

Los Angeles County
Metropolitan Transportation Authority

Call to Arts and Culture Organizations

Westside Purple Line Extension Section 1

Construction Site Banner Artwork Design Services

Applications Due: September 16, 2019



Metro Construction Fence, Paul Botello, "Global Los Angeles A & B," 2006



Metro

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Metropolitan Transportation Authority

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Westside Purple Line Extension Section 1 Project Request for Qualifications (RFQ) Two Temporary Construction Site Artwork Designs

August 2, 2019

Opportunity

The Los Angeles County Metropolitan Transportation Authority's (Metro's) Art program works with artists and communities to create temporary artwork, specifically designed to enhance the streetscape during project construction phases.

Metro invites arts and cultural organizations, with demonstrated experience working with Los Angeles communities, to partner with a lead artist to submit qualifications for an opportunity to design and digitize TWO (2) original, site specific artworks for large-scale temporary mural installations. The unique artwork designs will be printed and installed on the sound walls at the construction sites located at Wilshire/Crenshaw, Wilshire/Western, Wilshire/La Brea and Wilshire/Ogden.

Background

Metro's Westside Purple Line Extension is a critically important rail project that will provide a high-capacity, high-speed and dependable alternative for commuters to travel between downtown Los Angeles, the Miracle Mile, Beverly Hills and Westwood.

The project is being built in three sections. Section 1 between Wilshire/Western and Wilshire/La Cienega is now under construction and is scheduled for completion in 2023.

The construction phase for the project provides a unique opportunity for a temporary artwork program that is visually legible and bold from pedestrian, bike and vehicular perspectives, as well as artwork that responds to the project site and the communities served, including Koreatown, Wilshire Center, Windsor Square, Hancock Park, Miracle Mile, Little Ethiopia, Park La Brea and Mid-City.

The artwork will be installed on the sound walls surrounding construction sites and will be most prominent from Wilshire Boulevard. The selected organization shall produce two distinct artworks. The artworks are intended to be on display for approximately 12 months. Original artwork designs will be submitted as high-resolution files and printed onto flexible banner material, such as vinyl. The selected organization will be encouraged to employ design and community engagement strategies that are intended to build awareness of the artwork design process and deter vandalism.

Eligibility

Los Angeles-based arts and cultural organizations with demonstrated experience working with communities along the corridor are encouraged to apply.

Qualifications and Evaluation Criteria

The following criteria will be used for the finalist selection:

1. Experience 60%
 - As demonstrated by past experience managing artist-led community engagement
 - As demonstrated by past experience working with professional artists to produce contemporary artwork
2. Artistic Merit 20%
 - Artist merit, qualifications and skills of proposed lead artist(s) as evidenced by images of similar past work
3. Availability 20%
 - Proposed schedule and budget breakdown for opportunity

Selection Process

An evaluation team of community-based visual arts professionals will review applications. Up to three top ranking candidates (finalists) will be invited to interview with the evaluation team and discuss their project approach. The highest-ranking candidate will be recommended for the contract award. It is recommended that the candidates invite their proposed lead artist(s) to participate in the interview with the evaluation panel.

Budget

An all-inclusive, not to exceed budget of \$40,000 shall include design fee, artwork supplies, artwork preparation and digitization for printing, community engagement, insurance, and other administrative costs for two designs. Metro will cover the cost of printing and installing the banners, and any regulatory permits that may be required.

Period of Performance

It is anticipated that the Period of Performance will be from fall 2019 through fall 2020. Artwork will be installed in 2020 and display is anticipated through 2021.

Application Materials

- All application materials must be submitted online via SlideRoom at <https://metroart.slideroom.com/>. There is no charge to organizations for using SlideRoom.
- Look for “Call for Construction Site Banner Art Designs.”
- Applicants should use the latest version of their web browser to ensure a smooth online submission experience when using SlideRoom.
- Applicant must provide a permanent mailing address, e-mail and phone contact information.
- Applicant’s name must be included on each page of each file submitted.
- Incomplete submittals will not be considered.
- Metro reserves the right to request supporting documentation of any submittal materials for verification purposes.

Submit the following application materials to Metro via <https://metroart.slideroom.com/>:

1. Letter of Interest expressing the proposing organization's ability to provide design and community engagement services (approximately 1,000 words or 6,000 characters including spaces)
2. A brief description of the organization's history/mission statement, including list of clients and projects demonstrating experience in design and collaborative strategies working with communities (approximately 1,000 words or 6,000 characters including spaces)
3. Examples of the organization's completed artworks involving communities (Up to 10 JPEG images, videos or PDFs)
4. Examples of completed artwork for the proposed lead artist(s) (Up to 10 JPEG images, videos or PDFs)
5. Proposed lead artist(s) professional resume(s), including art education, previous commissions, projects and/or exhibitions, and design services (1-2 pages, PDF format)
6. Price quotes for each milestone and work completion schedule as indicated on the Pricing and Schedule Form (Attachment D). A proposed delivery schedule of greater duration than the one identified in the Period of Performance will result in disqualification of the organization from consideration for this work

Submittal Deadline

Application materials must be received by Metro via <https://metroart.slideroom.com/> by 5:00pm PST on **Monday, September 16, 2019**. Application materials received after this deadline will not be reviewed. Application materials that are not formatted according to the specifications provided herein will not be reviewed.

Additional Information

- Prior experience with construction artwork is not a requirement for this project
- Hard copy application materials will not be reviewed and will be returned unopened
- Incomplete application materials will not be reviewed
- Proposal for artwork designs are not required as part of the application process
- Candidate interviews will be scheduled for October 2019
- All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change. Metro reserves the right to reject any or all applications, or to terminate the selection process for any project without prior notice

Questions

At this time, no pre-proposal conference has been scheduled for this RFQ. Please forward any questions regarding this RFQ via e-mail to Clare Haggarty, Senior Manager, Metro Arts and Design at haggartyc@metro.net. E-mail requests should include the subject line: *Construction Site Banner Art Designs Clarification*. Questions are reviewed, and answers provided per a schedule. All questions must be received in writing, via e-mail, no later than 4:00pm PST on **August 30, 2019**. Final responses will be provided by **September 6, 2019**.

Attachments

- A – [Statement of Work with Exhibit A and Exhibit B](#)
- B – [Construction Sites Documentation](#)
- C – [Sample Metro Art Construction Fence Projects](#)
- D – [Pricing and Schedule Form](#)
- E – [Metro Rail System Map](#)