Eligible projects can be short term events or ongoing for up to one year during the project timeline of September 1, 2015 through August 31, 2016. Proposals may have elements that take place in Northwest Pasadena or engage the pathways between Northwest Pasadena and the Civic Center area defined as Holly Street from Memorial Park to City Hall, and Garfield Avenue from the Pasadena Central Library to the Pasadena Civic Auditorium.

Most projects will take place within this Civic Center Overlay Zone. The **My Pasadena** project will place a mobile outpost of Side Street Projects, an important Northwest Pasadena arts organization, in the Civic Center as the headquarters for the artist projects that will engage community members across generations, culture and social strata. Side Street Projects will also provide professional development and production support to the artists who participate in this project as well as access to tools in their equipment co-op.

The goal of the **My Pasadena** project is to catalyze activity by creating a continuous series of events and changing artworks in the Civic Center area during the project timeframe. These projects will produce an archive of ideas, images and stories that will extend Pasadena's cultural legacy into the future, enliven the quality of public space and influence the development of permanent and temporary public art and arts activities in the Civic Center in the coming decade.

The project has three key objectives:

- 1) to stimulate greater activity in the Civic Center area by introducing temporary artworks, events and performances;

- 2) to model community involvement in the Civic Center by engaging the adjacent, diverse and vibrant Northwest community; and
- 3) to develop ideas that can be incorporated into future permanent artworks in the Civic Center area in relation to the Public Art Master Plan.

The temporary projects and the permanent artworks that the My Pasadena project will influence will make the Civic Center more walkable and livable, transforming it into a creative, vibrant public forum in the heart of the City.

### **Review and Oversight**

This project is subject to the City of Pasadena Capital Improvement (CIP) Public Art Program Guidelines which are incorporated herein by reference and which detail the process for artist and artwork selection. Pasadena's Capital Public Art Program reflects and communicates the City's values and enhances life in our community by producing and presenting art that "creates a more livable city, engages a wide spectrum of our citizens, stimulates the vitality and economy of the City and enhances the urban environment."

The Cultural Affairs division oversees the development of Capital Public Art projects, per the Guidelines for City Construction Projects. According to the Guidelines, a group of community stakeholders and partners has been assembled to create the premise for this project.

### **Resources and Opportunities**

The following is a list of the formal partners for the **My Pasadena NEA Our Town Public Art Project** who have resources, including a digital history collaboration: <http://pasadenadigitalhistory.com/partners/>, interesting venues, and community connections. All PUSD second grade students participate in the *My Masterpieces* curriculum, which includes engagement with public art located within the Civic Center.

- City of Pasadena Cultural Affairs division
- City of Pasadena Library
- City of Pasadena Northwest Programs Office
- Armory Center for the Arts
- Pasadena Heritage
- Pasadena Unified School District (PUSD)

Artists can also partner with Pasadena-based organizations not on the above list.

Potential Locations: Artists are encouraged to propose art in both expected and unexpected places:

- Memorial Park\*
- City Hall area
- City Parking Structures\*
- Alleys\*
- Freeway Overpasses\*
- Local Businesses

Side Street Projects will have a mobile outpost near Legge Alley adjacent to the Memorial Park Metro station.

\*Requires additional review and approval

### **Project Budget**

The total artwork budget for projects is \$95,000. Project award amounts range from \$2,500 to \$20,000 with only one \$20,000 contract to be awarded. Total project awards are as follows:

- One \$20,000 project award
- Two project awards of \$10,000 each
- Four project awards of \$7,500 each
- Three project awards of \$5,000 each
- Four project awards of \$2,500 each

Proposed project budgets will include design, fabrication, installation and de-installation. Only one award per artist or arts organization will be made. The City reserves the right to change the number of awards in each budget category.

### **Projected Timeline**

**All Submissions are due by end of day on Monday, May 4, 2015.**

Please note that the timeline is projected and is subject to change.

