REQUEST FOR QUALIFICATIONS (RFQ)

Salinas-Alisal Vibrancy Neighborhood Beautification (Highway 101) Public Art Project at Alisal Street, Market Street and Sanborn Road

Salinas, CA - Clean California Program, 2022

Submission Deadline: Wednesday, June 15, 2022 (10:59pm PST)

The Arts Council for Monterey County (Arts4MC), together with Caltrans and the City of Salinas seek California-based artists or artist teams, with a preference to Monterey County artists to submit their qualifications to create and install large-scale murals at the Market Street and Sanborn Road underpasses, and one smaller addition to the Alisal Street underpass murals. These include the exterior façade and interior vertical walls of the three underpasses integrated with the theme and style of the mural.

These three (3) underpasses are located at Highway 101 along the easterly side of the City of Salinas, better known as the Alisal.

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 project is part of the State Highway Beautification Project, sponsored by the California Department of Transportation and the Clean California Program, committed to transform undercrossing structures into lively pieces of art, as well as enhance landscaping and improve lighting adjacent to the underpasses resulting in a more visually pleasing highway corridor and a more inviting, vibrant entryway into the Alisal. Public art murals are an affordable, tangible option for showcasing the unique character of the Alisal Community, fostering a sense of community pride, and creating inviting spaces.

Project Description

The Alisal Vibrancy Neighborhood Beautification (Highways 101) Project is an opportunity to beautify three (3) blighted undercrossing structures as well as the surrounding infrastructure and roadside landscape. This project will include improved lighting for safety and unique custom artistic and aesthetic elements reflective of the Alisal's historic heritage, cultural diversity and distinctive environment and aims to create an inviting and memorable experience for drivers, pedestrians and bicyclists. These underpasses are located at Alisal Street, Market Street and Sanborn Road along Highway 101.

Alisal Street at Highway 101 Underpass Mural

Alisal Street is a high-volume vehicle corridor, with pedestrian sidewalk, which links D*owntown Salinas and the Alisal Marketplace area with the Alisal neighborhood, and more specifically the commercial Alisal community.*

There is approximately 2,035 square feet available surface area for new mural artwork to be integrated with the existing murals at the Alisal Street underpass. This includes the East and West Facades and unpainted areas of the North and South Inside Walls. Refer to **Exhibit A** for additional information regarding the areas involved for the proposed mural restoration and artwork expansion.

The maximum budget for mural expansion at the Alisal Street underpass is $100,000. Budget is inclusive of all costs including but not limited to concept development, refinement and adaptation as required by Caltrans, site preparation, materials, tools and equipment, artist fees, insurance, and travel.

Sanborn Road at Highway Hwy 101 Underpass Mural

Sanborn Road is a high-volume vehicle corridor, *with pedestrian sidewalk,* which links the industrial area in south Salinas with the Alisal neighborhood.

There is approximately 5,640 square feet of available surface area for new mural artwork at the Sanborn Road underpass. This includes the North and South Façades and the East and West Inside Walls of the underpass. Refer to **Exhibit B** for additional information regarding the areas involved

for the proposed mural artwork.

The maximum budget for this project is $280,000. Budget is inclusive of all costs including but not limited to concept development, refinement and adaptation as required by Caltrans, site preparation, materials, tools and equipment, artist fees, insurance, and travel.

Market Street at Highway 101 Underpass Mural

Market Street is a high-volume vehicle corridor, with pedestrian sidewalk, which links Downtown Salinas and the Alisal Marketplace with the Alisal neighborhood.

There is approximately 6,140 square feet available surface area for new mural artwork at the Market Street underpass. This includes the East and West Façades and the North and South Inside Walls of the underpass. Refer to **Exhibit C** for additional information regarding the areas involved for the proposed mural artwork.

The total budget for this project is $300,000. Budget is inclusive of all costs including but not limited to concept development, refinement and adaptation as required by Caltrans, site preparation, materials, tools and equipment, artist fees, insurance, and travel.

