

City of Arts & Innovation

REQUESTS FOR ART PROPOSALS

Riverwalk Parkway Traffic Signal Cabinet Art

Deadline: May 12, 2023 before 5:00 pm

Overview:

The City of Riverside is seeking submissions from qualified artists to design and install a series of artwork on traffic signal cabinets along Riverwalk Parkway. This is a pilot program that will be evaluated for implementation in all other areas of the City.

The artwork is to be painted on six traffic signal cabinets along Riverwalk Parkway, sample artwork from other locations is shown below:



Image Credit: Nextdoor.com/ Pinterest.com

Application of artwork to traffic signal cabinets requires careful planning and execution to avoid damage to the internal components of the traffic signal equipment and to ensure the cabinet remains usable and in good condition long after the artwork is applied. The artist(s) will need to work closely with staff from Public Works and Arts & Cultural Affairs.

ARTWORK/DESIGN GUIDELINES

Riverwalk Parkway serves as a gateway to the La Sierra, La Sierra Acres, and La Sierra Hills neighborhoods. The City of Riverside has engaged with the community regarding their preferred themes to be placed on traffic signal cabinets. Community preference for artwork themes is shown below:

1. Active Lifestyle Images (Fitness, Dog Walking, Biking, Walking, Jogging) – 45%
2. Local Wildlife (Fish, Ducks, Birds, etc.) – 27%
3. Colorful Landscape Scenes – 23%
4. Other – 5%

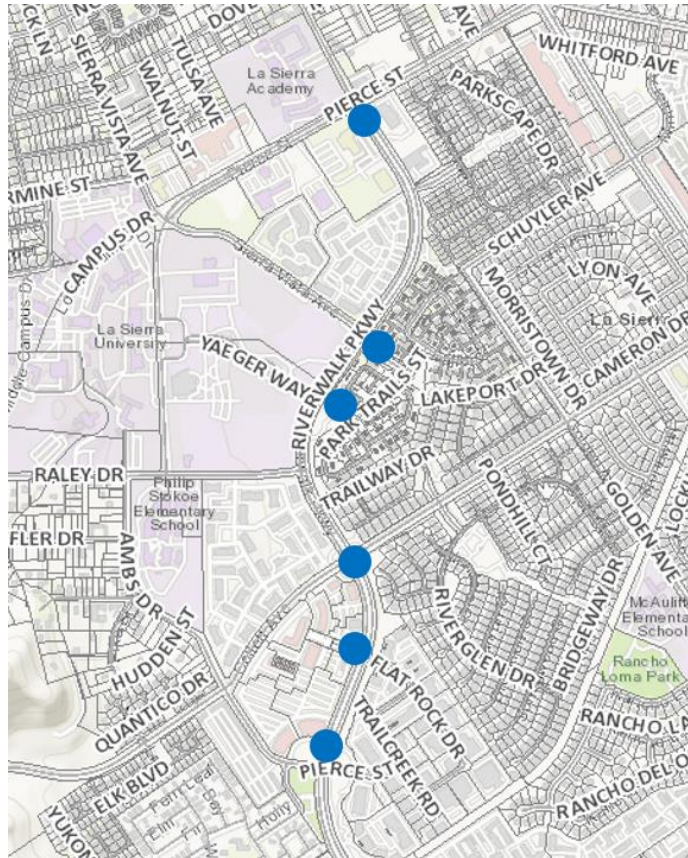
Be creative in designing artwork that tells the story of Riverside and the local community in a dynamic way.

