

**PUBLIC ART MASTER PLAN
EVENT NO. 10695**

**SECTION II
SCOPE OF WORK**

2.0 Broad Description of Project: The City of Savannah, Georgia is seeking proposals from qualified consultants to provide professional services to develop a Public Art Master Plan and Public Art Ordinance. The following scope describes the goals, and expected roles of the Consultant, City Staff, Cultural Affairs Commission, and other volunteers who may be engaged with the project. Also provided is a tentative schedule for the development of the document.

Only electronically submitted bids through the supplier portal will be allowed. To submit pricing electronically for this event, enter pricing for each line item shown under the lines tab on the event summary. Large files may need to be split up and uploaded as multiple attachments.

A pre-bid conference has been scheduled to be conducted on Microsoft Teams, Thursday April 4, 2024, at 10:00 am, Meeting ID: 233 475 606 476, Passcode: xLdnwk. This meeting will allow contractors to discuss the specifications and resolve any questions and/or misunderstandings that may arise. You are invited to attend.

2.1 Community Background: The City of Savannah is a vibrant city, encompassing unique attractions and a dynamic art scene that captivates its residents and visitors. Arts and cultural amenities and facilities in Savannah are primarily located in the historic downtown. Savannah is a sprawling city and there is a need and a desire to provide arts opportunities for the broader community who reside away from the cultural epicenter. Throughout the city, there are historical and cultural identities of which communities are proud and want to celebrate. Public art provides these communities with art that evokes a sense of place and pride in their neighborhoods. Aside from monuments and markets, most of this art is in the form of murals with both private and City-led installations. For example, at the new arena complex, the City established the [Water Works Site Pedestrian Walkway - Mural Project](#) by investing in a large mural on a pedestrian walkway as well as a gateway sculpture at the arena entrance.

2.2 Key Organizations Background: The City has a Cultural Resources Department that operates a Cultural Arts Center offering performing and visual art programs, exhibitions, and performances. Additionally, the City provides support to other arts organizations through grant awards. The Cultural Resources Department is advised by a Cultural Affairs Commission (CAC) made up of 18 members, appointed by the Mayor and Aldermen. The Cultural Affairs Commission's mission is to foster innovative programming and services as a means of increasing the diversity and the quality of available artistic, cultural, and historical offerings, raising the community's awareness of the benefits gained from such programs, and ensuring that those sectors are used to enrich the quality of life within the City of Savannah.

2.2.1 Since 2007, the Chatham County - Savannah Metropolitan Planning Commission (MPC) has overseen the regulation and approval of public art initiatives along with historic markers and monuments. This is accomplished through the [Savannah-Chatham Historic Sites and Monuments Commission \(HSMC\)](#) which was established in 1949 by Georgia General Assembly. The HSMC consists of five members who are appointed by City Council. The role of the HSMC is to review all historical markers, monuments, and public art on public property or visible from the public right-of way on private property within all local historic districts. They also review murals on public and private property within the City if visible from the public right-of-way. Exceptions include cornerstones, names of buildings dates of construction cut into any masonry surface and made a permanent and integral part of the building, and house plaques provided by Historic Savannah Foundation, Inc.). The *Markers, Monuments, and Public Art Master Plan and Guidelines for the City of Savannah* was initially adopted in March 2007, and it has been revised in December 2011, January 2013, June 2021, and September 2022.

2.3 Scope of Services: The purpose of the Public Art Master Plan is to set a vision and develop a long-term plan that will provide clear direction for the future of public art in the city. The plan will include a well-defined vision and unifying brand for public art in Savannah and provide a menu of themes or project types that are a priority for stakeholders and residents, a general process by which artists are commissioned and selected, standards for maintenance and upkeep, and a process for prioritizing an annual plan of work each year.

The following should be included in the preparation of the City of Savannah's Public Art Master Plan:

1. Research
 - a. Review the Metropolitan Planning Commission's [Markers, Monuments, and Public Art Master Plan and Guidelines for the City of Savannah](#)
 - b. Review the DRAFT Public Art Ordinance
 - c. Review literature and plans from other communities and identify the most effective practices.
2. Consult with key internal stakeholders including but not limited to the Cultural Resources Department, Cultural Affairs Commission, HSMC, Park and Tree Commission and other appropriate city staff), and external collaborative agencies such as the Telfair Museum, Friends of African American Art, Arts Southeast, Soy x Soy, Savannah College of Art and Design, and the Starland Foundation.
3. Plan, develop, and lead efforts to engage various community cultural stakeholder from across the city in input sessions to inform how public art can help to celebrate the diverse history and cultural assets of our neighborhoods. Each session must be diverse and inclusive. There should be no less than three (3) community feedback sessions.