Community Public Art Survey Results

To engage the local community in this project, a community input survey was locally distributed in April 2022, revealing the following similar artwork preferences at all three underpass locations by Salinas residents:

- Respondents favored realistic representation (42%) in the artwork, followed by abstract styles (35%) and whimsical styles (23%);
- Respondents favored the depiction of local stories and histories (46%), followed by the natural world and the environment (22%) and diverse communities and cultures (17%);
- Warm colors were found more appealing than cool colors, earth tones or bright colors;
- Recurring artwork themes included positive and inspiring images of:
    - the culture, history and stories of Salinas, specifically the Alisal neighborhood, including people of color, immigrants, indigenous people and people with disabilities;
    - the agricultural community of farmworkers as essential workers, their families, and farm labor rights history;
    - artwork that brings people together and is not divisive.

Artwork Qualities

- **Aesthetics.** Artwork must be of high aesthetic quality, including consideration of content, craftsmanship, uniqueness and relevance to the mural'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, such as primer, paint, sealer or other materials placed on the underpass structure, 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. Refer to **Exhibit D** for Caltrans Transportation Art Guidelines.

General Specifications

Proposals *must also include* additional compatible aesthetic elements or features to be incorporated in the exterior façade and interior vertical walls of the three underpasses. The design may not include the underpass ceiling.

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 or east and west of each site, at the outer facades, and north and south or east and west on the inside walls of the underpass).

Artist applicants must review Caltrans Transportation Art Guidelines (see **Exhibit D**) 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/team 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

Applicants must be based in California with preference given to Monterey County, specifically E. Alisal and Salinas applicants. Teams selected from outside Monterey County must include a local artist as a member. Proposal must include a community engagement component including collaboration with local youth.

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, June 15, 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 (Salinas-Alisal Vibrancy Neighborhood Beautification (Highway 101) Public Art Project at Alisal Street, Market Street and Sanborn Road) on the home page of the CaFÉ site:

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 Washington Street Underpass 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 at least 7 members. Up to 3 finalists per underpass location will be selected for virtual interviews to be scheduled between July 18th and July 22nd and will be provided a $1000 stipend to prepare for interviews. The final selected artist will be notified by July 25th.

Timeline

June 15, 2022	RFQ submissions due
June 16-24, 2022	Formal review by public art selection committee
June 27, 2022	Finalists notified to submit proposals
July 13, 2022	Deadline for proposals
July 18-22, 2022	Interviews with finalists
July 25, 2022	Selected artist notified
July 25-29, 2022	Selected artist to review/sign contract with Caltrans
Aug - 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 Celebrations

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

- Visual proposal including:
  - Detailed, well-rendered, color concepts - hand drawn or computer- generated simulation - of the proposed mural, appropriately labeled and corresponding to each primary structure location shown on Attachment 1.
  - Detailed, well-rendered, color concept - hand drawn or computer- generated simulation - of the artistic elements proposed for the slope paving areas, appropriately labeled with placement shown to scale for the slope paving areas 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

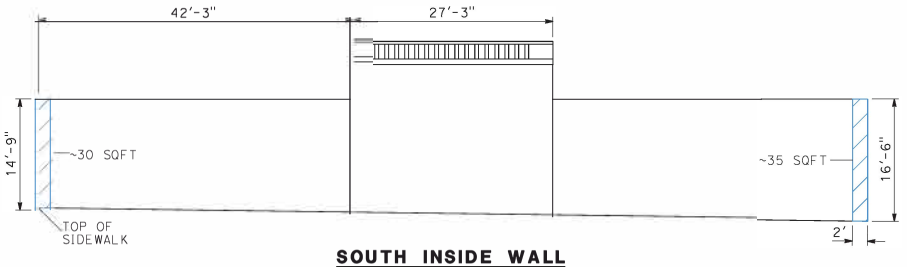
Please direct questions about the project to karyn@arts4mc.org or 831-622-9060 x102

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.

