



**COMMUNITY SERVICES DEPARTMENT  
DIVISION OF ARTS & CULTURE**

**REQUEST FOR PROPOSAL (RFP) NO. 130911  
FOR PROFESSIONAL SERVICES  
FOR DESIGN OF THE BILL BLISS MEMORIAL ARTWORK**

**RFP submittal deadline: 3:00 P.M. Tuesday, March 31, 2009**  
**Contract Administrator: KATHY BRADLEY**  
**Project Manager: LINDA CRAIGHEAD**

- CITY OF PALO ALTO
- DIVISION OF ARTS AND SCIENCE
  - 1313 NEWELL ROAD
  - PALO ALTO, CA 94303
    - (650) 329-2227

## **Scope of Work**

The City of Palo Alto Public Art Commission invites qualified artists to submit proposals for the design of a memorial artwork to be installed along the Bay Trail in the Palo Alto Baylands. This memorial project is intended to celebrate the life and recognize the significant contributions of William (Bill) Bliss to improving the safety of bicycle corridors and trails in the San Francisco Bay Area and throughout California.

Artist budget is \$12,000.00, and is inclusive of the material costs, fabrication, installation and delivery of artwork to site by artist. The selected artist is also responsible for developing detailed drawings to scale of artwork to be approved by Public Works Engineering. Artist will install artwork and/or make arrangements for artwork to be installed onsite and supervise the installation.

For site information, images of Bill Bliss and further project information go to <http://www.cityofpaloalto.org/knowzone/agendas/arts.asp> or <http://baytrail.abag.ca.gov/bliss/>.

## **Background**

The Bill Bliss Memorial artwork is a result of a donation from friends of Mr. Bliss and his family in partnership with the Palo Alto Public Art Commission and the Art in Public Places program. It is intended to benefit the community as well as be a memorial to Bill Bliss and his contribution to bicycle safety. The site for this artwork is located along the San Francisco Bay Trail in the Palo Alto Baylands adjacent to a trail section that is frequently visited by hikers, bicyclists, commuters, bird watchers and nature enthusiasts.

The San Francisco Bay Trail is a 500-mile trail system that will encircle San Francisco and San Pablo bays with a continuous network of shoreline bicycling and hiking trails. Sixteen miles of the Bay Trail are within the City of Palo Alto. When complete, the Bay Trail will link nine counties and 47 cities, and will cross seven toll bridges. Almost 300 miles are in place today. Mr. Bliss was a founding member of the original Bay Trail Advisory Board that developed the Bay Trail Plan in 1987 after State legislation authorizing the regional concept was passed. He was chair of the Bay Trail Board of Directors from 1994-1999 and continued to serve on the Board until his death.

## **Biography**

William B. Bliss was born in Bakersfield, California, December 23, 1935. As an alumnus of New Mexico State University, he worked at Lockheed Martin in Alaska, New Mexico, California and Taiwan. He retired from Lockheed in 1999, with over 40 yrs of service.

Bill was known for his passion for bicycling and was a highly respected advocate for bicycle safety. Bill participated in the 1976 inaugural Bikecentennial event by riding over 4,750 miles with his daughters Heather and Shannon on a special three-seater bicycle he built for the trip. They were accompanied by his wife, Bonnie, during the incredible trip from Yorktown, Virginia to Oregon and along the west coast to San Jose. Bill was one of the most experienced and accomplished riders many bicycle organizations have ever known. Bill was an exceptional cyclist who took his riding responsibilities with the utmost seriousness. During his lifetime, he logged over 300,000 miles, most of it commuting in challenging urban settings. He was one of the few people to complete the entire 366 day, 20,126-mile Odyssey Tour around the globe in 2000 to greet the new millennium. He was the first bicyclist appointed to the California Recreational Trails Committee and he traveled to all the meetings by bicycle, including trips to San Diego and Crescent City from his home in San Jose.

His dedication to bicycle facility improvement is reflected in his advocacy and contribution to numerous organizations: Caltrans Bicycle Advisory Committee; Bay Area Region Bicycle Advisory Committee; California Recreational Trails Committee; California Association of Bicycling Organizations; San Jose Bicycle Advisory Committee; Bay Trail Board of Directors; Silicon Valley Bicycle Coalition; and Almaden Cycle Touring Club.