4. Plan and host a meeting of neighborhood associations representing various geographic areas of the city to gather their input on the types of public art that are of interest in their communities. This meeting should also inform the neighborhood associations about the ongoing role that they will play in the decision making process related to placement of public art in their communities.
5. Define the goals and objectives of Savannah's public art program.
6. Recommend strategy for oversight of new public art program. This process should include an examination of the roles of the Cultural Affairs Commission and HSMC to reduce duplication of voluntary boards and existing public art processes and the public input process for impacted neighborhoods.
7. Provide a sample formula for estimating costs of a public art program to assist with budget projects to support the development of a public art program.
8. Review the current process for proposing and selecting public art and propose modifications based on public input and best practices.
9. Develop a framework or structure for ongoing management of the public art program.
10. Evaluate the current location of public art in the city as well as locations for new public art.
11. Assist in crafting/finalizing a Public Art Ordinance.

2.4 Deliverables:

- 2.4.1. Conduct community outreach that will be promoted to the entire City for broad-based engagement, to assess current and projected public art needs in Savannah, including but not limited to surveys, public meetings, stakeholder interviews, focus groups, and pop-up events. All events will be promoted in collaboration with City staff. Please provide details in your proposal about the number of surveys and public meetings you anticipate needing and other specific and detailed information about the public input process. Phases of the master plan that may be reflected in the proposal timeline may include:
 - a. Initial review of relevant local plans and practices
 - b. Community input process, summarization, and presentation
 - c. Refined recommendations including new and amended policies, priorities, strategies, staffing, and timelines
 - d. Community review
 - e. City of Savannah staff-level review
 - f. Proposed changes resulting from community review

- g. Final recommendations and long-term strategies presented to the Cultural Affairs Commission for endorsement and the Mayor and City Council for approval
- 2.4.2. Graphic and written information reflecting a unifying brand that communicates values, vision, and process (flyers, surveys, questionnaires, press releases, etc.) to support the public outreach efforts.
- 2.4.3 Presentations to the Cultural Affairs Commission, the MPC, and Mayor and Council as needed.
- 2.4.4 A Public Art Master Plan that articulates a public art vision and goals, identifies resources, and proposes prioritized strategies and processes for the solicitation, acceptance, placement, and maintenance of public art in Savannah. The Master Plan should include but is not limited to the following elements:
 - a. Summary of Research – observations and community outreach results.
 - b. Community Goals – Summary of the relevant, unique, and cultural characteristics, elements, and aspirations of Savannah.
 - c. Public Art Themes - Recommendations and rationales for themes or aspects of the community’s unique character to highlight through public art.
 - d. Public Art Placement - Recommendations, rationales, mapped locations, for the placement of artwork at specific sites to support and enhance the community’s goals.
 - e. Public Art Funding - Recommendations related to funding models best suited for the City of Savannah’s public art program.
 - f. Public Art Program Administration - Policies related to the operation of a public art program and for staffing and/or contracting to accomplish those priorities.
 - g. Public Art Funding - A clear implementation strategy that includes priorities for the short term (six (6) months to two (2) years) and long-term (five (5) to ten (10) years), as well as estimated costs with each priority.

2.5 Schedule

The project is expected to be completed within 9-12 months from the Notice to Proceed.

2.6 Proposal Format: Proposals shall be submitted in the following format and include the following information.

- a) Cover letter stating the intent of the Proposer for this event.
- b) Qualifications and Experience.
- c) Program Plan.
- d) Implementation Plan.
- e) Fee Proposals per instructions in Section III signed by responsible party.

2.6.1 Minimum Qualifications:

- Previous experience in developing strategic public art plans for communities and municipalities.
- Demonstrated experience in completing projects on time and within budget.
- Demonstrated ability to facilitate community meetings to gather input and build relationships.
- Knowledge of arts and culture trends and resources related to public art and community art programs.