- Week of May 11, 2015: Selection Panel Review
- **NOTE:** Project Finalists must be prepared to meet with Selection Panel on the afternoon of Monday, May 18, 2015 or the morning of Tuesday, May 19, 2015
- June 10, 2015: Arts & Culture Commission announces selected artists and artworks
- September 1, 2015 through August 30, 2016: Artwork completion and installation dates.

### **Contract Administration, City's Representative**

Unless otherwise designated in writing, Rochelle Branch shall serve as the City's representative for the administration of the project. All activities performed under this Agreement shall be coordinated with this person. Any notification required under this contract shall be made to the Cultural Affairs Manager located at 175 N. Garfield Ave., Pasadena, CA 91101 or 626-744-7062.

### **To Apply, Submit the following materials:**

- A two-page letter that describes your interest and proposed project, potential locations and partnerships. Please include contact information and attach:
  - Budget
  - Artist Statement
  - CV
  - 4-6 visual images; up to 2 audio files and up to 2 video files (as appropriate). Please include title, date and a brief description of how the work relates to the proposed project. Video content cannot exceed 3 minutes each file.

Consideration should be given to the following:

- Why do you want to work on this project?
  - What aspect of the **My Pasadena** civic engagement theme would you like to explore?
  - How does your concept relate to the site, neighborhood, area, etc.?
  - What materials do you work with that would be appropriate for outdoor use?
  - Have you worked on similar projects? If not, what relevant experience do you have?
  - How does the project relate to your current work?
  - How do you approach the project development process? Please describe your experience with concept development and collaborative processes.
  - Are you able to successfully develop the project promptly and within the proposed timeframes and budget? If so, please elaborate.
  - How will you take into consideration the necessity of durable, safe and secure materials and construction methods?
- List of three references with phone numbers and email addresses
  - One page annotated image sheet that includes:
    - title of the artwork
    - date

- dimensions
- media
- commissioning agency (if applicable)
- project budget of the artwork

**DEADLINE:** All submissions must be received on or before Monday, May 4, 2015. Submissions received after May 4, 2015 will not be accepted.

### **Eligibility**

- Artists must be eligible to work in the United States and have a valid U.S. Social Security or Tax Identification Number by the application deadline.
- Open to all California-based (live or work) artists or arts organizations.
- Artist/Arts organization member must be available to meet with staff and stakeholders during the development of the project and will be asked to make presentations of the proposals at City of Pasadena Arts & Culture Commission meetings in person or to prepare presentations that can be delivered by Side Street Projects.

### **Evaluation Procedures and Selection Criteria**

Per the Capital Public Art Program Guidelines, a panel of local community members, arts professionals and City staff will be assembled to review submittals in response to the Request for Proposals.

### **Selection will be based on:**

- Artistic achievement and quality as demonstrated in the artist résumé and images of previous projects. This category includes review of artist's ability to work in similar media, scale, budget, and/or site type and overall skills (15%);
- Appropriateness of the project narrative included in submittal and clear alignment with the goals of **My Pasadena**, and artistic approach to the development of the proposed site-specific work, including the scale of the work (30%);
- Level of creativity and potential for public engagement (20%);
- Artist's capacity to successfully perform the project or provide the service promptly, or within the timeline specified, without delay or interference, according to the Standard Terms and Conditions of the City contract and ability to perform the project within the budget (15%);

- Consideration of the project design and its relationship to materials and construction for durability, including maintenance, security and safety (10%);
- Local Pasadena Business: To receive a 5% preference as a local business, the PROPOSER shall have an official business address within the City of Pasadena from the date/time that this proposal is officially posted on the CAFE website.
- Small and Micro-Businesses: To receive a 5% preference, PROPOSER must be certified by the State of California as a small or micro-business - <http://www.pd.dgs.ca.gov/smbus/sbcert.htm>.

**Disclaimer**

The City of Pasadena reserves the right to reject all submittals and decline to award a contract for this project.

