

## **Request for Proposals Downtown Artwork/Monument**

### **I. REQUESTED SERVICES**

The City of Oakley is accepting proposals from area artists to design, construct and install a public art component/monument in the Oakley Downtown Plaza, which has recently been constructed. A site plan and proposed location of the monument is attached as Exhibit "A."

### **II. COMMUNITY BACKGROUND**

The City of Oakley is in its infancy, though Oakley's bountiful agricultural community has a rich and interesting history. Only an hour's drive from San Francisco, Oakley is situated in East Contra Costa County along the picturesque California Delta -- a fishing and boating destination. Oakley's gently rolling hills are crisscrossed by country lanes and patch-worked with vineyards and orchards, though new schools and neighborhoods now share what was once a farming landscape. The City's leadership is working to maintain Oakley's small town character while strongly encouraging the development of new industries to employ the growing local workforce. The City proudly claims it is "*A Place for Families in the Heart of the Delta.*"

### **III. DOWNTOWN REVITALIZATION EFFORTS**

Not long ago, the City completed the construction of City Hall and the Civic Center Plaza Park in Downtown Oakley. The City, through its Redevelopment Agency, also constructed the Black Bear Diner immediately to the west of City Hall. One key purpose of these developments was to establish a key anchor for the revitalization of Downtown.

Some efforts were made with the then property owner of the block on Main Street across from City Hall to redevelop that property. When those discussions were unsuccessful, the City (again through its Redevelopment Agency) bought the 7-acre parcel and the structures thereon. Since that time, plans and various elements of construction have led to a more pedestrian and business-friendly Main Street, a large public parking area, two new restaurants, a new retail building, and a new Downtown Plaza between the two new restaurants. The back strip mall and the former CentroMart buildings will receive new facades and will be expanded – the strip mall will be the home of Oakley ACE Hardware, and the former CentroMart building will be the home of a new grocery store.

As shown on Exhibit “A,” there is a space of about 5’ in diameter set aside within the northern edge of the new Downtown Plaza for public art. The City Council has authorized the use of this space for art to memorialize the You, Me, We = Oakley program.

#### **IV. YOU, ME, WE OAKLEY! PROGRAM**

You, Me, We Oakley! is a grant-funded program, made possible through support from Welcoming America, the Y&H Soda Foundation, and the Zellerbach Family Foundation. The Program aims to build a shared sense of community with an atmosphere of mutual respect and cooperation between recent immigrants and longer-term residents. The Program’s events and activities aim to create opportunities for our diverse residents to come together and better understand one another, appreciate each others’ stories, and to recognize their common desire to build a stronger, safer and more vibrant community. More information about the Program can be found at [www.youmeweoakley.org](http://www.youmeweoakley.org)

#### **V. SCOPE OF WORK**

The City and the You, Me, We = Oakley Project Committee are seeking proposals from qualified artists to design, construct and install a public art component/monument within the Oakley Downtown Plaza. The artwork should incorporate the goals and principles of the You, Me, We = Oakley program and is *required* to include some already-prepared student artwork. The student artwork can be viewed at the following links:

<https://www.box.com/s/migr6jg8w3e510yg6yng> - Kindergarten  
<https://www.box.com/s/oy88k1afu0czy45hnoto> - 1st Grade  
<https://www.box.com/s/26a3840z2zw9othc7jp7> - 2nd Grade  
<https://www.box.com/s/q9w9zw6dii4w278usyrq> - 3rd Grade  
<https://www.box.com/s/kcnu4p4k2kb6u5dr4p0t> - 4th grade  
<https://www.box.com/s/o1qsp8bi2kwv3waebcgm> - 5th Grade

This scanned artwork (not high resolution) represents the “finalists” of all the artwork prepared by local elementary school students. Each grade was asked to draw about each of the following principles of the You, Me, We = Oakley program:

- 1. I have a shared responsibility to treat ALL our neighbors with the dignity and respect that they deserve as a member of our community.**
- 2. I reject the use of exclusionary or de-humanizing language; this includes recognizing and understanding how stereotypes can harm our community.**
- 3. I will challenge common myths and stereotypes that only serve to divide our community.**
- 4. I will treat others the way I would like to be treated.**

5. I will try to put myself in someone else's shoes in order to understand their point of view.
6. I will strive to understand cultures other than my own.
7. I will not judge or discriminate against others.
8. I will acknowledge that everyone has unique qualities which contribute to our community and make this the beautiful City it is today.
9. I will ensure that any community activities that I am involved in will be inclusive and inviting to all community members.
10. I will make sure to keep an open mind and an open heart in order to be open to accepting all who visit, live, work, and play in Oakley.