Specifications and Scope of Services (Additional guidance is provided in Attachment A, this must be reviewed prior to submitting a proposal; however, it is up to the artist to propose materials and their planned application procedures):

1. Designs should not include political or promotional messaging, signage for businesses, etc.
2. Designs should not infringe on any copyrights or trademarks
3. Artist will install the artwork, coordinate with city staff, including an on-site pre job meeting with the City to discuss work plans, and will furnish digital copies of all artwork. The City will reserve the right to transfer artwork to the project (and other) intersections through the use of a vinyl wrap at a future date.
4. Materials proposed must withstand outdoor elements and will include (per guidance in Attachment A):
 - a. A primer layer
 - b. Paint layer(s)
 - c. UV-filtering clearcoat
 - d. "Sacrificial" wax layer over clearcoat
5. Artist to prepare a 2-minute video documenting their work to be used for City promotional purposes
6. Location of artwork is indicated below:



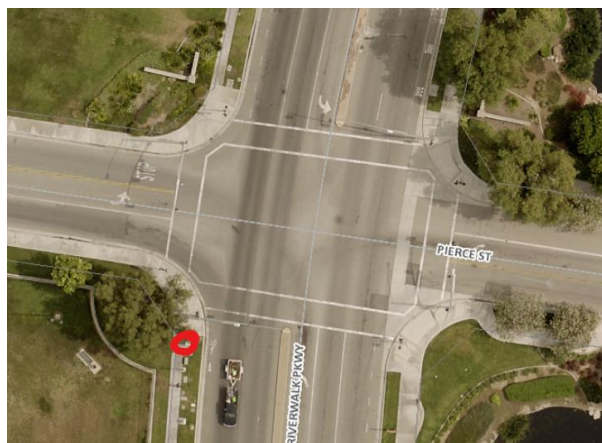
2 Image of Riverwalk Parkway and Sample Existing Traffic Signal Cabinet



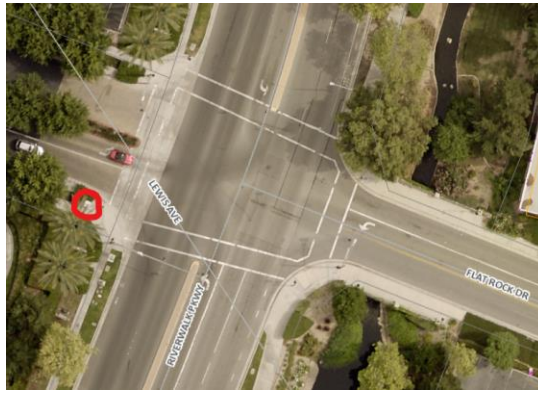
3 Project intersection locations

Intersections along Riverwalk Parkway included:

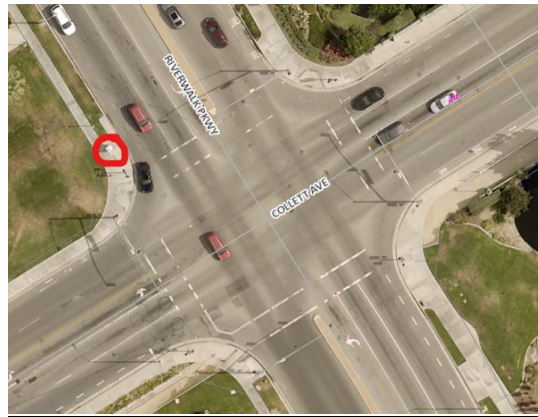
1. Pierce Street (S) – approximately 1300' north of the 91 Freeway (Project does NOT include 91 freeway ramp interchange location)



