

SAN DIEGO REDEVELOPMENT AGENCY
REQUEST FOR QUALIFICATIONS

Opportunity for Arts and Culture Consultant
to Develop a Public Art Master Plan
for the North Park Redevelopment Project Area

- Due Date:** September 26, 2011
- Contact:** Michael Lengyel
City of San Diego Redevelopment Agency
MLengyel@sandiego.gov
- Submissions:** Each respondent is required to submit **one signed original**, two copies, and one electronic CD/DVD version of responses to Michael Lengyel per the instructions below.
- Questions:** Questions should be addressed to Michael Lengyel via email at MLengyel@sandiego.gov. All inquiries must contain the phrase "North Park Arts and Culture Consultant RFQ" in the subject line.



San Diego Redevelopment Agency
1200 Third Avenue, Suite 1400
San Diego, CA 92101
www.sandiego.gov/redevelopment-agency

TABLE OF CONTENTS

THE OPPORTUNITY	3
GREATER NORTH PARK COMMUNITY.....	3
PROJECT DESCRIPTION	3
SCOPE OF WORK	4
QUALIFICATIONS REQUIREMENTS.....	5
SUBMITTAL REQUIREMENTS	5
SUBMITTAL FORMAT & DEADLINE.....	6
SELECTION PROCESS & CRITERIA	6
SELECTION SCHEDULE	7
OTHER TERMS AND CONDITIONS	7

THE OPPORTUNITY

The Redevelopment Agency of the City of San Diego (Agency) is seeking qualifications from Consultants or Consultant Teams with specific experience in arts and culture planning to facilitate the development of a Public Art Master Plan for the North Park Redevelopment Project Area. The North Park Public Art Master Plan (NPPAMP) will align with the citywide 2004 Public Art Master Plan and guide the Agency on how to direct resources and how to ensure arts and culture are an integral part of the North Park Redevelopment Project Area in the future. Prospective proposers are invited to submit information demonstrating experience in arts and culture planning and community outreach to enable the Agency to consider the selection of a Consultant with whom to negotiate a contract.

GREATER NORTH PARK COMMUNITY

The community of North Park is centrally located within five miles of downtown San Diego and adjacent to beautiful Balboa Park. Art plays a defining role in the character and image of North Park. The community is currently home to several art galleries, performing arts venues such as the Birch North Park Theatre, and organizations and community events that focus on art, such as Ray at Night. These organizations and events make North Park a vibrant, art-oriented community and the NPPAMP will ensure that this continues into the future.

Within the North Park community is the Agency's 555-acre North Park Redevelopment Project Area, which is bounded by Interstate 805 to the east and Park Boulevard to the west and stretches as far north as Adams Avenue and as far south as Upas Street. Redevelopment in the Project Area focuses on the revitalization of North Park's commercial corridors, with special attention paid to the revitalization of the El Cajon Boulevard and University Avenue corridors. Historic preservation and public art are incorporated features within the redevelopment focus. There is a strong sense of civic pride in North Park, and for this reason the community is actively involved in redevelopment projects in an effort to ensure high-quality design and construction and to retain the historic craftsman-style homes for which the community is known.

PROJECT DESCRIPTION

The NPPAMP will align with and connect to the City of San Diego's existing legislation and plans pertaining to public art. The NPPAMP will also respond to the cultural character unique to the North Park community. The NPPAMP must reflect the community's desire to utilize arts and culture to enhance the sense of community, enhance economic vitality that is linked to arts and culture, and create and support an environment where art and culture thrive and enrich the community culturally, aesthetically, educationally and economically.

The purpose of the NPPAMP is to develop a plan with elements that will provide direction for public art development throughout North Park, guide investment in public art, guide development and placement of public art pieces, and enhance tourism, cultural development and economic development.

