

Hayward Heritage Plaza Russell City Public Art

Request For Proposals



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PROJECT SUMMARY

PROPOSER INQUIRES

All questions concerning this RFP must be submitted in writing via email to Daniel Mao at daniel.mao@hayward-ca.gov **no later than Friday, May 13, 2022** and may not be considered if not received by then. The City will respond to questions it considers appropriate to the RFP and of interest to all Applicants, but reserves the right, in its discretion, not to respond to any question.

RFP SCHEDULE

Ref.	Activity	Date
1	Issue RFP	April 15, 2022
2	Deadline for RFP Questions	May 13, 2022
3	DUE: RFP Proposal	June 30, 2022
4	RFP Review and Interviews (if necessary)	July 11 – 15, 2022
5	Selection of Artist	July 25, 2022

The City reserves the right to amend this timeline at any time. Proposers will be notified of any changes to this timeline.

PROPOSAL DUE DATE

Proposals must be submitted by **5:00 PM on Thursday, June 30, 2022**. Applicants should submit proposals via email to:

Daniel Mao

Daniel.Mao@hayward-ca.gov

Subject line: (Name of Proposer) Response to RFP: Russell City Public Art

1. PROJECT OVERVIEW

A. Project Background

On May 26, 2015, the Council approved the plans for the Measure C-funded 21st Century Library and Community Learning Center and Heritage Plaza project. The Heritage Plaza project began in October 2018 and included deconstruction of the old main library and construction of the Heritage Plaza. The Heritage Plaza encompasses a full city block in downtown Hayward, which is approximately the size of San Francisco's Union Square. The Plaza will be home to interpretative signs and art pieces that commemorate the diverse experiences and cultures of Hayward's rich history.

Staff held discussions with the Hayward Area Historical Society (HAHS), Library Commission, representatives from local Indigenous Groups, representatives of the Eden Area Japanese American Citizens League, and the Hayward Arts Council. Based on these discussions, the Hayward Heritage Plaza will include three public art pieces.

The first piece is an interpretive art piece and sign honoring the Muwekma Ohlone Tribe. The Muwekma Ohlone Tribe aboriginal homeland included most of the San Francisco Bay Area.

The second heritage element included in the Hayward Heritage Plaza recognizes the Japanese Americans who were boarded on buses for detention centers in 1942 during World War II from the very street that the Heritage Plaza rests, Watkins Street.

The third element to be included in the Heritage Plaza is in support of this project, and in honor of Russell City. There will be a companion informational sign to educate the community of the history of Russell City and its people to be created in the future.

B. Russell City History

Russell City was an unincorporated area of what is now Hayward in Alameda County. Established in 1853, the community was located off the Hayward Shoreline and would be the present-day area between Chabot College and the Hayward Airport. During and after World War II, Russell City had its largest growth period, with significant numbers of Black/African Americans moving there and a large Latino/Latinx community.⁶ There is evidence that, as Black and Latino/Latinx families immigrated to the Bay Area, they sought homes in incorporated Hayward and were instead steered or forced to buy property in Russell City due to discriminatory housing practices.

Oral histories indicate that Russell City received little to no financial support from Alameda County or Hayward. While Russell City was never an incorporated entity, it provided some of its own civic services and had a strong community. In the 1950s, Hayward leaders considered Russell City a “blight” to the surrounding area and sought to rebuild it as an industrial park for the benefit of incorporated Hayward. This goal was reinforced by the federally sponsored policies of “urban renewal.” Additional information on the national impact of urban renewal on family displacement can be found on the University of Richmond’s interactive website “Renewing Inequality.”

In 1963, Alameda County and Hayward began the forced relocation of its predominately Black/African American and Latino/Latinx tenants, bulldozed the entire community, and rezoned the land into industrial use only (Wilkinson, 2002). Additional information on Russell City can be found “Russell City: Images of America” by Maria Ochoa with the Hayward Area Historical Society and “What Ever Happened to Russell City” by Megan Wilkinson.

C. Apology Resolution

On November 16, 2021, Hayward City Council voted unanimously to approve a resolution apologizing to Black, Indigenous, Californio, Mexican, Latino, Latinx, and other community members of color for racially disparate impacts and inequities resulting from past City policy and decision-making.

In particular, Russell City, and the City’s involvement in the forced relocation of Russell City residents, the destruction of the community, and rezoning of the land for industrial use.

In addition to the resolution of apology, the Hayward Community Services Commission has developed a list of 10 other steps Hayward could take to redress past City wrongdoings and complicity in historical institutional racism and racial bias, including a program of working with surviving Russell City residents and descendants to determine appropriate restitution.

A copy of the resolution, accompanying staff report to the City Council and a Community Services workplan listing its recommendations is available [here](#) on the City of Hayward’s legislative website.

D. Russell City Art Committee

This project is a collaboration between the City of Hayward, Hayward community members, and representatives of the former Russell City.

For the purposes of this project, the City will manage the contract and project.

The Russell City Art Committee will act as the primary decision-making body in matters relating to artist selection, art proposal approval and adoption.

E. Committee Objectives and Key Themes

This is an opportunity to create a large-scale public artwork that will honor the legacy of Russell City and encourage the community to recall the importance of remembering history to ensure that our communities may benefit from the lessons of the past.