It has been contemplated that at least 10-15 of these pieces of student art should be incorporated into the monument area as transfers on to ceramic tiles. Possible locations of the tiles are depicted on Exhibit B. These tiles must be able to withstand an exterior environment, as does any other element of the artwork/monument. Exhibit B also identifies possible locations for bronze plaques to identify the YMWO program and the installed artwork. Electricity is available at the artwork/monument location.

As explained below, each proposal should include a full color rendering, with dimensions and a detailed list of materials to be used. It is expected that the selected artist will perform (or cause to have performed) *all* the work required to design, construct and install the artwork/monument. **The project budget is \$15,000.**

## **VI. PROPOSAL SUBMITTAL**

To assist the City and You, Me, We = Oakley in the orderly and objective review of the proposals, please include the following information as requested:

- A. The proposal submittal form that is attached as Exhibit "C."
- B. A two to three page narrative that explains your proposal. This narrative should include a description, how and what student art will be included, a materials list, names of those who will be involved in the project, and any other information that would help describe the proposal.

- C. A colored rendering of the proposed artwork that also includes dimensions.
- D. A detailed timeline that identifies key steps to the completion of the work, including the committed installation date.

**Deadline for Submittal:** All proposals shall be received at the Oakley City Hall, 3231 Main Street, **before 2:00pm on Thursday, January 30, 2014** in an envelope or box clearly marked "Downtown Artwork/Monument." Proposals received later than the date and time specified above will not be accepted. Proposals should not be emailed or faxed.

#### **VII. PROPOSAL REVIEW TIMELINE**

12/2/13	Release of RFP
1/30/14	Proposals due by <b>2:00pm</b>
2/3/14 (week of)	Review of Proposals Commences by You, Me, We = Oakley Subcommittee and Potential Interviews with artists
2/10/14 (week of)	Presentation of Recommendations to the You, Me, We = Oakley Project Committee and Potential Interviews with artists
2/25/14	Presentation of Recommendations to the City Council and City Council considers selection of the "winning" proposal.
2/27/14	Execution of Services Agreement
2/28/14	Commence production of artwork/monument

#### **VII. CITY POINT OF CONTACT**

All questions must be submitted via email to [montgomery@ci.oakley.ca.us](mailto:montgomery@ci.oakley.ca.us) and all correspondence will also be conducted via email.

#### **VIII. RIGHT TO REJECT ALL PROPOSALS**

The City reserves the right to reject any or all proposals, and to negotiate modifications or acceptance of parts of the proposal. Other terms and conditions of the contract will be negotiated and included in a services agreement considered and approved by the Oakley City Council.

#### **IX. EXHIBITS**

- A. Artwork/Monument location
- B. Further site detail of Monument location
- C. Proposal Submittal Form