Submission Deadline: Wednesday, June 15, 2022 10:59pm PST

NOTES:

1. ALL SQUARE FOOTAGE COUNTS ARE APPROXIMATE.
2. ALL DIMENSIONS ARE APPROXIMATE.



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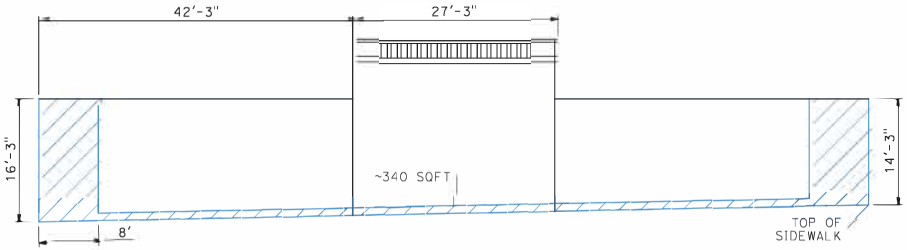

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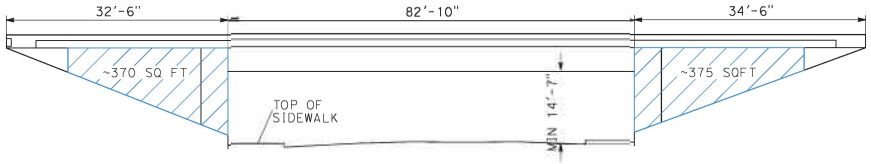

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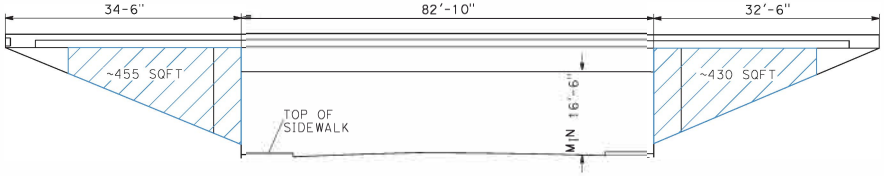

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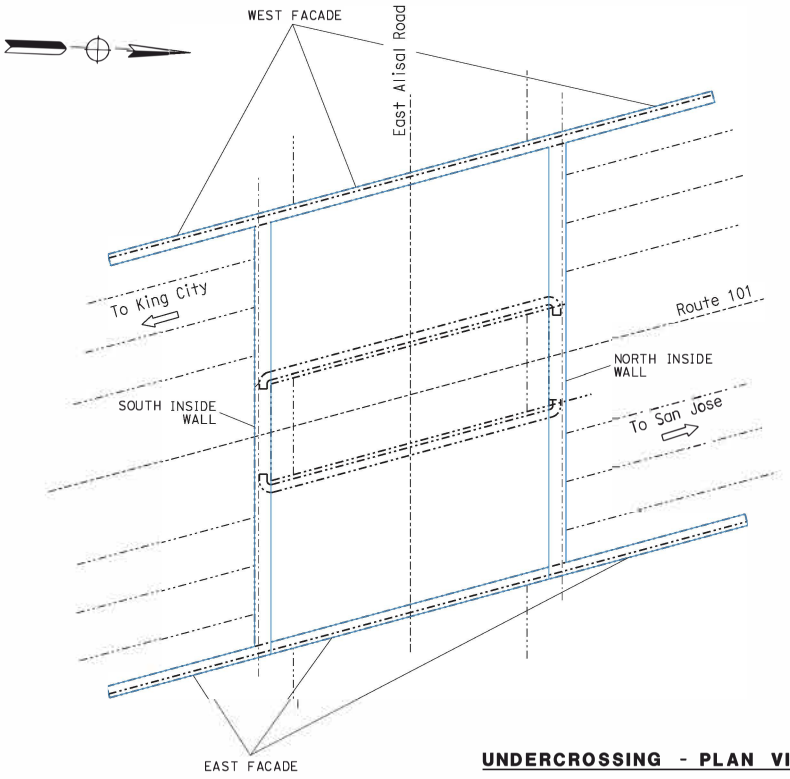