The Russell City Art Committee identified several key themes that a strong proposal may include:

- Russell City had a rich history of Blues music and Night Clubs.
- Unity, it was a diverse and welcoming community.
- Integrity and trust -people that lived there hardly locked their doors
- Family values
- Achievers
- Work Ethic
- Sports
- Entrepreneurship (people started their own businesses & churches)
- Grassroots leadership, Russell City had its own unofficial/unelected leadership
- Landowners
- Semi-agricultural
 - Dairy farms
 - Hog farms
 - Fruit trees
 - Family farm animals (cow, goat, hogs)
- Self-reliant and Self-sufficient -people built their own homes, churches, schools, and libraries. They even ran their own fire department with a personally purchased fire truck.
- Past, Present, and Future

F. City Objectives and Parameters

1. The movement, safety, and security of visitors is a priority.
2. Materials used must be durable, and require little and/or easy maintenance.
3. Details and calculations for art will be needed if there are any connections to infrastructure (water or electricity).
4. Designs must take into account external factors which may affect condition of artwork in addition to other precautionary measures (direct sunlight, rainfall, temperature, earthquakes, animal interaction, human interaction, vandalism).

5. Design cannot contain business promotions or advertisements.
6. Design cannot include any breach of intellectual property, brands, trademarks, or depictions of illegal activities.
7. If the design is greater than 400 lbs., it will require additional city permits.
8. The space for the piece is a 10 ft. diameter.

Budget

The project budget is \$55,000, which is inclusive of the artist's fee, materials, fabrication, permits, and insurance. The City will work with the selected artist to prepare the location for installation of the art piece.

Ideal Candidate / Qualifications

- Experience working with diverse cultures
- Preference for artist with lived experience
- Art has addressed historical wrongdoings
- Connection to and strong cultural competence toward the history, traditions, and cultures present in this project
- Experience and/or ability to produce large scale fabrication and installation of impactful landmark works
- Understanding of the specialized needs and materials for durable, outdoor public artwork.
- Ability to present well-researched and prepared proposals to a committee of stakeholders which include residents, elected officials, and city staff.
- Ability to meet the needs of a community and site within the allotted budget and timeframe.
- Connection or affinity to the story of Russell City
- Ability to be innovative and think outside of the box; and still evoke emotion

2. SCOPE OF WORK

A. Project Details

The Consultant/Artist should propose a comprehensive scope of work that meets the stated project objectives and will provide the Russell City Art Committee a 3D rendering of the proposed public art piece.

The Consultant/Artist should utilize the Required and Recommended Reading as compiled by the Russell City Art Committee when developing their proposal to best honor and represent Russell City.

B. Required and Recommended Reading

[Russell City by Maria Ochoa](#)

[What Ever Happened to Russell City? By Megan Wilkinson](#)

[Russell City Blues Documentary](#)

Resolution addressing the Hayward's historical participation in the displacement

https://hayward.legistar.com/LegislationDetail.aspx?ID=5213904&GUID=FD8EB2CB-F75B-4F98-849F-046FD5945066&Options=&Search=&mc_cid=7aac8c40cc&mc_eid=UNIQID

[The History and Heritage of Russell City | City of Hayward - Official website \(hayward-ca.gov\)](#)

C. Services and Deliverables

1. Presentation of Final Proposal
 - a. To Russell City Art Committee
 - b. Library Commission
2. Final 3D Rendering of Public Art Piece
3. Fabrication of Public Art Piece
4. Public Art Piece
5. Installation of Public Art Piece
6. Public Art Piece Unveiling

3. PROPOSALS FORMAT, CONTENT, AND SUBMISSIONS REQUIREMENTS; PROCUREMENT SCHEDULE

A. Proposal Submission Instructions

Proposals must be submitted by **5:00 PM on Thursday, June 30, 2022**. Applicants should submit proposals via email to:

Daniel Mao

Daniel.Mao@hayward-ca.gov

Subject line: (Name of Proposer) Response to RFP: Russell City Public Art

B. Proposal Content

Proposals submitted in response to this RFP must include the following information, in the sections and order indicated.

1. RFP Checklist (Attachment A)
2. Introduction (1 Page Max)
3. Table of Contents
4. Applicant Background, Profile, Qualifications, and Relevant Experience
5. Proposed Scope of Work
 - a. Project understanding
 - b. Approach
 - c. 3D Rendering/Sketch/Concept
6. Budget – Estimated cost of completing scope of work, including cost of fabrication, materials and labor. **Budgets should not exceed \$55,000.**
7. Sample Work Products/Previous Pieces
8. References (3 Professional Art-Related)

C. Questions relating to the RFP

All questions concerning this RFP must be submitted in writing via email to Daniel Mao at daniel.mao@hayward-ca.gov **no later than Friday, May 13, 2022** and may not be considered if not received by then. The City will respond to questions it considers appropriate to the RFP and of interest to all Applicants, but reserves the right, in its discretion, not to respond to any question.

D. Interviews

Upon comprehensive review of proposals submitted, the Russell City Art Committee will schedule interviews with select applicants whose proposals align most thoroughly with the vision and goals of the Russell City Art Committee and the City. Any cost incurred during the interviews (including travel) are the responsibility of the applicant. Interviews will be done remotely, unless stated otherwise.

E. Term of Contract

It is anticipated that the initial term of the Contract shall commence after August 2022, and unless sooner terminated by the City pursuant to terms of the Contract, shall expire up to twelve months thereafter, August 2023.