SCOPE OF WORK

The Scope of Work shall include, but may not be limited to, the following:

- Reviewing the Agency and City of San Diego's existing legislation and plans pertaining to public art including:
 - [North Park Redevelopment Plan](#)
 - [North Park Redevelopment Project Third Five Year Plan](#)
 - [San Diego Municipal Code section 26.0701 et seq.](#);
 - [City Council Policy 900-11](#);
 - [City Council Policy 100-02](#) (Note: CP 100-02 is slated to be amended imminently and the NPPAMP will have to align with the newest version of the policy.);
 - [2008 General Plan](#);
 - [North Park Community Plan](#) (Note: The North Park Community Plan is currently under revision and the NPPAMP process will need to coordinate with the Community Plan revision process.);
 - [2004 Public Art Master Plan](#);
 - Administrative Regulation 95.00 (electronic copy available on request); and
 - Commission for Arts and Culture's Department Instruction 1.00 (electronic copy available on request).
- Conducting research and community outreach including stakeholder interviews and focus groups.
- Developing a plan that articulates goals, identifies resources and proposes prioritized strategies, procedures, timelines and cost estimates for the funding, placement, creation and maintenance of public art in the North Park Redevelopment Project Area. The NPPAMP should include elements such as:
 - Summary of research, observations and community outreach results; confirmation or revision of the community's arts and culture goals
 - Summary of the relevant, unique cultural characteristics, elements and aspirations of the North Park Redevelopment Project Area
 - Suggestions and rationales for themes or aspects of the community's unique character to highlight or address through public art
 - Suggestions and rationales for the placement of artwork at specific sites to support and enhance the community's goals
 - Suggestions and rationales for happenings, time-based art, temporary art, cultural events or any other arts and culture-related activities that will support and enhance the community's goals
 - Summary of funding models for public art projects, analysis of existing funding sources and recommendation for which model(s) this community should use

- A clear implementation strategy that includes priorities for the short term, midterm and long term, as well as estimated costs associated with each priority

QUALIFICATIONS REQUIREMENTS

Minimum qualifications include previous experience in the field of arts and culture, and strong research and technical writing skills. The project requires someone with strong observation, listening, and analytical, and public speaking skills; attention to detail, and the ability to work independently and produce high-quality written materials within the given deadlines.

SUBMITTAL REQUIREMENTS

Responses to this RFQ must include the following materials. All submittal materials must include the name, email address and telephone number of the team leader. Unsolicited materials submitted with the response will not be reviewed. The Agency reserves the right to request additional information during the evaluation of responses and to reject any or all responses.

1. Consultant Experience

Provide a concise description of each team member's qualifications related to the Scope of Work and of arts and culture plans that the applicant has been involved in. Include any experience working with the public, in redevelopment areas, and/or under public/private partnerships. Respondents are strongly encouraged to include a local team member who is knowledgeable about North Park's cultural community. Identification of team members who will be involved with the project as well as a professional resume of each project team member is required. Team members may not be added after the Consultant is selected. Provide at least three professional references for each team member. Provide up to three relevant work samples.

2. Narrative Proposal with Budget and Timeline Estimates

Provide a concise description of the approach the respondent will take to implement this project. Outline the reasons why the respondent would be a good match for this project. Discuss resources and best practices for arts and culture planning as well as community outreach and the incorporation of stakeholder input. Provide a detailed proposed budget and timeline. The narrative proposal must be signed by the individual who is authorized to bind the Consultant or Consultant Team to all terms and conditions of this RFQ.

3. Equal Opportunity Strategy

Carefully read the Other Terms and Conditions at the end of this RFQ. The Agency is strongly committed to equal opportunity in the solicitation of business contracting to assure that persons or businesses doing business with or receiving funds from the Agency are an equal opportunity business and employer. The Agency endeavors to do business with firms sharing the Agency's commitment to equal opportunity and will not do business with any firm that discriminates. The Agency strongly recommends that persons and businesses doing business with the Agency take positive steps toward diversity and expand their sub-consulting and subcontracting solicitation base and offer opportunities to

all eligible persons or businesses. Please highlight to what extent the respondent has taken such steps or provided such opportunities.

