

# CITY OF WEST HOLLYWOOD REQUEST FOR QUALIFICATIONS

## Artwork Maintenance and Conservation Services



**8300 Santa Monica Boulevard  
West Hollywood, CA 90069**

**[Submission Deadline: Wednesday, June 22, 2016 at 5 pm]**

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**City of West Hollywood  
REQUEST FOR PROPOSALS  
Routine Artwork Maintenance and Conservation Services**

*Proposals should be received no later than 5:00 PM on Wednesday, June 22, 2016. Proposals received after this deadline will not be considered.*

**Section 1. PURPOSE AND INVITATION TO SUBMIT PROPOSALS**

The City of West Hollywood through its Arts and Economic Development Division requests proposals from qualified individuals, teams, or firms to coordinate and provide public art routine maintenance services for City urban artworks. The scope of work will include coordinating with City staff, creating an artwork maintenance schedule, noting artwork conditions throughout the year, and performing all routine monthly and annual maintenance for City urban artworks.

The selected firm will be contracted for a two-year agreement with a one-year renewal option. The term of the proposed contract is expected to begin in July 2016 and shall conclude in June 2018.

The contractor must follow AIC (American Institute for Conservation) and professional standards for art conservation and maintenance as well as all federal, state and local health and safety guidelines for this maintenance work. Prior experience working and coordinating with municipalities is a plus.

**Section 2. BACKGROUND**

The City of West Hollywood, known as the “Creative City,” was incorporated in 1984. It is 1.9 square miles in area and is bounded by Beverly Hills to the west, Hollywood to the east, and Los Angeles to the north and south.

West Hollywood is home to approximately 37,000 residents and over 3,500 businesses. Approximately 40% of the City’s residents are gay or lesbian, 10% are Russian-speaking immigrants, and close to 20% are senior citizens. The City’s main industries are entertainment (production, post-production and related uses), hospitality (hotels, restaurants, and nightclubs), and arts and design (furniture and art galleries). The City is a center of the fashion, design, and communications industries, and home to the Pacific Design Center and the Design District. It is densely populated and is a high traffic area.

The City established an Arts and Cultural Affairs Commission in 1987 to oversee public arts, performances, and other cultural activities. In that same year the City initiated its Urban Art Program. The Urban Art Ordinance requires developers of certain projects to contribute one-percent of the project costs to public art. Developers can choose to place an on-site artwork or contribute the one-percent of the amount to the City’s Public Art and Beautification Fund.

In 2007 the Arts and Cultural Affairs Commission created the Urban Art Conservation Program to preserve the City’s permanent public art collection. This program periodically assesses the condition of public artworks in West Hollywood and notifies property owners with artwork condition information as well as their responsibilities to maintain these artworks under the City’s Urban Art Ordinance. The Urban Art Conservation Program also serves as an information resource for property owners who need advice about art conservation.

The Urban Art Program includes both City-owned artworks and urban artworks on private property which have been funded through a one percent for art policy. Over the past twenty-five years 73 permanent urban artworks have been installed. Of those 73 works, 14 are owned by the City of West Hollywood and are currently on public display. Additionally, the City exhibits public artworks on a long-term temporary basis.

The City's urban artworks reside in parks, libraries, parking garages, bus stops, and traffic medians. Their materials include bronze, steel, mosaic tile, neon, porcelain, travertine, and fiberglass. Most artworks are located in areas of heavy traffic, air pollution, dust, and sunlight. Depending upon the artwork, it may need monthly, bi-annual, or annual cleaning and bi-annual or annual care (i.e. waxing).

### **Section 3. SCOPE OF WORK**

The selected Contractor will work directly with the Public Art Coordinator to:

**1. Coordinate with City Staff and Personnel**

Coordinate all work with City staff to address routine maintenance needs for the City's public art collection. Prioritize needs for maintenance and address any critical maintenance or vandalism issues that arise. Meet and communicate regularly with staff to notify of any scheduling or maintenance treatment changes. Photograph any serious artwork damage, degradation, or safety issues. Request approval in advance of any subcontractors to be hired.

**2. Perform Artwork Condition Reports**

Conduct an inspection of urban artwork(s) on private property and provide an artwork condition report, per the direction of City staff, on an as-needed basis, to ensure proper maintenance of the artwork. Document the artwork's status with digital photographs. Respond to questions private property owners may have about the condition report.

**3. Create Annual Maintenance Plan**

Assess the needs of each artwork and, working with City staff, create a schedule and plan that states the treatment which will be provided for each work.

**4. Perform Routine Artwork Maintenance**

Provide monthly, annual, and semi-annual artwork maintenance treatments for city-owned artworks. Routine artwork maintenance includes these tasks: cleaning, waxing, graffiti removal (if graffiti can be removed with standard cleaning procedures) and removing/reapplying protective surface coatings. Provide AIC and professional standard maintenance treatment for each work. Maintain public artworks to a high standard of cleanliness and appearance. Notify City staff of graffiti or vandalism immediately.