2.6.2 Required Demonstration of Qualifications and Experience:

The Proposer must provide specific information regarding the prospective consultant's experience in the services specified in this RFP. Relevant information includes, but is not limited to:

- Total number of years in operation, general scope of services, provided, and current principal area of expertise.
- Number of years the firm has been providing master planning services.
- Provide a resume and description of each team member's qualifications that will be assigned to this project.
- Experience working with local government.
- Outreach and public engagement experience
- List at least three similar or comparable projects. Include project description, project budget, final budget (if different), and duration of the project. Examples should include projects that required significant public engagement as part of their scope, with particular sensitivity to the inclusion of diverse communities. Include contact information and copies or links to one or more similar plans.

2.7 **Basis of Award:** Proposals will be evaluated according to the following criteria and weight:

- a) Proposer's qualifications and experience, including support capabilities (40 points)
 - Relevant experience of key personnel, including assigned Project Manager to assess background, capacity, and experience.
 - Relevance of reference, including performance on other city projects.
 - Knowledge, experience, and an established positive track record of accomplishing projects of similar nature and complexity.
 - Financial responsibility/stability
- b) Financial proposal (10 points)
- c) Total scope of services proposed (20 points)
 - Demonstrated understanding of the project.

- d) Timeline and Approach to the project (*10 points*)
- e) Savannah First (20 points) Vendors within the city limits of Savannah and have a City of Savannah Business Tax Certificate one (1) year prior to the solicitation release date will receive a total of 20 points. Vendors outside the city limits but located within Chatham County will receive a total of 10 points. Submit copy of business tax certificate with proposal

Proposals shall be evaluated by a selection committee. The selection committee may, at its option, request any or all proposers to provide on-site demonstrations of the proposed system.

A short list may be developed and interviews conducted with those proposers deemed to be most qualified. The City reserves the right to conduct interviews of any or all proposers at the City's discretion. The City also reserves the right to request a best and final offer (BFO) and to re-score evaluations based on the best and final offer. Proposers may be required to provide clarification of their proposal as part of the BFO response.

2.8 Copies: One (1) electronically submitted through the supplier portal of the proposal and supporting documents must be submitted in response to the RFP. All responses must relate to the specifications as outlined.

2.9 Contacts: Proposers must submit proposals in accordance with the instructions contained in this RFP. All requested information must be submitted with the proposal. Instructions for preparation and submission of proposals are contained in this package. All questions regarding this request for proposal should be submitted in writing and emailed to the person listed on the summary event page

2.10 Local Vendor Definition

A bidder or business shall be considered a local vendor if it meets all of the following requirements:

- a) The bidder or business must operate and maintain a regular place of business with a physical address within the corporate limits of the city, and
- b) The bidder or business must at the time of bid or quotation submission, have a current city business tax certificate issued by the City for at least one (1) year prior to the issuance of the requested competitive quote, bid, or proposal by the City (a post office box or temporary office shall not be considered a place of business), and
- c) The bidder or business performs quantifiable services in the ordinary course and scope of its business with the skills, qualifications, and expertise necessary to execute its contractual obligations to the City.

- 2.11 Qualifications:** Each proposer shall submit a summary of their qualifications and experience. Additional information such as agency brochures, resumes, etc. may be submitted as appropriate.
- 2.12 Schedule:** Each proposer shall submit a proposed time schedule for the project.
- 2.13 Fees:** Proposer shall submit fees based on the detailed listing in Section 3 of the RFP.
- 2.14 Acknowledgement of Addenda:** Vendor is responsible for determining and acknowledging any addenda issued in connection with this RFP. Addenda must be acknowledged in order for proposals to be considered.

SECTION III

FEE PROPOSAL

ALL PROPOSERS MUST BE REGISTERED SUPPLIERS ON THE CITY'S WEBSITE TO BE AWARDED AN EVENT. PLEASE REGISTER AT WWW.SAVANNAHGA.GOV. ONLY ELECTRONIC SUBMISSIONS WILL BE ACCEPTED. PROPOSALS MUST BE SUBMITTED ON THIS FORM.

Fee proposals shall be submitted on this form as a separate attachment clearly marked Fee Proposal for Event # 10695. Fee proposals will only be opened if after the initial evaluation, proposer is deemed to be qualified. Fee proposals will then be considered in relation to the qualification points awarded to determine the overall best proposal in terms of fees and qualifications.

All addenda must be acknowledged online under the questions tab when submitting your proposal.

