



RFQ# 2302-072622.1

**CALL TO ARTISTS – 2022 MURAL ART PROJECTS
For the
MURAL ART PROGRAM**

Proposal must be received no later than:

THURSDAY, AUGUST 25, 2022 @ 3:30 pm

Submit proposal virtually or to the office of:
Rita Perez, Purchasing Manager
bids@hayward-ca.gov
777 B Street (3rd Floor)
Hayward, CA 94541

TABLE OF CONTENTS

- I. INVITATION FOR PROPOSAL**
 - a. Notice to Bidders
 - b. Contact information/Applicant Inquiries
 - i. Communication Regarding this RFP
 - ii. Last Day for Questions
 - c. Proposal Due Date
- II. PROPOSAL TIMELINE**
- III. ORGANIZATION BACKGROUND INFORMATION**
- IV. PROJECT OVERVIEW**
 - a. Mural Art Program
 - b. Project Description
 - c. Funding
 - d. Project Timeline
 - e. Award of Contract
- V. PROCEDURE FOR APPLYING**
 - a. Eligibility
 - b. Application Process
- VI. SELECTION PROCESS**
- VII. CITY'S RIGHTS RESERVED**
- VIII. ATTACHMENTS**
 - a. Proposer Response Pages
 - b. Design Template Sample

INVITATION FOR PROPOSAL

Notice to Bidders

NOTICE IS HEREBY given that the City of Hayward invites sealed proposals from qualified local artists for the 2022 Mural Art all call project. Each proposal shall be in accordance with the general provisions for purchase of work and services on file in the office of the Purchasing Department, 777 B Street, Hayward, CA 94541, where copies of said conditions and specifications may be inspected or obtained. All proposals must be in the format specified, enclosed in a sealed envelope and clearly identified with RFP title, number, company name and due date.

Contact Information/Applicant Inquiries

Any administrative questions regarding bidding procedures should be directed to: Rita Perez, Purchasing Manager (510) 583-4801 or Rita.Perez@Hayward-ca.gov. Questions relating to project management may be directed to: MuralArt@hayward-ca.gov.

COMMUNICATION REGARDING THIS RFP

All communication from prospective proposers regarding this RFP must be in writing by email to MuralArt@Hayward-ca.gov. Communication by telephone or in person will not be accepted. Attempts by or on behalf of a prospective or existing vendor to contact or to influence any member of the selection committee, any member of the City Council, or any employee of the City of Hayward with regard to the acceptance of a proposal may lead to elimination of that vendor from further consideration

LAST DAY FOR QUESTIONS

The last day to submit questions to the Purchasing Department is **Thursday, August 4, 2022 @ 11:00 am**. This will allow sufficient time for any addenda to be issued by the City to all bidders. All questions must be submitted in writing via email to MuralArt@hayward-ca.gov.

Proposal Due Date

Hard Copies:

Deliver proposals to the Purchasing Department at 777 B Street, Hayward, CA 94541 on or before Friday, August 12, 2022 @ 3:30 p.m. Leave proposal at the Guard Station in the lobby.

Electronically:

Proposals can be delivered electronically via email to: bids@hayward-ca.gov on or before Friday, August 12, 2022 @ 3:30pm. Please indicate "Mural Artist Application – 2022 All-call" in the subject line of the email.

It is the sole responsibility of the proposing applicant to ensure that proposals are received prior to the closing time as late bids will not be accepted and will be returned unopened.



Submission of a proposal shall constitute acknowledgment and acceptance of all terms and conditions contained in this RFP and all exhibits and attachments hereto.

PROPOSAL TIMELINE

DATE	TASK
Tuesday, July 26, 2022	Issue Date of RFP
Thursday, August 4, 2022	Last Day for Questions/Clarifications
Thursday, August 25, 2022	Deadline for Receipt of Proposal
Thursday, September 22, 2022	Artists Selected
Monday, October 17, 2022	Work Commence

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

ORGANIZATION BACKGROUND INFORMATION

The City of Hayward, California (the City) is located in Alameda County and is known as the “Heart of the Bay” because of its central and convenient location to San Francisco, Oakland, and San Jose. It is served by an extensive network of freeways and bus lines and has two BART stations and an Amtrak station. Currently, it is estimated that there are 148,000 residents of the City of Hayward with the City growing by approximately three percent since 2000.

The City is governed by a City Council / City Manager form of government. The City Council is made up of six members plus a mayor that serves as the head of the City Council. The City Council appoints a City Manager to oversee the City’s twelve departments.