**CONTENTS OF PROPOSAL**

Proposals must include, but need not be limited to, the following information including all Exhibits A-K listed below:

- A completed and signed "Non-Collusion Declaration" (Copy attached as Exhibit B)
- Evidence of certification by State of California as a small or micro-business, if claiming such preference - <http://www.pd.dgs.ca.gov/smbus/sbcert.htm>

A. **LOCAL PREFERENCE**

The City of Pasadena is committed to promoting the economic health and well-being of its residents. To this end, Contractor agrees to recruit Pasadena residents initially and to give them preference, if all other factors are equal, for any new positions which result from the performance of this Contract and which are performed within the City.

- The Contractor will be required to make good-faith effort to hire Pasadena residents for all new hires, including subcontractor new hires.
- A good-faith effort will include requests to unions or community organizations designated by City to provide a list of qualified Pasadena residents. If qualified candidates are available, Contractor will conduct interviews with assistance of City and union/community organizations.



- Residents are individuals who are, and have been one year prior to the effective date of the contract, residents of the City of Pasadena.
- Submission to the City of documentation of requests and interviews will constitute proof of a good-faith effort.
- Interviews of Pasadena residents, if conducted, shall be completed and documentation submitted to the City prior to commencement of Contract work.

**B. CERTIFICATE OF INSURANCE**

Proof of insurance is not required to be submitted with your proposal, but may be required prior to the City's award of the contract, if required.

**C. STANDARD TERMS AND CONDITIONS**

Prior to the award of any work hereunder, City and Contractor shall enter into the written contract attached hereto as Exhibit C. Proposers responding to this RFP are strongly advised to review all the terms and conditions of the contract.

**D. EQUAL OPPORTUNITY CONTRACTING**

- Policy - The City of Pasadena is committed to a policy of Equal Opportunity Contracting. Qualified firms including small businesses and businesses owned by women, minorities, and disabled persons are encouraged to submit bids or proposals. Contractors expressly agree to comply with the City's ordinances and regulations regarding Equal Opportunity Employment as well as regulations that may be mandated by the source of the funds supporting this contract.
- Compliance – To the extent permitted by law, Contractor expressly agrees to establish compliance with the Equal Employment Opportunity Practices Provisions of Chapter 4.08 of the Pasadena Municipal Code, and the Rules and Regulations adopted pursuant to said ordinance.
- The successful bidder may be required to submit documentation during the term of the contract to evidence on-going compliance with the City's Contracting Ordinance. Such documentation may include, but not be limited to certified payroll records and Current Permanent Workforce Utilization reports.

- Questions regarding the City of Pasadena's Contracting Ordinance and policy should be directed to the Department of Finance, Purchasing & Payables Division 626.744.6755.

**E. DEFINITIONS**

The words (A) "City", (B) "Department", (C) "Director" or (D) "Contractor", as used in this RFP, shall be understood to refer respectively to (A) the City of Pasadena, California; (B) the several departments therein; (C) the directors of the several City departments; or any of their properly authorized assistants; and ( D) the person, firm or corporation with whom the contract is made by said City or the agent or legal representative who may be appointed to represent such person, firm or corporation in the signing and performance of said contract.

**F. INSTRUCTIONS AND QUESTIONS**

Questions regarding this Request for Proposals should be directed only to the person(s) designated on this RFP. Do not contact any other City employee or official regarding this RFP.

**G. ADDENDA**

If any person contemplating submitting a proposal of the items or services listed herein is in doubt as to the true meaning of any part of this Request for Proposals, he/she may submit to the City representative(s) identified above, a written request for an interpretation or correction thereof.

Any interpretation or correction of City specifications will be made only by addendum, duly issued by the City representative(s) identified above. Copies of such addenda will be mailed or delivered to those persons who have received a set of specifications.

**H. PROOF OF AUTHORITY**

If the proposer is a corporation, formal proof of the authority of the officer signing the bidder's proposal to bind the corporation must be submitted with said proposal. A copy of the corporate resolution or minutes can be adequate proof. A simple letter is not sufficient.