**5. Subcontract with Qualified Art Professionals**

If it is discovered that an artwork needs routine care that you cannot provide adequately, based on City approval, hire qualified subcontractors to perform the work.

**6. In-person Meetings**

As part of its annual scope of services, the selected firm will be expected to: Attend up to three meetings with City staff and/or the City's Urban Art Subcommittee per year and prepare for and attend, if needed, one Arts and Cultural Affairs Commission and one City Council meeting.

## **Section 4. EXHIBITS**

### **1. EXHIBIT A - List of Current Urban Artworks**

The artworks, their primary materials, their installation dates and locations are listed in EXHIBIT A. Photos and urban artwork maps can be found at <http://weho.org/residents/weho-arts-and-culture/visual-arts/urban-art-program/urban-art-collection>.

### **2. EXHIBIT B - Copy of Standard Contract Template**

A copy of the City's standard contract template for contractors and consultants is attached as EXHIBIT B. The selected firm is expected to adhere to all obligations listed in this standard contract template.

## **Section 5. PROPOSAL REQUIREMENTS**

All proposals shall include the following information, organized as separate sections of the proposal. The proposal should be concise and to the point.

### **1. Consultant Identification:**

Provide the name of the individual or firm, the individual or firm's principal place of business, and the name and telephone number of the contact person. Provide the names of principals that would perform the services and their resumes. Provide a brief narrative description of the individual or firm and general qualifications.

### **2. Project Understanding:**

Briefly respond how the individual or firm will address the above Scope of Work.

### **3. Related Project Information / References:**

List at least three (3) comparable projects completed for municipalities or other public agencies within the past five years and that best represent your experience listed under the scope of services. Include specific project name and location, client name and contact person together with title, organization, address and telephone number(s). If applying as newly formed team, provide three (3) comparable projects completed for municipalities or other public agencies within the past five years for each member of the team.

### **4. Sub-Contractors:**

If it is known that subcontractors will be hired to perform any part of the work for this project, include their names, contact information, and a resume and/or list of past projects for each subcontractor listed.

### **5. Fee Proposal:**

Include your individual/firm's all-inclusive hourly rate for maintenance and/or conservation services. The all-inclusive rate should include any and all expenses needed to complete the Scope of Work such as: staff fee, services, materials, supplies, wages, and insurance. Provide an estimated range of how many hours you believe are needed to maintain each artwork, outlined in Exhibit A, for one year. The fee proposal must apply over the entire term of the contract. The selected individual/firm will later be asked to submit an annual cost estimate to provide services for routine maintenance on city-owned artworks.

**Section 6. SELECTION PROCESS**

Responses to the Request for Proposals will be evaluated based in part upon the following criteria:

- Experience in working with municipalities and maintaining public artworks with a variety of materials and within a variety of locations.
- Ability to communicate effectively and efficiently.
- Knowledge of current trends and methods in public art conservation.
- Project Understanding
- References.
- Cost of the proposal.
- Overall merit of proposal.

It is the City's intention that within four weeks following the deadline of the request for proposals, notification will be given to each respondent as to the status of their proposal. Following review of the proposals, the City may elect to interview some or all of the respondents, or may otherwise seek clarification of the materials submitted. The interview will be for the purpose of presenting the individual/team, discussion of the scope of work, and review of factors considered in the preparation of the proposal. The proposer may also provide clarification of submitted materials.

**Section 7. SUBMISSION REQUIREMENTS**

**Proposals should be received no later than 5:00 PM on Wednesday, June 22, 2016. Proposals received after this deadline will not be considered.**

One (1) original unbound copy and five (5) bound copies and one (1) electronic copy must be submitted. Proposals must be complete and sealed. Facsimile copies are not acceptable.

Interested parties should send their completed proposals to the following address:

City Clerk  
City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069

Questions regarding this Request for Proposals can be directed to:

Rebeca Ehemann  
Public Art Coordinator  
323.848.6846  
rehemann@weho.org

**Section 8. ACCEPTANCE OR REJECTION OF PROPOSALS**

The City reserves the right to reject any and all proposals when such rejection is in the best interest of the City or the proposal contains minor irregularities. Minor irregularities of the proposal may be waived by the City. The City also reserves the right to cancel this RFP at any time and/or to solicit and re-advertise for other proposals. The cost of preparing any responses to the RFP shall be borne by the respondents and shall not be reimbursed by the City.

At the sole judgment of the City, any proposals are subject to disqualifications on the basis of a conflict of interest. Identify any person associated with the firm that has a potential conflict of interest. The City may not contract with a proposer if the proposer, or an employee, officer or director of the proposer's firm, or any immediate family member of the preceding, has served as an elected official, employee, board or commission who influences decision making.