Background Summary	
Population	144,186
Number of Employees	790.45
Annual City Operating Budget (including General Fund)	\$239,923 M
Annual General Fund Budget	\$123,524 M
Annual City Capital Budget	\$106 M
Fiscal Year	July 1 – June 30
Number of Departments	14
Governance Structure	City Council / City Manager
Utility Customers	34,000
MOUs	7
Housing Units	48,000

Additional information regarding the City of Hayward may be obtained at:

<http://www.hayward-ca.gov/about.shtm>

PROJECT OVERVIEW

The City of Hayward’s Mural Art Program is pleased to announce ten (10) new mural art projects. The Mural Art Program’s intent is to partner with local artists to foster civic pride, cultural diversity, cultural enrichment, and community identity through inspirational artwork. For more information about the City of Hayward’s Mural Program visit our website here: [Hayward Mural Program](#).

Mural Art Program

The City’s Mural Art Program was established in 2009 to address the issue of escalating graffiti and vandalism and in support of the City Council’s Safe, Clean and Green community priorities. The idea behind the program was to deter graffiti by installing beautiful mural artwork throughout the city on commercial buildings, schools, utility boxes, and overpasses. So far, more than 1,200 volunteers (including public schools, senior citizens, community organizations) have participated in selecting and installing over 200 art installations throughout the City, including murals and tile mosaics.

Since program inception, Hayward has seen a decrease in graffiti on property that used to be habitually tagged, and spectacular beautification of our neighborhoods. Murals help build relationships, empower communities, and spark economic revitalization. They help increase foot traffic while adding color, vibrancy, and character to the City environment. They also promote a sense of identity, belonging, openness, and welcoming.

Hayward’s murals celebrate the diversity of our community, stimulate conversation about history and events, build bridges of connection and understanding, and inspire reflection.

As a result of the Mural Art Program, Hayward has received national recognition as a vibrant center for the arts. The Mural Art Program also promotes job creation by commissioning local muralists and helps to revitalize corridors, increase the marketability of property, and promote tourism.

Project Description

ART CONCEPT

Artwork theme is encouraged to reflect the specific neighborhood or area of the box location and various aspects of the City’s civic pride, cultural diversity, iconic history, and community identity. City staff may have suggestions and recommendations on final designs based on submitted design.

ART INSTALLATION

Dimensions of the 10 utility boxes vary. Please see the Design Template Sample (located in attachments) for more details. Please note that City Staff will make the final utility box

assignments to each approved artist; however, if you have a specific utility box you would like to work on or design for from the list below, please provide that information in your submittal. No controversial or inappropriate artwork will be accepted. Selected utility boxes are located in the following areas:

- Tennyson Road at Oliver Drive
- Tennyson Road at Huntwood Avenue
- Clawiter Road at West Street
- Clawiter Road at Industrial Blvd.
- Campus Drive at Highland Blvd.
- Hathaway Avenue at Costco Driveway
- Industrial Parkway W at Hall Road
- Whipple Road at 24 Hr Fitness Driveway/Target
- Winton Ave at Southland Pl/Stonewall Avenue
- Winton Ave at Southland Drive

Funding

\$1,100 per utility box. Project funding shall include the artist’s design(s) and artwork, and the cost for the artist to prepare the utility boxes (sand and prime) and apply a minimum of two applications of anti-graffiti coating. The artist is responsible to rework any defective craftsmanship in a timely fashion at no cost for a period of seven years after the artwork is accepted by the City.

Project Timeline

Date	Task
Thursday, August 25, 2022	Deadline for Receipt of Proposal
Friday, September 29, 2022	Selected artists will be notified via email
Monday, October 17, 2022	Work Commence
Wednesday, February 1, 2023	Completion Date (weather and COVID emergency conditions permitting)

Award of Contract

The City reserves the right to reject any and all proposals, to contract work with whomever and in whatever manner the City decides, to abandon the work entirely and to waive any informality or non-substantive irregularity as the interest of the City may require and to be the sole judge of selection process. The City also reserves the right to negotiate separately in any manner to serve the best interest of the City. The City retains the right at its sole discretion to select a successful vendor.

PROCEDURE FOR APPLYING

Eligibility

This funding opportunity is open to all experienced Bay Area professional artists. Selected artists must provide proof of general liability insurance coverage. Recent experience painting mural art is preferred.

Application Process

The proposal shall be consisting of the following materials:

1. Proposer Response Pages 1-3 (located below)
2. Current resume highlighting past art installation projects.
3. Name, organization, phone number and email address for one (1) reference who can speak to your past art installations and qualifications. (Form located below)
4. Up to five (5) images of original artwork, including at least one (1) image of your most recent mural artwork.
 - a. If you are submitting electronically: We accept all image file types up to 99MB. Images should be at least 72 dpi and no larger than 1290 x 1280 pixels. Images should be submitted in color.
5. Your draft artwork for this specific project.

SELECTION PROCESS

1. Elimination Phase
 - a. Proposals that fall outside the scope of the all-call will be removed from consideration. This includes those that do not have the complete materials required including incomplete proposer response pages and those that have inappropriate or controversial proposed artwork. Submittals that do not meet the requirement or deadline will not be considered.
2. Qualification Phase
 - a. The remaining applicants and projects from the previous phase will be evaluated. In this phase, artwork will be routed to City Staff and Community Organizations i.e. Art Council, Committees, and Neighborhood Groups for feedback.
3. Selection Phase
 - a. The final applicants will be selected by the Mural Art Program.

