



CITY OF POMONA

CULTURAL ARTS COMMISSION



DATE: February 25, 2019

TO: Cultural Arts Commission

FROM: Anita Gutierrez, AICP, Development Services Acting Director

SUBJECT: Review and Discuss Draft Request for Qualifications (RFQ) for *Art in Public Places Pre-Qualified Artist List*

RECOMMENDATION

Staff recommends that the Cultural Arts Commission review and discuss the Draft Request for Qualifications (RFQ) to develop an *Art in Public Places Pre-Qualified Artist List* and provide direction to Staff on release and promotion of the RFQ and evaluation of submitted proposals.

DISCUSSION

The Pomona City Council established the Art in Public Places Program in 2011. This program includes a public art requirement for private development. Eligible development projects may either provide public art on site or contribute to an in-lieu fee fund towards the installation of public art elsewhere in the City. In order to expend these in-lieu fee funds, the City of Pomona must first establish a pre-qualified artist list through an RFQ or RFP process. The Draft RFQ to develop an *Art in Public Places Pre-Qualified Artist List* is based on language and policy found in the *Art in Public Places Policy & Guidelines Manual* ("AIPP Manual") and *Ordinance No. 4151* (establishing Section .5809-24 of the Pomona Zoning Ordinance, Public Art), both of which were adopted by the Pomona City Council in 2011. Additional guidance was provided by the *Los Angeles County Arts Commission*, whose sample RFQ language and documents used in their own recent calls for submittals serve as a "best practice" standard for this document.

Basis for a Request for Qualifications

The process for a Request for Qualifications is established in Part 2 of the AIPP Manual, "Private Development Policy and Guidelines." As part of an approval procedure, "the process for selecting an artist, or group of artists, is the same as the process for using donated funds for the provision of public artwork." This process, as identified in Part 3, "Public Art Donations and Acquisitions Policy and Guidelines," identifies a Request for Qualifications as "the preferred method to be used by the Advisory Committee to select the artist or group of artists," and establishes additional procedures for the RFQ process.

Eligibility

The intent of the eligibility section is to promote local Pomona artists while also casting a wider net across Los Angeles, Orange, Riverside, and San Bernardino Counties to increase the

probability of establishing a deep bench of pre-qualified artists. This County-based approach to eligibility, as opposed to a Statewide or National call, also allows the City to more easily pursue targeted outreach and promotion of the RFQ to County Arts Commissions and other art foundations, non-profits, and stakeholders in the region.

As the Art in Public Places program is primarily intended for public artwork, language was pulled from the definitions section of the AIPP Manual to clearly identify “public artwork” as the primary eligibility criteria for an application, rather than performance art, temporary art, or landscape designs and or installations that are a part of development projects.

Selection

As with the process establishing an RFQ, the process for artist selection also defers to Part 3 of the AIPP Manual, “Public Art Donations and Acquisitions Policy and Guidelines.” The four criteria identified in this section have been thematically captured as Public Art Experience, Approach, Fine Art Experience, and Project Management. Different “weights” have been assigned to these criteria to emphasize the most important criteria for review. The highest weights have been placed on public art experience, as the primary goal of the in-lieu fund is the establishment of public art, and on approach, which places a priority on community engagement with various Pomona stakeholders. The least weight is placed on project management, as this provides a more equitable application pool for those artists who may not have established project management records, or are not part of established cooperatives or art studios.

Application

The selection criteria language also includes application requirements, including curriculum vitae, artist history, and portfolio. These requirements have been carried over in the application requirements of the RFQ. To facilitate submissions, staff will be accepting in-person submissions at the Planning counter. Staff is also exploring the feasibility of an electronic submittal system and will evaluate various options based on price and functionality. At minimum, Staff will accept e-mail submissions to a dedicated City of Pomona e-mail address established by the Planning Division.

Procurement Requirements

Planning staff consulted with Purchasing to better understand City of Pomona procurement requirements to ensure that this RFQ and subsequent Requests for Information or project solicitations are in compliance with city procurement policy. Purchasing has indicated that the function of the in-lieu fee fund and its implementation are distinct from the typical procurement process that the City engages in for other services that have established hourly rates, such as professional services or capital improvement bids. Therefore, those policies would not apply to this RFQ and in-lieu fund expense process. Nonetheless, Purchasing determined that engaging in an RFQ process would be the most practical and sound practice for establishing a short list of artists from which to pursue public art projects in the City of Pomona.

NEXT STEPS

Staff is seeking input from the Cultural Arts Commission on the Draft RFQ, timing of release, and evaluation methods. Upon approval from the Citizen’s Advisory Committee and Cultural Arts Commission, Staff will pursue a release of the Final RFQ and establish a timeline for submittal review.

Respectfully Submitted by:

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ATTACHMENTS

1. Draft Request for Qualifications
2. Art in Public Places (AIPP) Manual
3. AIPP Ordinance