Description	Estimated Quantity	Total
Implementation Cost	1 LO	
Public Art Master Plan	1 LO	

Total Bid \$ _____

SUBMITTED BY: _____

PROPOSER: _____

SIGNED: _____

NAME (PRINT): _____

ADDRESS: _____

CITY/STATE: _____ ZIP _____

TELEPHONE: (_____) _____
Area Code

FAX: (_____) _____
Area Code

I certify this proposal complies with the General and Specific Specifications and Conditions issued by the City except as clearly marked in the attached copy.

Please Print Name

Authorization Signature

Date

CONTRACTOR AFFIDAVIT AND AGREEMENT
Employment Eligibility Verification

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. 13-10-91, stating affirmatively that the individual, firm, or corporation which is contracting with the City of Savannah has registered with and is participating in a federal work authorization program* [any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603], in accordance with the applicability provisions and deadlines established in O.C.G.A. 13-10-91.

The undersigned further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to this contract with the City of Savannah, contractor will secure from such subcontractor(s) similar verification of compliance with O.C.G.A. 13-10-91 on the Subcontractor Affidavit provided in Rule 300-10-01-.08 or a substantially similar form. Contractor further agrees to maintain records of such compliance and provide a copy of each such verification to the City of Savannah at the time the subcontractor(s) is retained to perform such service.

EEV / Basic Pilot Program* User Identification Number

BY:

Contractor Name

Date

Signature of Authorized Officer or Agent

Printed Name of Authorized Officer or Agent

Title of Authorized Officer or Agent of Contractor

*As of the effective date of O.C.G.A. 13-10-91, the applicable federal work authorization program is the "EEV / Basic Pilot Program" operated by the U. S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA).

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Instructions for Completing Contractor Affidavit and Agreement Form

As required under Senate Bill 529 – “Georgia Security and Immigration Compliance Act” of 2006, O.C.G.A. Section 2, Article 3 13-10-91, public employers, their contractors and subcontractors are required to verify the work eligibility of all newly hired employees through an electronic federal work authorization program. The Georgia Department of Labor has added a new Chapter 300-10-1, entitled "Public Employers, Their Contractors and Subcontractors Required to Verify New Employee Work Eligibility Through a Federal Work Authorization Program," to the Rules and Regulations of the State of Georgia. (See website: http://www.dol.state.ga.us/pdf/rules/300_10_1.pdf.) The new rules designate the “Employment Eligibility Verification (EEV) Basic Pilot Program” operated by the U.S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security as the electronic federal work authorization program to be utilized for these purposes. The EEV/Basic Pilot Program can be accessed at: <https://verify.uscis.gov/enroll/StartPage.aspx?JS=YES>. Bidders shall comply with this new rule and submit with your bid the attached “Contractor Affidavit and Agreement.”

Affidavit Verifying Status for City of Savannah Benefit Application

By executing this affidavit under oath, as an applicant for a City of Savannah, Georgia Business License or Occupation Tax Certificate, Alcohol License, Taxi Permit, Contract or other public benefit as reference in O.C.G.A. Section 50-36-1, I am stating the following with respect to my bid for a City of Savannah contract for _____. [Name of natural person applying on behalf of individual, business, corporation, partnership, or other private entity]

1.) _____ I am a citizen of the United States.

OR

2.) _____ I am a legal permanent resident 18 years of age or older.

OR

3.) _____ I am an otherwise qualified alien (8 § USC 1641) or nonimmigrant under the Federal Immigration and Nationality Act (8 USC 1101 *et seq.*) 18 years of age or older and lawfully present in the United States.*

In making the above representation under oath, I understand that any person who knowingly and willfully makes a false, fictitious, or fraudulent statement or representation in an affidavit shall be guilty of a violation of Code Section 16-10-20 of the Official Code of Georgia.

Signature of Applicant:

Date

Printed Name:

SUBSCRIBED AND SWORN
BEFORE ME ON THIS THE
____ DAY OF _____, 20____

* _____
Alien Registration number for non-citizens.

Notary Public
My Commission Expires:

***Instruction for Completing Systematic Alien Verification
for Entitlement (SAVE) Form***

O.C.G.A. § 50-36-1, requires Georgia's cities to comply with the federal **Systematic Alien Verification for Entitlements (SAVE) Program**. SAVE is a federal program used to verify that applicants for certain "public benefits" are legally present in the United States. Contracts with the City are considered "public benefits." Therefore, the successful bidder will be required to provide the Affidavit Verifying Status for City of Savannah Benefit Application prior to receiving any City contract. The affidavit is included as part of this bid package but is only required of the successful bidder.