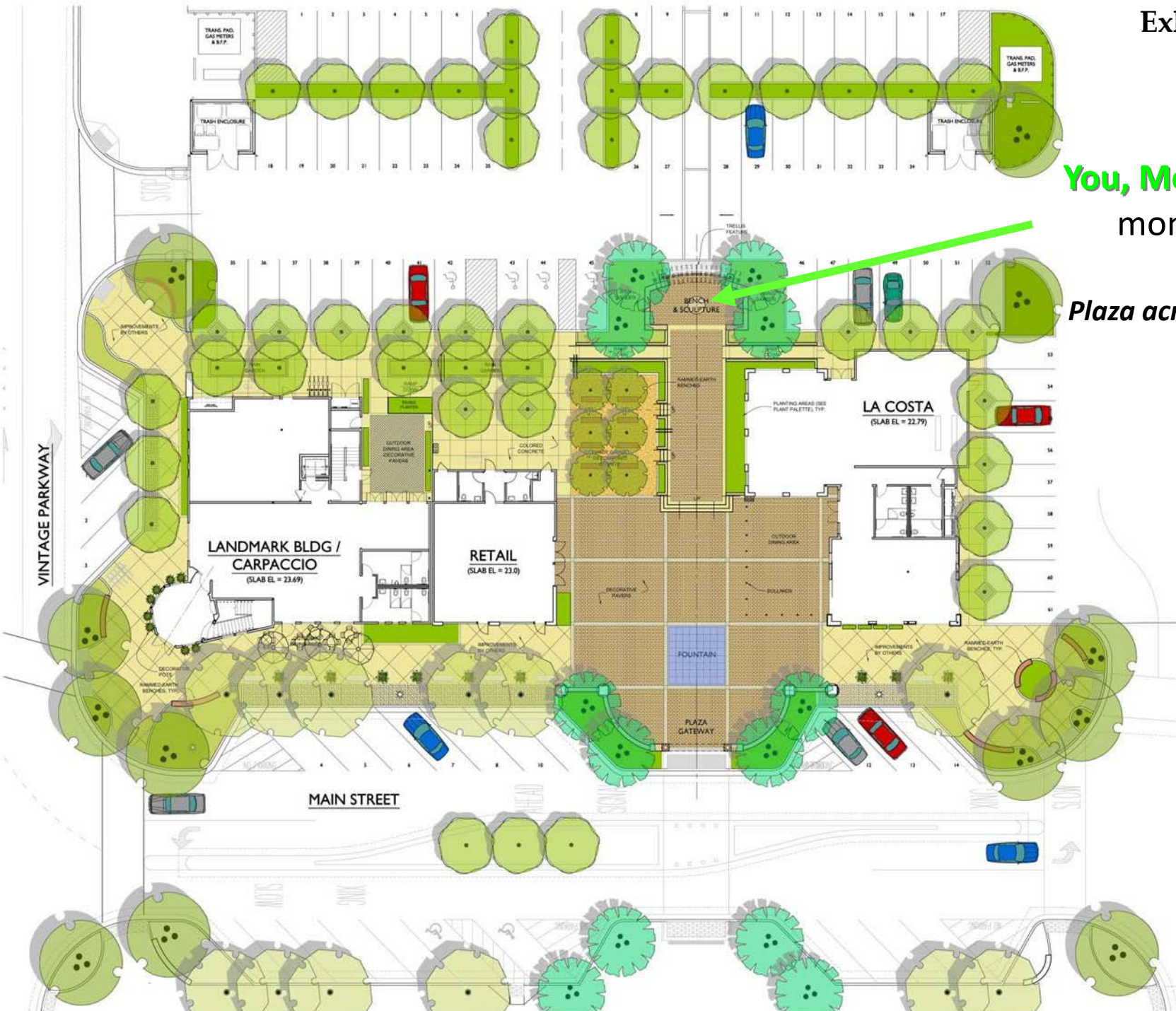
**Thank you and we look forward to reviewing your proposal!**



Exhibit A

You, Me, We = Oakley  
monument site

Plaza across from City Hall



# YOU ME WE Oakley!

## Exhibit B



Looking North

Possible bronze plaques with guiding principles

Monument location

Possible location for tiles of student artwork

Possible locations for tiles of student artwork



Looking West

Possible bronze plaque with guiding principles

Possible locations for tiles of student artwork



Looking South



# Exhibit C



## Downtown Artwork/Monument ~~~ Proposal Submittal Form ~~~

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Name of Artist: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

How did you hear about this project?

\_\_\_\_\_  
\_\_\_\_\_

Please provide the names and email addresses of three references of people that are familiar with your work:

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

Please include the names and contact information of anyone else that will be working with you and contributing to the completion of this project and what work they will be doing:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

**Deadline to Submit: January 30, 2014, 2:00pm**

**Hand-deliver or mail to:**

**Oakley City Hall, 3231 Main St., Oakley CA 94561**