

City Council – Action Request Form

Date: June 13, 2022

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Aaron King, Assistant City Manager
 Chris Murphy, Planning and Development Services Director
 Toneq McCullough, Winston-Salem Department of Transportation Director
 Shantell McClam, Purchasing Director

Council Action Requested:

Resolution Awarding Contract for Public Art Services

Strategic Focus Area: Livable Neighborhoods
Strategic Objective: Support Public Art/Community Appearance
Strategic Plan Action Item: No
Key Work Item: No



Summary of Information:

The Winston-Salem/ Forsyth County Public Art Commission recently conducted a national search for artists to create large-scale sculptures on the recently refurbished Salem Parkway at the Peters Creek Parkway interchange and on the Church Street bridge. These sculptures will act as the crowning element of a ten-year highway rehabilitation project. Funding for the project has been reserved from the 2018 bond referendum.

Large-scale public art should not only seek to be imaginative and iconic, it must be safe, especially when it is in proximity to a major roadway. WSDOT and Planning and Development Services staff, and a representative from a local engineering firm participated in the proposal evaluation process to make recommendations on potential safety and engineering issues and to confirm that proposals met NCDOT guidelines. The proposed artwork will also need to be reviewed by the North Carolina Board of Transportation Art Committee to make sure it does not create safety hazards for motorists or pedestrians.

The artist search was conducted by the City-County Public Art Commission with City/County Purchasing. City/County Purchasing issued a Request for Proposals (RFP) to provide public art

Committee Action:

| | | | |
|------------------|-----------------|----------------|----------|
| Committee | Finance 6/13/22 | Action | Approval |
| For | Unanimous | Against | |

Remarks:

designs, with proposals received on March 11, 2022, from the following firms:

| <u>Artist/Company Name</u> | <u>City, State</u> |
|------------------------------|----------------------------------|
| Mary Angers | Long Branch, NJ |
| Sijia Chen | Los Angeles, CA |
| Roberto Delgado | Los Angeles, CA |
| Elephant in the Room | Winston-Salem, NC |
| Friend Design + Architecture | Walnut Cove, NC |
| Brad Howe | Los Angeles, CA |
| Humanity Memorial Inc | Sutton, WV |
| J & H Studio | Grimesland, NC |
| Fitzhugh Karol | Brooklyn, NY |
| Cheryl Ann Lipstreu | Winston-Salem, NC |
| Cecilia Lueza | City and State Unknown |
| Herman Majia | St. Petersburg, FL |
| Manifold Creative Concepts | Oklahoma City, OK |
| Anthony Heinz May | Portland, OR |
| Matthew Mazzotta | Canton, NY |
| Metalmorphosis | Winston-Salem, NC |
| Seth Palmiter | Rockport, ME |
| Jill Pitko | Emerald Isle, NC |
| Lucia Ravens | Avon by the Sea, NJ |
| Reed Madden | Berkeley, CA |
| Tony Stallard | Coggeshall, Colchester Essex, UK |
| TEAM W | Winston-Salem, NC |
| Edward Walsh | Valley Cottage, NY |
| White Thorne Studio | Blacksburg, VA |
| Wilson+Redmann | Durham, NC |

Upon review, the proposals from Mary Angers, Sijia Chen, Roberto Delgado, Brad Howe, Fitzhugh Karol, Cheryl Ann Lipstreu, Cecilia Lueza, Herman Majia, Anthony Heinz May, Matthew Mazzotta, Metalmorphosis, Lucia Ravens, Tony Stallard, Edward Walsh, White Thorne Studio, and Wilson+Redmann failed to include signature authorizations or other documents that were designated as required in the original request for proposals and as a result, these proposals were rejected as non-responsive.

Terms of the bid document specified detailed evaluation criteria of M/WBE commitment, business location, artistic excellence and originality, and relevant experience. An evaluation panel of Public Art Commission members and a Creative Corridors Coalition board member, in consultation with WSDOT and Planning and Development Services staff, reviewed the proposals received then interviewed the four artist teams with the highest scores to select the one most qualified to meet the requirements of the RFP. The selection panel recommended the team with the highest score, Elephant in the Room, to the full City-County Public Art Commission. The Public Art Commission voted unanimously to endorse Elephant in the Room to lead the project. See Exhibit A for the detailed scores.

Based upon the evaluation panel's assessment and the Public Art Commission's endorsement, it is recommended that a contract for public art services per the prices offered in the RFP be awarded to Elephant in the Room, in the amount of \$1,050,000. See Exhibit B for the recommended public art proposal.

M/WBE comment: Notifications were sent directly to 197 businesses and the opportunity was sent to all local M/WBE and area HUB businesses on a weekly basis. The bid opportunity was also advertised on the City website. See Exhibit C for a complete list of businesses notified of this bid.

Workforce Demographics: See Exhibit D for the workforce demographics of the recommended vendor.