SUBMITTAL FORMAT & DEADLINE

Response packages must be clearly organized and collated consistent with the order of the Submittal Requirements outlined above. Submittals must be signed by individuals authorized to bind the respondent to all terms and conditions of the submittal. All submittal materials must include the name, email address and telephone number of the individuals with authority to contractually bind the respondent, and the person(s) who may be contacted by the Agency during the evaluation and selection process. Submittal packages must be marked "North Park Project Area Public Art Master Plan RFQ Response" and mailed or hand delivered to:

Redevelopment Agency of the City of San Diego
1200 Third Avenue, Suite 1400
San Diego, CA 92101
Attention: Michael Lengyel

Each respondent is required to submit one (1) signed original and two (2) copies of responses to Michael Lengyel at the address above. Additionally, an electronic version (PDF format) must be provided in a CD/DVD. The response package must be received by the Agency no later than **5:00 p.m. PST on Monday, September 26, 2011. No submittals will be accepted after 5:00 p.m.** Submittals received after 5:00 p.m. will not be reviewed. Copies received by FAX or email shall not be deemed received. The Agency reserves the right to request additional information during the evaluation of responses and to reject any and all responses to this RFQ.

SELECTION PROCESS & CRITERIA

A panel appointed by Agency staff will review and evaluate the applications utilizing the following selection criteria:

1. Demonstrated interest in and understanding of the project
2. Experience with creating arts and culture plans
3. Experience with observing, documenting, analyzing and highlighting the unique character of a community within the context of plan development
4. Experience coordinating with government organizations, boards and committees
5. Experience with engaging community members in the planning process
6. Strength of professionalism and written/verbal communication skills
7. Quality of the content in the work samples
8. Quality of the presentation and organization of the application and work samples
9. Proven ability to self-direct, self-motivate and conduct business without excessive oversight
10. If applicable, cohesiveness of team members
11. If applicable, past performance on contracts with the City of San Diego or the Agency
12. Viability of the proposed timeline and implementation strategy
13. Statement that you commit to comply with the City of San Diego Equal Opportunity Contracting Program and Conflict of Interest Code
14. Value of the proposal in relation to the proposed fee

Agency staff may pre-screen each application to verify eligibility and to evaluate responsiveness to the criteria. Applications deemed to be marginally responsive may not be forwarded to the panel for review. The panel may be comprised of Agency staff, City staff and community members. The panel may create a short-list of the most qualified respondents and may interview the short-listed respondents. It is mandatory that the designated team leader attend any such interview. Based on these evaluations, the panel will recommend one respondent for the contract award. The panel's recommendation may require ratification by the Agency Executive Director and the Agency Board. The Agency also reserves the right to have the City of San Diego award and/or administer the contract.

Respondents to this RFQ are cautioned NOT to contact elected officials, including members of the North Park Project Area Committee, regarding the selection process. Inappropriate efforts to lobby or influence individuals or organizations involved in this selection may result, at the Agency's sole discretion, in dismissal from further considerations. The Agency reserves the right to withdraw this Request for Qualifications at any time.

SELECTION SCHEDULE

The selection schedule will be tentatively as follows:

RFQ Issued	Wednesday, August 10, 2011
Deadline for Questions	Wednesday, September 21, 2011
Submittal of Qualifications Deadline	Monday, September 26, 2011
Staff Review/Panel Review/Finalist Interviews	October/November 2011
Offer and Contract Negotiation	December/January 2011/2012
Anticipated Contract Start Date	February 2012

Questions must be written and submitted to Michael Lengyel via email at MLengyel@sandiego.gov before the deadline above. Inquiries must contain the phrase "North Park Project Area Public Art Master Plan RFQ" in the subject line. No verbal inquiries will be accepted.

Amendments or addenda to this RFQ will be posted on the Agency's website at <http://www.sandiego.gov/redevelopment-agency/opportunities.shtml>. Interested respondents shall be responsible for checking the website for any amendments or addenda.

OTHER TERMS AND CONDITIONS

1. The Consultant selected to participate with the Agency will be an independent contractor for the Contract period. The Consultant will need to meet all City, Agency, and other applicable local, state, and federal requirements.
2. The Consultant shall be responsible for all expenses incurred during the solicitation and negotiation process with the Agency. This RFQ does not and shall not commit the Agency to enter into any agreement, to pay any costs incurred in preparation of the submittals, or to procure or contract for services. The Agency shall not incur any liability arising from the RFQ process.