UNDERCROSSING - PLAN VIEW

ALISAL STREET UNDERCROSSING

NO SCALE

EXHIBIT A

DATE PLOTTED => 23 MAY 2022
TIME PLOTTED => 10:54

LAST REVISION

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Caltrans - LANDSCAPE ARCHITECTURE
SENIOR LANDSCAPE ARCHITECT
CORBY KILMER
CALCULATED-DESIGNED BY
CHECKED BY
SHEET BY ADAMS
REVISED BY
DATE REVISED

BORDER LAST REVISED 9/8/2021

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UNIT 1502

PROJECT NUMBER & PHASE 05220000751

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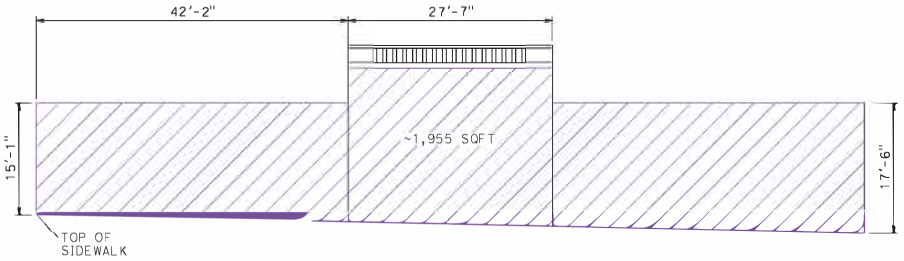

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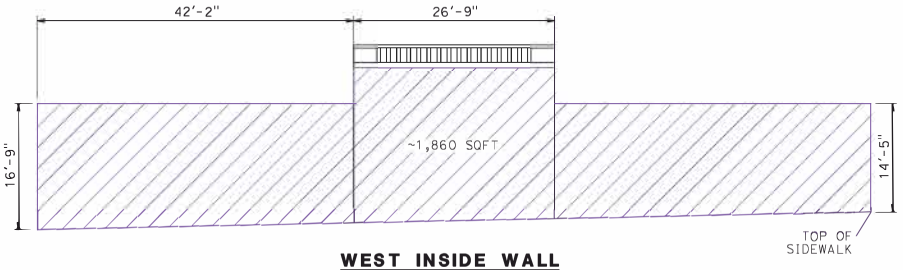

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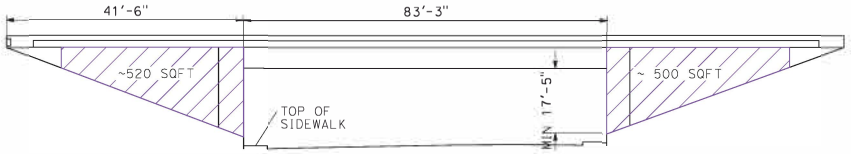

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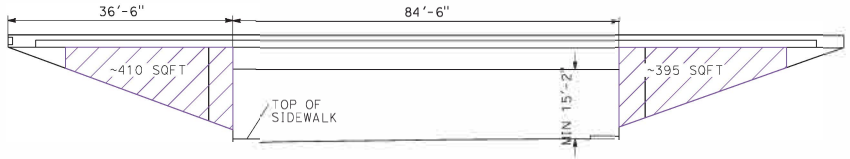

