



**HAYWARD**

# **Hayward Heritage Plaza Russell City Public Art**

Request For Qualifications (RFQ)# 2312-100622

**Due November 15, 2022 at 5pm**



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## PROJECT SUMMARY

### PROPOSER INQUIRES

All questions concerning this RFQ must be submitted in writing via email to Liz Sanchez at [liz.sanchez@hayward-ca.gov](mailto:liz.sanchez@hayward-ca.gov) **no later than 5:00 PM on Friday, October 28<sup>th</sup>, 2022**, and may not be considered if not received by then. The City will respond to questions it considers appropriate to the RFQ and of interest to all Applicants, but reserves the right, at its discretion, not to respond to any question.

### RFQ SCHEDULE

Ref.	Activity	Date
1	Issue RFQ	October 6, 2022
2	Deadline for RFQ Questions	October 28, 2022
3	RFQ Applications DUE	November 15, 2022 at 5pm
4	RFQ Review and Interviews (if necessary)	December, 2022
5	Selection of Artist	January, 2023

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

### APPLICATION DUE DATE

Application must be submitted by **5:00 PM on Tuesday, November 15, 2022**. Applicants should submit applications via email to:

Liz Sanchez

[Liz.Sanchez@hayward-ca.gov](mailto:Liz.Sanchez@hayward-ca.gov)

Subject line: (Name of Proposer) Response to RFQ: 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's 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 where the Heritage Plaza rests, Watkins Street.

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

### B. Russell City History

Russell City was an unincorporated area of Alameda County in what is now Hayward. Established in 1853, the community was located off the Hayward Shoreline in what is now the 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. 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 began the relocation of its predominately Black/African American and Latino/Latinx tenants and rezoned the land for industrial use only (Wilkinson, 2002). Additional information on Russell City can be found in “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. 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 application approval, and adoption.

### **D. 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 can benefit from the lessons of the past.

The Russell City Art Committee identified several key themes that an artist may choose to include in a final public art application if selected:

- Unity: Russell City was a diverse and welcoming community.
- Music: Russell City had a rich history of Blues music and Night Clubs.
- Integrity and Trust: people that lived there hardly locked their doors.
- Family values
- Achievements
- Work Ethic
- Sports
- Entrepreneurship: people started their own businesses & churches.
- Grassroots Leadership: Russell City had its own unofficial/unelected leadership.
- Land ownership

- Agriculture
  - Dairy farms
  - Hog farms
  - Fruit trees
  - Family farm animals (cow, goat, hogs)
- Self-reliance and Self-sufficiency: 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

## **E. City Objectives and Parameters**

1. The movement, safety, and security of visitors are 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 the condition of the 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, and is expected to include artist's fee, materials, fabrication, permits, and insurance. The City will work with the selected artist to prepare the location for the installation of the art piece.

## **Ideal Candidate Qualifications**

- Experience working with diverse cultures
- Experience and/or ability to produce large-scale fabrication and installation of impactful landmark works
- Experience with art addressing historical wrongdoings
- Preference for an artist with lived experience

- Understanding of the specialized needs and materials for durable, outdoor public artwork.
- Connection to and strong cultural competence toward the history, traditions, and cultures present in this project
- Connection or affinity to the story of Russell City
- Ability to present well-researched and prepared applications to a committee of stakeholders which include residents, elected officials, and city staff.
- Ability to be innovative and think outside of the box; and still evoke emotion
- Ability to meet the needs of a community and site within the allotted budget and timeframe.

## 2. SCOPE OF WORK

### A. Project Details

The Artist will design and fabricate a public art piece that will represent Russell City as approved by the Russell City Art Committee. Once approved, the artist will work with a City representative to install the art piece in the Hayward Heritage Plaza.

### B. Recommended Reading

[Renewing Inequality - University of Richmond](#)

[Russell City: Images of America - Maria Ochoa](#)

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

[Russell City Blues Documentary](#)

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

Resolution addressing the Hayward's historical participation in the displacement:

[Legistar File LB 21-048 - Hayward City Council 11/16/2021](#)

### C. Services and Deliverables

1. Presentation of Qualifications
  - a. To Russell City Art Committee
  - b. Library Commission
2. Presentation of Proposal
3. Final 3D Rendering of Public Art Piece

4. Fabrication of Public Art Piece
5. Completed Public Art Piece
6. Installation of Public Art Piece
7. Public Art Piece Unveiling Ceremony

### **3. APPLICATIONS FORMAT, CONTENT, AND SUBMISSIONS REQUIREMENTS; PROCUREMENT SCHEDULE**

#### **A. Application Submission Instructions**

Application must be submitted by **5:00 PM on Tuesday, November 15, 2022**. Applicants should submit applications via email to:

Liz Sanchez

[Liz.Sanchez@hayward-ca.gov](mailto:Liz.Sanchez@hayward-ca.gov)

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

#### **B. Application Content**

Application submitted in response to this RFQ must include the following information.

1. Description of how you meet the Ideal Candidate Qualifications (see Page 6)
2. Sample work products/previous pieces
  - a. Include a short description of each project detailing the budget and timeline required for each
3. Resume detailing experience as a public artist
4. References (3 professional art-related)

#### **C. Questions relating to the RFQ**

All questions concerning this RFQ must be submitted in writing via email to Liz Sanchez at [liz.sanchez@hayward-ca.gov](mailto:liz.sanchez@hayward-ca.gov) **no later than Friday, October 28, 2022**, and may not be considered if not received by then. The City will respond to questions it considers appropriate to the RFQ and of interest to all Applicants, but reserves the right, at its discretion, not to respond to any question.



## **D. Interviews**

Upon comprehensive review of applications submitted, the Russell City Art Committee will schedule interviews with select applicants whose applications 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) is 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 in January 2023, and unless sooner terminated by the City pursuant to terms of the Contract, shall expire up to twelve months thereafter, January 2024.