



DATE: June 22, 2023 AGENDA ITEM: 6.A.

TO: Public Art Committee

FROM: David Ward, Public Art Specialist

SUBJECT: Selection of the Artist for the Kenilworth Playground Public Art Project to Receive Contract Award

RECOMMENDATION

It is recommended that the Petaluma Public Art Committee (PPAC) select and award a contract for creative services to one (1) artist from applications submitted in response to the Kenilworth Playground Public Art (Playground Project) Request for Qualifications (RFQ).

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 28, 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 using a community survey and in-person tabling events. 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 in the optional, open-ended questions about the project. Survey results are included in Appendix A - Community Engagement Survey Feedback of the Kenilworth Playground Public Art RFQ document and required by all applicants to review before submitting for this opportunity.

Staff and the Public Art Committee decided to use an RFQ to receive applications from artists, designers, creative teams, and other qualified individuals or groups (Artist) to respond to a call for creative services unique to the Playground Project, to represent the goals and vision of the Public Art Program in the context of the Playground Project, and ultimately collaborate with the selected Park Designer to create a proposal for the Playground Project at the Kenilworth Park site (Attachment A). At the April 27, 2023 PPAC meeting, the Committee directed staff to publish the RFQ document to open the application submission period with minor changes to the document's project goals and selection criteria. The RFQ application period opened on May 1, 2023 and closed June 9, 2023. During the six-week application period, twenty-four (24) eligible applications were received for the opportunity.

At the close of the RFQ application period, staff reviewed all completed applications submitted for eligibility for this opportunity. The RFQ document stated that applications must meet the following requirements to be considered eligible for this opportunity:

- At least 18 years or older to go into contract with the City, though teams may consult with individuals under 18 or include any aged individuals on their team for project input;
- A U.S. resident or citizen with a valid mailing address;
- A design, architecture, landscaping, or other creative professional with related experience;
- Work as part of a design team and as an intimate collaborator with the Park Designer;
- Available to meet with City staff to obtain additional information and input as needed as well as collaborate on an ongoing basis with the contract Park Designer;

- Available to attend recurring meetings, both remote and in-person, related to the project as needed throughout the project's entirety;
- Ability to produce conceptual site plans necessary for design services, including but not limited to landscape, civil, structural, and electrical design;
- Ability to understand and provide if necessary geotechnical, site plan, architectural, and other documents and reports;
- Provide engineering calculations for all proposed features included as part of the Artist's design proposal, including but not limited to necessary footings or foundations, fabricated play or artistic elements, and landscape or hardscape elements included in the design proposal;
- Have a thorough understanding of the California Building Code, "play safe" materials, playground safety features, and the Building permitting process.

Each eligible application was assigned to all Committee members for their review and scoring using the RFQ selection criteria and project goals. The RFQ document asked applicants to respond to the following criteria and project outcomes using the required application documents to showcase their qualifications, experience, and abilities:

- Uses public art to create a welcoming and memorable experience for children, teens, and families;
- Welcomes and supports a deeper interaction with the surrounding neighborhood and businesses near Kenilworth Park;
- Creates a visually stimulating environment for the newly designed Kenilworth Park site that is unique and inspires creativity, a sense of wonder, and play;
- Engages with community aspirations for the future of Petaluma's neighborhoods (see *Community Goals* and *Appendix A – Community Engagement Survey Feedback* below for details);
- Encourages cultural tourism with a new public art offering and play space by providing a centrally located, accessible family-friendly experience in Petaluma;
- Partners with Parks and Recreation to expand the functional use, amenities, and aesthetic of an existing park and playground through incorporation of public art;
- Provides and maintains an exuberantly creative, site-specific public art-playground structure(s) that is durable, safe, inclusive, and fun to interact with;
- Response to the community goals using the community survey included as Appendix A – Community Engagement Survey Feedback in this document.

These goals and selection criteria were used as categories for the Committee members to review and score each application. Each review category was weighted equally and scored out of ten (10) possible points; the higher score is assigned indicates the higher quality that the applicant met those criteria. The scores were totaled cumulatively with the highest possible score equal to sixty (60) possible points.

DISCUSSION

At the June 22, 2023 PPAC meeting, staff will present the results from the Committee's rankings. It is recommended that the Committee discuss and select one (1) applicant to award the design contract for the Playground Project opportunity to provide creative services for the Playground Project and ultimately collaborate with the Park Designer to create the design proposal for the public art-play structure(s) at Kenilworth Park. The application with the highest overall cumulative score does not dictate the outcome of the selected Artist applicant for the contract award, however, the assigned scores should be strongly considered during the selection discussion. The Committee, acting as the selection panel, reserves the right to discuss and select any application that most appropriately meets the project opportunity's goals, criteria, and community feedback.

Once the Committee selects an applicant to nominate for the contract award opportunity, staff will notify the selected applicant that they have been nominated for the contract award. If the contract award is accepted by the nominated Artist applicant, they will be awarded the creative services contract. Staff will work with the awarded Artist applicant to enter contract between the awarded Artist and the City. Staff encourages the Committee to select a runner-up to their selected applicant in the situation where the nominated applicant refuses the contract award.

ATTACHMENTS

- A. Kenilworth Playground Public Art RFQ
- B. Resolution for Kenilworth Playground Public Art Artist Selection