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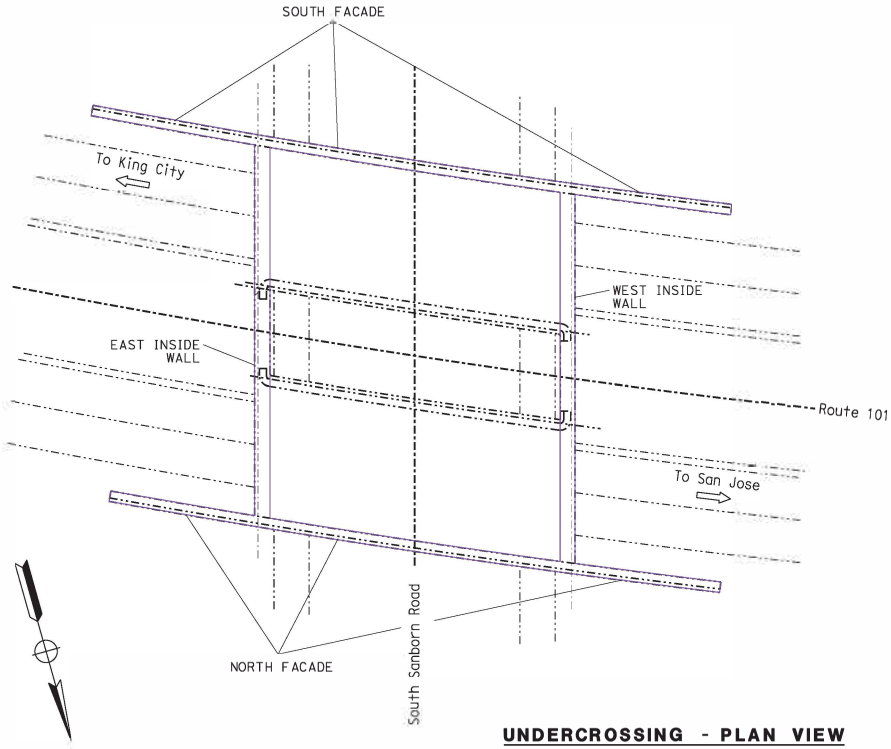

UNDERCROSSING - PLAN VIEW

SANBORN ROAD UNDERCROSSING

NO SCALE

EXHIBIT B

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Caltrans LANDSCAPE ARCHITECTURE
SENIOR LANDSCAPE ARCHITECT: CORBY KILMER
CALCULATED-DESIGNED BY: SHELBY ADAMS
CHECKED BY
REVISED BY
DATE REVISED
LAST REVISION
DATE PLOTTED => 8-APR-2022
TIME PLOTTED => 09:50

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UNIT 1502
PROJECT NUMBER & PHASE 05220000751

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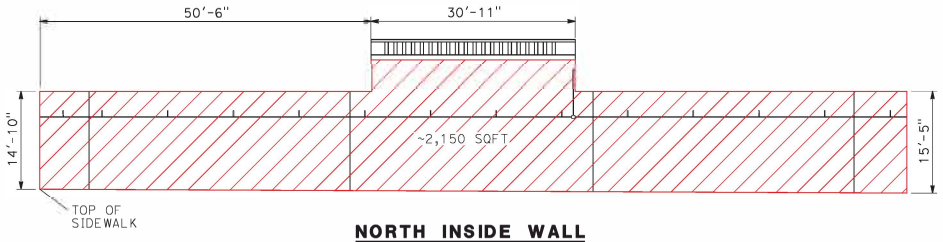
2. ALL DIMENSIONS ARE APPROXIMATE.



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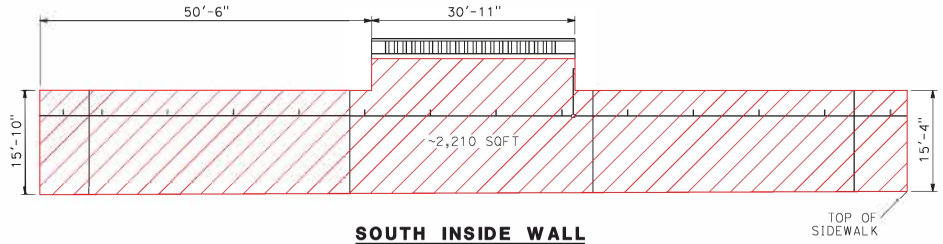