He will always be remembered for his calm but persistent manner as a passionate advocate for bicycling. He is an inspiration to us all and his work has made a significant impact with the miles of bike lanes and trails he helped create. His tireless efforts will forever benefit bicyclists throughout California.

### **Memorial Site**

The Palo Alto Baylands is a very special destination along the Bay Trail. It is an ideal location for a memorial to honor a man who dedicated his life to creating places where people can safely travel by bike and enjoy the natural surroundings of San Francisco Bay. Located at a trail junction in the Palo Alto Baylands, the memorial will be prominently placed along a busy section of the Bay Trail used by many bicycle commuters, offering expansive views of the baylands.

### **Proposed Timeline**

RFP Issued	February 24, 2009
Deadline for questions, clarifications	March 12, 2009
Proposals due by 3:00 pm	March 31, 2009 (5 weeks)
Panel review of all proposals	April 2, 2009
Artist presentation of selected proposal (s)	April 28, 2009 (may require a maquette)
Public Art Commission Vote	April 30, 2009
Artist notified regarding final selection	May 4, 2009
Contract awarded	May 15, 2009
Begin Fabrication	Early June 2009
End Installation	Late August 2009

Please furnish us with your proposal for the artwork for the Bill Bliss Memorial Artwork Project. The required services and performance conditions are described in the Scope of Work above. The proposal may be delivered by mailing or delivering the required documents to:

Bill Bliss Memorial Artwork  
City of Palo Alto  
Division of Arts and Culture  
1313 Newell Road  
Palo Alto, CA 94303

Proposals must be delivered or postmarked to arrive by 3:00 PM on Thursday, March 31, 2009.

Artists shall submit **10** copies of their proposal in a sealed enveloped addressed as noted above and bearing the Artist's name and address and **CLEARLY MARKED: RFP No. 130911, BILL BLISS MEMORIAL ARTWORK.**

Artists will be responsible for submitting the following Application materials, which must be included with each proposal.

10 collated copies of the following items (1-4 below):

1. Completed Proposal Template (attached below)
2. Cover Letter
3. Resume (Not to exceed four pages)
4. Annotated digital image sheet

One (1) set of the following (5-7 below):

5. Required jpeg images on CD of past and current work (maximum of 6 images)
6. Self addressed/stamped envelope for Return of CD.
7. Stamped self-addressed postcard to indicate receipt of proposal.

The City of Palo Alto and the Public Art Commission is not responsible for the loss of or damage to application materials. Please do not send original artwork.

The submission of a proposal shall be deemed a representation and certification by the Artist that they have the capability to successfully undertake and complete the responsibilities and obligations of the proposal being submitted, and represent that all information contained in the proposal is true and correct.

This RFP does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract. An agreement shall not be binding with the CITY unless and until it is executed by authorized representatives of the CITY and the ARTIST.

***Proposal Template***

**Required Submittal Items:**

Artist's Name:

Artist's Phone:

Artist's Fax Number:

Artist's Email Address:

Artist's  
Return Address:

Additional Contact  
Person  
w/name/phone/fax (if  
applicable):

**PROJECT SUMMARY:**

Project Description including Work plan. Describe your approach for addressing the requested scope of services including major tasks and subtasks. Include a preliminary conceptual sketch/ drawing of the proposed sculpture. Include information about type and amount of care or maintenance the artwork may require over its lifetime. *ATTACH ADDITIONAL PAGES IF NECESSARY-TYPED 2 PAGE MAXIMUM plus drawing).*

## QUALIFICATIONS

Qualifications of the Artist - include a brief description of the Artist's qualifications and previous experience on similar or related projects. Provide descriptions of pertinent project experience with other public municipalities and private sector that includes a summary of the work performed, and phone number of clients to be contacted for references.

