



# CALL TO ARTISTS

**Request for Proposals for  
Artist / Designer services for a  
Data Visualization public art project**

**Date Issued: October 29, 2013  
Submission Deadline: 5:00pm November 21, 2013**

Santa Cruz Public Art, in partnership with the City of Santa Cruz Water Department, is seeking an artist, designer or artist-led team ("Consultant") to collaborate with the City's Water Department to creatively translate local water-related data and develop one or more visualizations that will engage the public in an experience of our water resources as integral, precious and vulnerable.

This project will be the first of a number of visual communications developed by the Water Department for this awareness and education campaign. As such it offers a creative opportunity to set the visual look and feel for successive projects.

Funding is provided by the City of Santa Cruz Water Percent for Public Art fund.

## **Project Goals**

The project will creatively engage the public in an experience of our water resources and infrastructure as integral, precious and vulnerable.

## **Project Background**

The entire state of California is grappling with short supplies of, and competing needs for, water – and Santa Cruz is no different. While Santa Cruz is committed to conservation, our water supply is still precarious. For over 100 years watersheds have been diverted for human use, but new federal and state guidelines mandate these same watersheds can no longer be tapped at the same rates. Reducing our impact on fragile Coho Salmon and Steelhead trout habitat limits our long-standing use of our shared watersheds with other species. Further adding to our surface water pressures, City of Santa Cruz wells are threatened by seawater intrusion. Climate change and an increase in the frequency of dry years, all contribute to a fragile and unreliable water supply.

Because addressing the future water supply is critical, the City Water Department is initiating an education and awareness campaign to engage the community to consider how we wish to create a shared vision for our future water supply.

## **Project Partners**

The mission of the City of Santa Cruz Water Department is to assure public health and safety by providing a clean, adequate and reliable supply of water.

A program of the Economic Development Department, Santa Cruz City Arts brings art projects that dovetail with City goals into the public sphere. Santa Cruz Public Art is a City Arts program, funded by the Percent for Public Art ordinance, with guidance from the Arts Commission.

### **Scope of Work**

Scope of work spans concept development through implementation. Working closely with staff Consultant will:

- Focus on meeting project goals as described above
- Develop a design approach, to include clear deliverable
- Specifically address what the public's engagement with the artwork looks and feels like
- Implement deliverable within an established timeframe

Santa Cruz Public Art seeks innovative and engaging approaches to meeting the project goals, to promote a deeper level of public engagement with the story of our water supply. We are looking for a deliverable that is dynamic in its range of uses, accessible by a variety of people, and over a period of time.

### **Eligibility**

This opportunity is open to professional artists and designers living or working within 100 miles of Santa Cruz City Hall at 809 Center Street, Santa Cruz, CA 95060. Applicants must have past professional experience working with a variety of project partners to complete a project, demonstrating past success in meeting timeline and budget targets.

### **Timeline**

We expect project implementation to occur between November 2013 and February 2014. The exact schedule will be negotiated with the selected Consultant.

### **Budget**

\$25,000 budget to cover all costs associated with the scope of work outlined above, including artist fee, travel and meeting expenses, insurance costs and materials.

### **Communication and Coordination**

The Consultant will communicate with City staff and others associated with the project to ensure successful project implementation.

### **Submission Guidelines**

We are looking for clear, concise proposals that respond to the following:

1. Provide relevant experience with related projects
2. Explain your interest and proposed approach in 1 to 2 pages. This does not necessarily need to include concept drawings
3. Describe availability to meet the timeline
4. Provide a website URL featuring related projects
5. Provide up-to-date names and email addresses of three professional references, preferably individuals who have hired you for past projects. References must be able to

speaking to Consultant's capacity to work with diverse project partners and ability to complete a project within timeline and budget targets.

Please submit proposal as a single PDF via email with a subject line titled "Water Data Visualization: Consultant Name" to Crystal Birns at [cbirns@gmail.com](mailto:cbirns@gmail.com). Proposal must not be larger than 5MB; please provide links within the PDF document rather than additional attachments.

### **Deadline**

Complete submissions must be received no later than 5:00 pm on November 21, 2013.

Submissions received after the date and time indicated herein shall not be accepted and requests for extensions of closing date or time will not be granted.

### **Selection Process**

Submissions will be evaluated based upon:

- Demonstrated excellence of past work - conceptually, aesthetically and technically compelling
- Stated interest / proposed approach
- Ability to create works of art / design that meet the project goals
- Clarity and quality of submission

Discussions may be conducted with the highest-ranked respondents and the selection panel. Revisions may be permitted after submission, and prior to award, for the purpose of obtaining best and final offers. If no agreement can be reached with the highest-ranked respondent, negotiations may begin with the next ranked respondent.

The City reserves the right to reject any or all proposals and waive any informality or minor defects in proposals received.

### **Additional information for Consultants working with the City of Santa Cruz**

#### Insurance

Insurance may be required if Consultant will physically perform services onsite. If services are provided remotely, insurance may not be required. More information on the City of Santa Cruz purchasing terms and conditions [here](#).

#### Indemnification

Applicant agrees to indemnify, defend, and hold harmless the City, its officers, agents and employees, from and against any and all claims, demands, actions, damages, or judgments, including associated costs of investigation and defense arising in any manner from proposer's negligence, recklessness, or willful misconduct in the performance of this agreement.

#### Collusive or Sham Proposals

No person, firm, or corporation shall make or file or be interested in more than one proposal for the same work, except so far as alternate proposals may be called for. Nor shall any person, firm, or corporation submit a collusive or sham proposal, per se, directly or indirectly, to induce any other firm to submit such a proposal, or to refrain from responding, or seek in any way to fix the price, or any portion of the

proposed price, in order to secure an advantage against the owner or any person interested in a proposed contract. However, a person, firm, or corporation submitting a sub-proposal to a bidder or quoting prices on materials for a bidder, is not hereby disqualified from submitting sub-proposals or quoting prices to other bidders.

#### Liquidated Damages

The parties agree that in litigation or arbitration resulting from either party's breach, the amount of loss would be extremely difficult or impracticable to prove. Accordingly, the parties wish to make a commercially reasonable estimate of the damages they would incur in the event of a breach by the other party and to establish that estimate as liquidated damages. In the event of a breach by the seller, the buyer will recover as liquidated damages and as the buyer's exclusive remedy for the seller's breach, the amount of \$50.00 per day for failure to deliver or perform within the specified time limit.

#### Safety

Consultant shall conform to the rules and regulations pertaining to safety established by the California Division of Industrial Safety. Furnished equipment, materials, and services shall comply with all OSHA standards and regulations, and all applicable governmental laws and orders. Consultant shall provide proof of compliance, if requested by the City.

#### Government Regulations

Consultant shall comply with all federal, state, and local regulations/ licenses/ permits related to consultant services.

#### Civil Rights Compliance/Equal Opportunity Assurance

Every consultant of materials and services and all firms doing business with the City of Santa Cruz shall be in compliance with the applicable provisions of the Americans with Disabilities Act of 1990, and shall be an equal opportunity employer as defined by Title VII of the Civil Rights Act of 1964 and including the California Fair Employment and Housing Act of 1980. As such, firm shall not discriminate against any person on the basis of race, religious creed, color, national origin, ancestry, disability, medical condition, marital status, age, or sex with respect to hiring, application for employment, tenure or terms and conditions of employment. In addition, the City of Santa Cruz, as defined in Resolution NS-20,137 and Ordinance 92-11, further prohibits discrimination on the basis of sexual orientation, height, weight and physical characteristics. Consultants agree to abide by all of the foregoing statutes, regulations, ordinances and resolutions.