The sole purpose of the proposal evaluation process is to determine which solution best meets the City's needs. The evaluation process is not meant to imply that one proposer is superior to any other, but rather that the selected proposer can provide and has proposed the best solution and implementation approach for the City's current and future needs.

CITY'S RIGHTS RESERVED

The City reserves the right to select the proposal which in its sole judgment best meets the needs of the City. The lowest proposed cost will not be the sole criterion for recommending the contract award. The recommended selection of the evaluation committee is final and subject only to review and final approval by the Steering Committee and the City Council.

The City reserves the right to reject any or all proposals and to waive technicalities and informalities when such waiver is determined by the City to be in the City's best interest.

The City reserves the right to retain all accepted proposals, including proprietary documentation, regardless of which proposal is selected. No proposals will be returned to vendors.

The City reserves the right to request any supplementary information it deems necessary to evaluate proposer's experience or qualifications. This may include supplemental financial information, additional interview(s), and/or additional presentation by the proposer.

The City reserves the right to reconsider any proposal submitted at any stage of the procurement. It also reserves the right to meet with select proposers at any time to gather additional information. Furthermore, the City reserves the right to delete or add functionality (i.e., modules and components) until the final contract signing.

The City reserves the right to cancel, in part or in its entirety, this RFP, including, but not limited to: selection schedule, submittal date, and submittal requirements. If the City cancels or revises this RFP, all proposers will be notified in writing by the City.

The City reserves the right to revise the RFP prior to the date that proposals are due. The City will communicate changes through addendum to this RFP. All registered proposers will be notified of revisions to the RFP. The City reserves the right to extend the date by which the proposals are due.

The City reserves the right to split the award from this RFP between multiple proposals when such split award is determined to be in the best interests of the City.

The City reserves the right, in its sole discretion, to reject any and all proposals and to waive informalities and minor irregularities in any proposals received. Failure to furnish all information requested or to follow the format requested herein may disqualify the proposer, in the sole discretion of the City. False, incomplete, misleading or unresponsive statements in a proposal may also be sufficient cause for a proposal's rejection.

This RFP does not commit the City to award a contract. All proposals submitted in response to this RFP become the property of the City and public records, and as such, may be subject to public review.

The City shall not be liable for any pre-contractual expenses incurred by prospective vendors or selected contractors, including but not limited to costs incurred in the preparation or submission of proposals. The City shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.



If the successful proposer defaults, the City may award this RFP to the next best proposal and may recover the loss occasioned by the successful proposer against a surety bond, if any, or by suit against the successful proposer.

The City reserves the right to cancel, in part or in its entirety, this RFP including, but not limited to: selection procedures, submittal date, and submittal requirements. If the City cancels or revises the RFP, all interested firms will be notified.

All proposals submitted in response to this RFP become the property of the City and public records and, as such, are subject to public review.

PROTEST

Should any proposer question or protest the award of the contract, such question or protest must be furnished in writing to the Purchasing Manager within three (3) calendar days after the City notifies all proposers of its intent to award. Such submittal must fully explain the basis of the objection supported by all relevant information facts and details. Letter must be signed by an authorized representative stating specific reason(s) for the protest including all relevant facts (law, rule, regulation, and criteria).

Questions or protests not furnished in writing as prescribed will not be accepted.

A. Company Information

Company Name: _____

Local Address: _____

Telephone Number (Voice): _____

Telephone Number (Fax): _____

Headquarters: _____

Address: _____

Telephone Number (Voice): _____

Telephone Number (Fax): _____

Contact Person: _____

Title: _____

Location: _____

Telephone Number (Voice): _____

Telephone Number (Fax): _____

E-mail Address: _____

APPENDIX A-1
FORM 2, PAGE 1 OF 1
REFERENCES:

PROPOSER RESPONSE PAGES
REFERENCE PAGE

PROPOSAL SUBMITTED BY:

COMPANY _____

ADDRESS _____

BY

(Signature of Authorized Representative)

(Print or Type Above Name and Title)

(Date)

(Telephone)

ADDENDUM RECEIPT

The receipt of the following addenda to the specifications, if issued, is hereby acknowledged:

Addendum No. _____

Date _____

Addendum No. _____

Date _____

Addendum No. _____

Date _____

DESIGN TEMPLATE SAMPLE

The utility box template converts a three-dimensional object to a one-dimension drawing layout. This template enables artists to scale conceptual art designs within a dimensional space. Actual utility boxes vary in size (approximately 72" H x 38" W x 35" D), shape, and have various vents, seams, doors, and handles. Be prepared to adjust artwork to fit a unique utility box.