## PROPOSED BUDGET

Proposed costs to provide the services desired (include hourly rates, fee schedule and/or all other related expenses for deliverables as appropriate):

<b>Expense item</b>	<b>Description</b>	<b>Cost</b>
Artist fee	_____	_____
Fees for services, (sub-contract) Including engineering	_____	_____
Supplies and materials:		
Fabrication	_____	_____
Equipment rental	_____	_____
Transportation	_____	_____
Installation	_____	_____
Site clean-up	_____	_____
Documentation	_____	_____
Other	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____
TOTAL		_____

**PROPOSED SCHEDULE/TIMEFRAME**

Include proposed timeframe for design, fabrication, installation, etc.

**DOCUMENTATION OF RELEVANT PREVIOUS WORK**

Submit a CD with up to 6 jpeg images (no larger than 2 megabytes each). Number each digital image in the same order noted on the annotated index. Include an annotated index for the documentation of previous work, providing a brief description including setting, dimensions, materials, date of work, and one sentence description about each image.

## EVALUATION OF PROPOSALS

A committee comprised of three Public Art Commissioners, City Staff, widow of Bill Bliss, and Bay Trails staff will review and evaluate the proposals provided in response to this RFP based on the following criteria:

- Quality and completeness of proposal;
- Artistic merit and originality of the work of art to be provided by the Artist;
- Demonstrated ability of the artist, including the experience of staff to be assigned to the project, to implement the proposal aesthetically and technically, as evidenced in documentation of past work and the engagements of similar scope and complexity; and
- Feasibility of the proposed project, as determined by the accuracy and appropriateness of the budget, as well as the evidence of a thorough consideration of safety, maintenance, operational issues;
- Responsiveness and appropriateness of the proposal to the context of a design of the Bill Bliss Memorial Artwork at the baylands site.

The committee may identify up to five finalists who may be asked for a final proposal. The final proposal may include the following:

- Maquette and/or complete drawing of the proposed sculpture.
- Final project budget and fee schedule.

The acceptance of the proposal will be evidenced by written Notice of Award from the City's Purchasing/Contract Administration Division to the successful Artist. The Palo Alto Public Art Commission will oversee this project along with the City of Palo Alto Arts and Culture staff.

NOTE: The selection committee reserves the right to decline any and all of the applications submitted, and the Public Art Commission reserves the right to reopen the application process after the deadline.

All proposed projects will be subject to review and approval by various city agencies. All selected projects must be approved by the Public Art Commission and are subject to permit requirements, building code restrictions, ADA accessibility guidelines, and other approvals. Projects approved by the Public Art Commission will not be implemented if such approvals and other requirements are not obtained.

***How did you learn about this project opportunity?***

***Printed notice*** \_\_\_\_\_ ***Friend*** \_\_\_\_\_ ***Email*** \_\_\_\_\_ ***US Mail*** \_\_\_\_\_

***PAC Website*** <http://www.cityofpaloalto.org/knowzone/agendas/arts.asp>

***City of Palo Alto Website*** \_\_\_\_\_

***Other (please describe)*** \_\_\_\_\_

**ARTIST'S SIGNATURE:**

No proposal shall be accepted which has not been signed in ink in the appropriate space below:

By signing below, the submission of a proposal shall be deemed a representation and certification by the Artist that they have investigated all aspects of the RFP, that they are aware of the applicable facts pertaining to the RFP process, its procedures and requirements, and they have read and understand the RFP. No request for modification of the proposal shall be considered after its submission on the grounds that the Artist was not fully informed as to any fact or condition.

1. If Artist is INDIVIDUAL, sign here

Date: \_\_\_\_\_  
\_\_\_\_\_ **Artist's Signature**

\_\_\_\_\_  
**Artist's typed name and title**

2. If Artist is PARTNERSHIP or JOINT VENTURE, at least (2) Partners or each of the Joint Venturers shall sign here:

\_\_\_\_\_  
**Partnership or Joint Venture Name (type or print)**

Date: \_\_\_\_\_  
\_\_\_\_\_ **Member of the Partnership or Joint Venture signature**

Date: \_\_\_\_\_  
\_\_\_\_\_ **Member of the Partnership or Joint Venture signature**