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DATE: April 27, 2023 AGENDA ITEM: 6.B.

TO: Public Art Committee

FROM: David Ward, Public Art Specialist

SUBJECT: Preparation of the Kenilworth Playground Public Art Project Request for Qualifications

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### **RECOMMENDATION**

It is recommended that the Petaluma Public Art Committee (PPAC) consider and provide feedback on the drafted Kenilworth Playground Public Art (Playground Project) Request for Qualifications (RFQ). Using the community engagement survey results, staff requests that the PPAC create project goals to include in the RFQ final draft for publication.

### **BACKGROUND**

In February 2022, the PPAC started a dialogue with staff about how the Public Art program could collaborate with other organizations and City departments to enhance the positive impacts of public art. PPAC members engaged with the community outside of Public Art Committee activities and meetings, including outreach to other Commissions, Committees, and Boards, to find opportunities to integrate public art into City projects under construction or in planning stages consistent with the goals of the City's public art program. This outreach spurred conversation with the Petaluma Fire Department about creating murals for the upcoming fire station renovations and resulted in PPAC working with the City's Transit department to explore strategies to highlight public transit and encourage the public's use of alternative transport methods by using public art. Additionally, the Committee and staff clarified an opportunity to collaborate Parks and Recreation Department, the Department of Public Works, and the Recreation, Music, & Parks Commission to create a new playground at Kenilworth Park that would also serve as a public artwork.

On February 24, 2022, at the PPAC meeting, the Committee requested that staff add the potential Kenilworth Playground Public Art project to the next meeting agenda as a brainstorming session and indicated that the Committee would send staff ideas and concepts of other 'playground-meets-public-art' examples for presentation at the following meeting. On March 24, 2022, staff presented the submitted examples to facilitate Committee discussion and brainstorm about the vision of creating playground public artwork at the Kenilworth Park site.

At the April 2022 PPAC meeting, the Committee asked staff to continue developing this opportunity in close collaboration with the Parks and Recreation Department and requested status updates at subsequent PPAC meetings. After several conversations with Parks and Recreation staff alongside supplemental research of similar projects, staff generated a draft project plan for the Kenilworth Playground Public Art opportunity.

Staff presented a plan for the Public Art Program's participation in the project planning and community workshop for the purposes of informing the Playground Project at the August 25, 2022, regular PPAC meeting. The PPAC approved spending for "Phase 1: Exploration and Discovery" activities so that staff and Committee members could begin creating this opportunity. Using this approved spending, staff and the Committee aimed to clarify the role of public art in the context of the Kenilworth Revitalization project by launching a community engagement campaign specific to the Playground Project. The goal of this community engagement was to collect feedback from the public to help generate and prioritize goals while promoting awareness of the Playground Project.

From January to March 2023, staff and the Public Art Committee collected feedback from the public. The survey asked respondents about the role of public art in parks and playgrounds, how to connect children with amenities offered by public art, how Kenilworth Park and Playground could benefit from adding a unique playground artwork, and other aspirational questions about the Playground Project. The five-question community survey was completed by 173 persons, and 126 of these respondents offered additional suggestions. Survey results are included in Appendix A - Community Engagement Survey Feedback (Attachment A).

On March 23, 2023, at the PPAC meeting, staff requested that the Committee synthesize feedback from the Community Engagement Survey Feedback for the purposes of creating clear project goals to include in the RFQ document. Each applicant for the Playground Project will be asked to respond to the generated project goals in their RFQ application. The applicant's responses will be graded by the Committee to gauge each applicant's understanding of the project and scope of work requested in the project's contract award, the ability to complete and deliver the described work appropriately, ability to represent the PPAC and project stakeholders' vision for the project, and their related experience necessary to provide creative services related to creating the design proposal for the Playground Project at the Kenilworth Park project site.

## **DISCUSSION**

Those responding to the RFQ will be asked to address Playground Project goals developed by the PPAC by referring to their experience, background, and project approach. Using supplemental documents listed in the application requirements of the RFQ, the PPAC will rank each application based on the applicant's qualifications and how they address the project goals by connecting their desired qualities and experience to the project goals. Using the community survey results in Appendix A - Community Engagement Survey Feedback, the PPAC is asked to interpret and synthesize feedback from the public to generate specific goals for the Playground Project applicants to respond to in their letter of intent, which will in turn create the categories for how the Committee shall score and rank applications to the RFQ opportunity.

In addition to the project goals, the RFQ document contains Committee goals from the Public Art Master Plan, speaking to the Public Art Program's mission, along with preliminary project goals from early project planning, as well as the Citywide Goals and Priorities that the Playground Project addresses for applicants to consider. The applicants will not be asked to respond directly

to these additional goals; however, applicants will be encouraged to use this information to understand the role of the awarded Playground Project designer contract, the desired outcome of the playground-artwork installation, and clarify the vision of the PPAC for this completed project.

The Public Art Master Plan outlines the Public Art Program's mission for projects and opportunities to address the following identified elements:

- Promote the Display of Public Artwork Through Projects
- Develop a Public Art Program That Addresses and Reflects the Values, Cultures and Aspirations of the Community
- Create a Public Art Program That Supports and Advances the Urban Design and Community Goals of the City
- Develop Community Support for and Encourage Community Participation in the Public Art Program
- Integrate the Public Art Program into City Ordinances, Policies, Plans and Procedures to Ensure the Long-Term Viability of the Public Art Program and Public Art Purchased [and/or created] Under the Program

During the PPAC's early discussions at public meetings, staff has summarized a list of preliminary Committee goals for the Playground Project:

- Use public art to create a welcoming and memorable experience for children, teens, and families
- Create, support, and facilitate a deeper interaction with the surrounding neighborhood and businesses
- Create a more visually stimulating environment for the Kenilworth Park area
- Engage with community aspirations for the future of Petaluma's neighborhoods
- Encourage cultural tourism with a new public art offering and providing a family-friendly experience as a playground
- Partner with Parks and Recreation to expand the functional use, amenities, and aesthetic of an existing park and playground through incorporation of public art.
- Create and maintain a unique, site-specific, functional playground-artwork offering that is durable, safe, and fun to interact with

Staff identified the following Citywide Goals and Priorities that the Playground Project accurately engages with, as set forth by the Petaluma City Council:

- **Goal #116:** Maximize use of current parks and recreation infrastructure and other City-owned facilities and properties for hosting of recreational, sports, cultural and entertainment events that attract visitors to Petaluma
- **Goal #137:** Explore opportunities for more murals and art installations citywide
- **Goal #138:** Continue to maintain and update City facilities that provide places and spaces for community dialogue, public meetings, and customer service

- **Goal #149:** Develop a plan to prioritize playground upgrades/replacement and accessibility improvements.

Once the Committee has generated concise project goals for the RFQ opportunity and approves final edits of the RFQ document, staff recommends publishing the document to receive submissions for the period between Monday, May 1, 2023 and Friday, June 9, 2023, which is consistent with the Park Project's timeline. Following the application submission period, staff will filter complete applications for eligibility and organize the ranking system in SlideRoom's online submission platform. Each Committee member will be assigned the eligible applications to rank and grade according to the project's rubric, which will be generated directly from the project goals, to score these applications.

At the June 22, 2023 PPAC meeting, staff will present the results from the Committee's rankings, recommending the Committee discuss and select one applicant to award the design contract for the Playground Project opportunity to provide creative services for this project and ultimately create the design proposal with the Park Designer for the public art, play structures, and play spaces at Kenilworth Park.

## **ATTACHMENTS**

- A. Kenilworth Playground Public Art Draft RFQ