3. The Agency reserves the right to amend this RFQ by addendum prior to the final due date of the submittals.
4. The Agency reserves the right to modify aspects of the selection process, and to waive any defects of form or content in responses.
5. The Agency reserves the right to accept or reject any and all responses received as a result of this RFQ, and to cancel in part or in entirety the RFQ. If all responses are rejected, the Agency may seek further submittals at a later time.
6. All reports, responses, or other data or materials, which are submitted, shall become the sole property of the Agency and a matter of public record. However, to the extent permitted by law, all submittals will not be made public nor considered a public record until after the Redevelopment Agency takes action to enter into an agreement with the selected Consultant.

Respondents must identify all copyrighted material, trade secrets, or other proprietary information that they may claim are exempt from disclosure under the California Public Records Act (California Government Code sections 6250 et seq.). In the event a Respondent claims such an exemption, the following statement must be included in the response:

The Respondent shall indemnify the Agency and hold it harmless from any claim, damage, loss, liability cost or expense and defend any action brought against the Agency for Agency's refusal to disclose materials marked 'confidential', trade secrets or other proprietary information to any person making a request therefore.

Failure to include such a statement shall constitute waiver of the Respondent's right to exemption from disclosure and authority for the Agency to provide a copy of the submittals or any part thereof to the requester.

7. All products used or developed in the execution of any contract resulting from this RFQ shall remain in the public domain at the completion of the contract.
8. This RFQ is not, and shall not be construed to be, an offer but is merely a request for qualifications.
9. There is no obligation to enter any binding legal document until final approval by the Redevelopment Agency is received.
10. The firm selected will be required to provide evidence of public liability and property damage insurance for injury to, or death of, persons and/or property damage arising out of a single accident or occurrence, insuring against all liability the City of San Diego, the Redevelopment Agency of the City of San Diego, their agents, officers, and employees, arising out of, or in connection with, the performance of work under the contract with the Agency. In addition, the firm selected will be required to provide evidence of automobile insurance and Workers' Compensation Insurance. The insurance shall be provided at the sole cost and expense of the firm selected, with limits to be determined by the Agency, unless the requirement is modified or waived by the Agency.
11. Individuals, contractors, vendors, consultants, grantees, lessees, and banks contracting with the Agency must comply with the City of San Diego's Equal Opportunity Outreach Program.

The firm selected, and each of its subcontractors, shall comply with Title VII of the Civil Rights Act of 1964, as amended; Executive Orders 11246, 11375, and 12086; the California Fair Employment Practices Act; San Diego Municipal Code sections 22.2701 through 22.2707, and any other applicable federal and state laws and regulations hereinafter enacted. The selected firm shall not discriminate against any employee or applicant for employment based on race, religion, color, ancestry, age gender, sexual orientation, medical condition, or place of birth. The selected firm shall cause the above provisions to be inserted in all subcontracts for any work covered by the contract so that such provisions will be binding upon each subcontractor, if used.

12. The Consultant chosen must agree to comply with the Agency's Drug Free Workplace requirements set forth in Council Policy 100-17, adopted by Council Resolution No. R-277952. Respondent shall certify to the Agency that it will provide a drug-free workplace.

13. In addition to the foregoing, every person or organization awarded a contract by the Agency or the City of San Diego must acknowledge and agree to comply with Council Policy 100-04, adopted by Resolution No. R-282153, relating to the federally mandated Americans with Disabilities Act (ADA). Consultant will be individually responsible for its own ADA program.

14. California State law makes it illegal for public officials or their employees to participate in the making of a contract in which he or she is financially interested. The law defines the making of a contract to include responding to Requests for Qualifications. The law further defines a public official very broadly to include members of advisory boards that are not actual parties to the contract. Prospective respondents who are aware of circumstances that could create a conflict of interest if a qualifications package were submitted are urged to contact the person identified as the Contact person for this request. A violation of these rules is grounds for disqualification of the Consultant.

15. Inappropriate efforts to lobby or influence individuals or organizations involved in this selection may result, at the Agency's sole discretion, in debarment from consideration for future contracts.