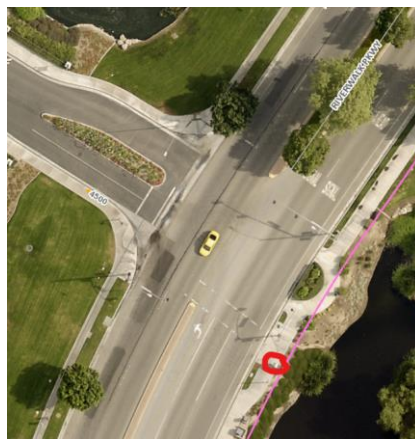
2. Flat Rock Road



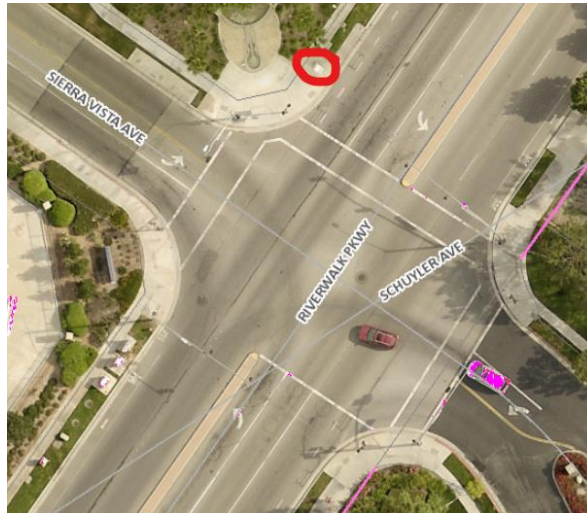
3. Collett Avenue



4. Yeager Drive (Entrance to La Sierra University), artwork at this location should be reflective of LSU without including promotional material or branding (use of colors, thematic elements, etc. can represent the local institution), the selected artist may be asked to meet / correspond with the LSU team regarding the final design at this location.



5. Sierra Vista Avenue



6. Pierce Street (N)



7. The City requests a seventh design to be furnished to be placed at a later date on a traffic signal cabinet via a vinyl wrap technique.

SCHEDULE OF EVENTS

It is the goal of the City to select and retain an artist by May 8, 2023. Only one proposal will be selected to conduct the complete scope of work. In preparation for that action, the following **tentative** schedule of events has been prepared:

Event	Date	Time
Request for Art Proposals Released	March 30, 2023	NA
Requests for Information (RFIs) Due	April 17, 2023	5:00 pm
Responses to RFIs Sent To All	April 20, 2023	5:00 pm
Proposals Due	May 12, 2023	Before 5:00 pm
Review and Selection	May 15, 2023	NA
Notification of Selection	May 18, 2023	NA

The City reserves the right to amend, withdraw and cancel this RFP.

GENERAL TERMS AND CONDITIONS

The successful artist(s) must meet all insurance requirements and must possess valid City of Riverside Business License throughout the term on the project. The successful artist will require a public art permit and may require a no-fee street opening permit. The City will collaborate with the successful artist to help facilitate their compliance with City requirements.

At any time, the City may choose to sunset the art program and return the traffic signal to its original condition with a clean gray-colored surface. Traffic signal artwork generally fades after time due to natural wear and tear, the City anticipates that the requested artwork will remain in place for approximately 3-5 years before requiring removal.

PROPOSAL FORMAT AND CONTENTS

Proposals shall adhere to the following format for organization and content. Proposals must be typed and arranged in the following sequence to facilitate evaluation:

- **Cover Letter:** Include artist experience and briefly describe why artist desires to install artwork at this location(s).
- **Proposed Design:** Color rendering of a proposed sample design for one location, the final product will require seven separate and unique designs.
- **Description of Design:** Provide a brief description of the design (250 word limit).
- **Experience and References:** Provide at least two examples of previous work and at least two references for public art experience.
- **Pricing:** Must include all materials and rental costs of any required equipment.
- **Scope of Proposed Work:** Provide timeline for completion, materials required, equipment required, application techniques, hours required for work to take place, and any other information related to the installation of the artwork. Provide maintenance plan required for artwork to remain in proper condition including costs per maintenance visit. Artist to provide dimensioned renderings for each painted signal cabinet, with vector format required for the 7th (vinyl, to be installed by City). The artist may need to be available to meet with the community to discuss the artwork and community input, and to adjust if needed in response to community and staff feedback.

EVALUATION OF PROPOSALS

The evaluation committee will evaluate proposals on the basis of the following criteria:

- Proposed Design (35%)
- Designs Appropriateness at this location (20%)
- Experience and References (20%)
- Pricing (25%)

SUBMISSION

Proposals must be submitted as one PDF document electronically to specialevents@riversideca.gov **before 5:00 pm on May 12, 2023.**

Please contact Deputy Public Works Director Nathan Mustafa with any questions by email at: nmustafa@riversideca.gov and copy specialevents@riversideca.gov