**I. WITHDRAWAL OF PROPOSAL**

Any bidder may withdraw its proposal, either personally or by telegraphic or written request at any time prior to the time set for the submission of proposals.

- J. **FIRM COMMITMENT OF AVAILABILITY OF SERVICE**  
Once a proposal is opened, a proposer is expected to maintain an availability of service as set forth in its proposal for at least four months after date for opening proposals.
- K. **RESERVATIONS**  
The City reserves the right to reject any or all bids and any item or items therein, and to waive any non-conformity of proposals with this RFP, whether of a technical or substantive nature, as the interest of the City may require.
- L. **DECLARATION OF NON-COLLUSION**  
Each proposer shall submit a single copy of the Declaration of Non-Collusion Form included herein (Exhibit B, hereto, entitled "Declaration of Non-Collusion by Contractor").
- M. **DOCUMENTS TO BE CONSTRUED TOGETHER**  
The Request for Proposals, the Proposal, the Declaration of Non-Collusion, and all documents referred to in the complete specifications and the Contract to be entered into between the Contractor and the City, and all modifications of said documents, shall be construed together as one document.
- N. **ERRORS AND OMISSIONS**  
Proposer and/or the Contractor shall not be allowed to take advantage of any errors in or omissions from in the Request for Qualifications. Full instructions will be given if such error or omission is discovered and timely called to the attention of the City.
- O. **RFP NOT CONTRACTUAL**  
Nothing contained in this Request for Proposals shall create any contractual relationship between the proposer and the City. The City accepts no financial responsibility for costs incurred by any proposer regarding this RFP.
- P. **PATENT FEES; PATENT, COPYRIGHT, TRADE SECRET AND TRADEMARK FEES**  
Each proposer shall include in the price bid any patent fees, royalties and charges on any patented article or process to be furnished or used in the prosecution of the Work.
- Q. **TAXES**  
Price bid shall include all federal, state, local and other taxes.

**R. TAXPAYER PROTECTION AMENDMENT**

Under the provisions of the City of Pasadena Taxpayer Protection Amendment of 2000 ("Taxpayer Protection Act"), the Contractor will be considered a "recipient of a public benefit." The full provisions of the Taxpayer Protection Act are set forth in Pasadena City Charter, Article XVII. Under the Taxpayer Protection Act, City public officials who approve this Contract are prohibited from receiving gifts, campaign contributions or employment from Contractor for a specified time. This prohibition extends to individuals and entities that are specified and identified in the Taxpayer Protection Act and includes Contractor and its trustees, directors, partners, corporate officers and those with more than a 10% equity, participation, or revenue interest in Contractor. Contractor understands and agrees that: (A) Contractor is aware of the Taxpayer Protection Act; (B) Contractor will complete and return the forms provided by the City in order to identify all of the recipients of a public benefit specified in the Taxpayer Protection Act; and (C) Contractor will not make any prohibited gift, campaign contribution or offer of employment to any public official who approved this Contract. See Exhibit D.

If your proposal does not include all of the above items, it may be deemed non-responsive.

**EXHIBIT A**

Affidavit of Equal Opportunity Employment Contracting Forms

**EXHIBIT B**

Declaration of Non-Collusion by Contractor

**EXHIBIT C**

Standard Terms and Conditions of Purchase Order Contract

**EXHIBIT D**

Taxpayer Disclosure Form

**EXHIBIT E**

Site Plans

**EXHIBIT F**

City of Pasadena Capital Public Art Program Guidelines:  
[http://www.cityofpasadena.net/arts/Public\\_Art\\_Program/](http://www.cityofpasadena.net/arts/Public_Art_Program/)

**EXHIBIT G**

Vendor List Questionnaire

**EXHIBIT H**

W-9 Request for Taxpayer Number and Certification

**EXHIBIT I**

Living Wage Compliance

**EXHIBIT J**

Project Workforce Utilization form

**EXHIBIT K**

Current Permanent Workforce Utilization form