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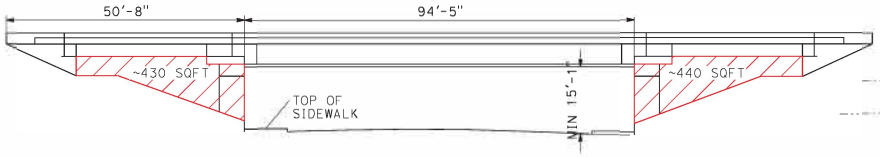

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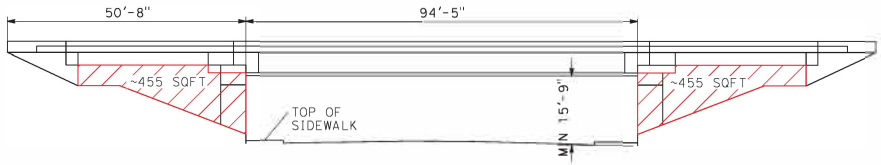

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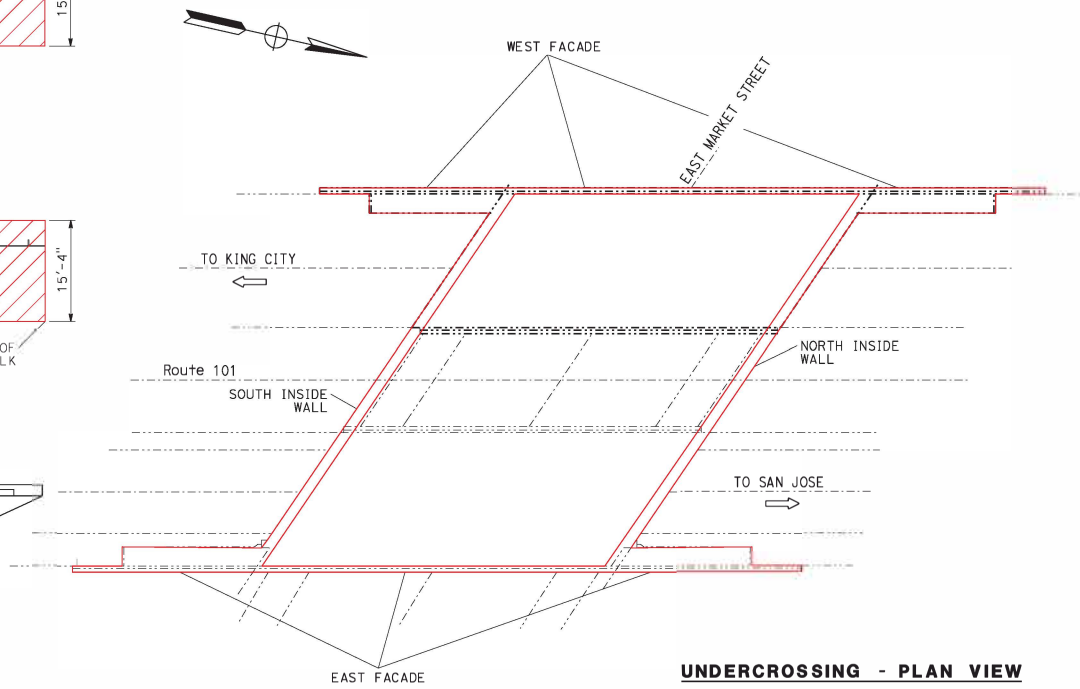

UNDERCROSSING - PLAN VIEW

MARKET STREET UNDERCROSSING

NO SCALE

EXHIBIT C

STATE OF CALIFORNIA - DEPARTMENT OF TRANSPORTATION
Caltrans LANDSCAPE ARCHITECTURE
SENIOR LANDSCAPE ARCHITECT: CORBY KILMER
CALCULATED-DESIGNED BY: SHELBY ADAMS
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REVISED BY
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UNIT 1502
PROJECT NUMBER & PHASE 05220000751

EXHIBIT D

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 EXHIBITS A-C.
    - 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.