

**Request for Proposals  
City of Oceanside  
Master Plan for the Arts**

**I. INTRODUCTION**

The City of Oceanside is seeking proposals from qualified consultants with experience in cultural planning to develop a Master Plan for the Arts. Proposals, including qualifications, should be submitted in accordance with the requirements described herein.

The City expects to award a one-year contract that may include a 6 month extension. The anticipated start date will be April 2017, with a completion date of mid-2018.

Proposals must be received in the Oceanside Public Library Civic Center administration office by Friday, February 3, 2017 at 5:00 p.m. The contract award is expected to be granted in April 2017.

Please refer all questions regarding this Request for Proposals (RFP) to:

CJ Di Mento  
Principal Librarian  
City of Oceanside  
Oceanside Public Library  
330 North Coast Highway  
Oceanside, CA 92054  
760-435-5614  
cdimento@ci.oceanside.ca.us

**Objective of Request for Proposals**

The objective of this RFP is to award a contract, with the terms described herein, to a Consultant to perform the Scope of Services detailed herein and complete a Master Plan for the Arts for Oceanside.

**Project Timeline**

|                                    |                                  |
|------------------------------------|----------------------------------|
| RFP Issued                         | January 2, 2017                  |
| Deadline for Questions             | January 13, 2017                 |
| Proposals Due                      | By 5:00 p.m. on February 3, 2017 |
| Selection Panel Convenes           | By March 2017                    |
| Arts Commission Approves Selection | March 2017                       |
| Notification of Finalists          | April 2017                       |
| City Council Selection             | April __, 2017                   |
| City Enters Into Contract          | May 2017                         |
| Plan Approval by City Council      | January 2018                     |

**About the City of Oceanside**

The City of Oceanside’s Mission Statement is that “the City of Oceanside will be a safe, culturally diverse community that empowers its citizens to provide an environment that promotes economic development, supports quality education, fosters the cultural arts and preserves its natural resources”.

Oceanside is a 44 square mile city with a 6 mile stretch of beaches along its border. The City is 35 miles north of San Diego and 85 miles south of Los Angeles. It is bordered to the north by Marine Corps Base

Camp Pendleton. Along the south it borders the Cities of Carlsbad and Vista. The San Luis Rey River runs along the entire northern stretch of Oceanside, and the Buena Vista Lagoon runs along the south. The City's population is approximately 170,000.

Oceanside is rich in history and beauty. The Mission San Luis Rey, one of the 21 Missions along the California coastline resides in Oceanside. Oceanside is also home to the longest wooden pier in California. Celebrating the old while embracing the new has made Oceanside a place of diversity and promise.

### **The City of Oceanside Arts Commission**

The City of Oceanside Arts Commission consists of nine commissioners and two alternate commissioners all appointed by the Mayor with City Council approval. They meet every other month on the first Monday of that month.

The mission of the City of Oceanside Arts Commission as an advisory body to the City Council is

- to foster the development and enjoyment of performing, visual, cultural and other arts in the City of Oceanside;
- to make recommendations to the City Council on the development and promotion of practices and policies pertaining to the Arts; and
- to work cooperatively with City entities and other advisory commissions to include an Arts element in as many areas of City planning and development as possible.

In March 2016, a Public Arts Forum was held by the Oceanside Arts Commission to elicit input regarding key issues, opportunities, and priorities for the arts in Oceanside. The following questions were asked

- 1) What is your vision for the arts in Oceanside?
- 2) What major developments should occur in the next 10 years?
- 3) What issues will impact the ability of the arts to make meaningful contributions to a health, vibrant, equitable community?
- 4) What opportunities exist within the arts sector and/or local context which are in support of significant new development which will positively impact the community?
- 5) What are the most pressing priorities that will enable the arts to make greater contributions in support of a vibrant, healthy and equitable community?

Information gained through the forum is attached as Exhibit A.

### **Project Background**

The City of Oceanside's Arts Commission developed the first art display policy in 1992. It was developed to address donations and placement of art in the Civic Center facility, but did not include a citywide art development plan to expand and encourage art-related programs in the community. In 1997, a revised Art in Public Places Policy was adopted to address donations and collection management of art.

Given the span of time that has passed since the development of these initial policies, the Arts Commission has prepared this Request for Proposals in order to create a plan that will address arts throughout the city in a comprehensive way. Both short-term and long-term plans should be included. The following Scope of Services should be addressed in Consultants' proposals:

## II. SCOPE OF SERVICES

1. Gather research on the Oceanside community as well as research on relevant precedents that may serve as a model of arts development in Oceanside.
2. Facilitate stakeholder participation, including but not limited to community input and review (high priority) surveys, focus groups, summits or town halls, etc.
3. Identify key initiatives on which the community should focus its arts resources, including priority projects and resources or actions needed to achieve them (e.g., policy, timeline for plan implementation, infrastructural needs).
4. Encourage and identify potential grant-seeking collaborations between the multitude of arts-related programs and non-profits in Oceanside.
5. Create initial recommendations for public art programs and policies based on best practices and on research.
6. Recommend updates to existing Art in Public Places policy and any other related guidelines. The revised policy should provide clear process for the selection and/or development of public art and the establishment of consistent funding sources.
7. Explain how the plan could be integrated with relevant City planning documents and how it would enhance opportunities for beneficial developments (e.g. Coast Highway Vision Plan and others as appropriate).
8. Provide recommendations for program development (such as utility boxes, bus shelters, public art pocket map, murals, banners, public art mapping/interactive tour apps for smartphones, community art gallery, artists registry, marketing and outreach, collaborative and participatory art, performing art, music, digital media, etc.).
9. State a public arts vision and mission aligned with the City's strategic economic and urban design goals.
10. Give recommendations for locations and future sites of high opportunity for public art installations and projects.
11. Suggest funding sources and grant opportunities.
12. Include a long-term strategy for the establishment and maintenance of a community arts fund.
13. Develop strategies to educate the public about the role and contribution of the arts in economic and community development.

The Consultant will provide a draft report for review and an edited final report for approval and adoption by the City Council.

Individual and firms interested in responding to this RFP should prepare a brief and concise proposal, including the following:

1. **Introduction:** Present general introductory comments, including a purpose statement describing your understanding of the proposed project and required services.
2. **Work Plan:** Formulate a work plan that clearly and systematically identifies and describes all tasks and subtasks necessary to complete the requirements set forth in the Scope of Services (Section II).
3. **Personnel and Experience:** Prepare an organizational chart showing the names and titles of the project manager, professional and supporting staff, sub-consultants, and other key personnel

that will be assigned to the project. Include at least three (3) relevant projects of similar size, scope, budget and objectives.

4. **Project Approach:** The Consultant should describe a proposed approach for this project, citing examples of successful past efforts where appropriate.
5. **References:** In addition, Consultant shall include at least three (3) references.
6. **Cost Proposal:** Prepare a not-to-exceed cost proposal and provide a cost breakdown for each task and subtask identified in the work plan.
7. **Project Schedule:** Prepare a schedule that illustrates the estimated timeline, in monthly increments, for completing project tasks and subtasks.

### III. FEE PROPOSAL/BUDGET

The proposal should include all expenses of a Consultant or team to gain community input, synthesize research, and complete the scope of services resulting in a final Master Plan for Arts with Arts Commission and City Council approval. Anticipated reimbursable expenses should also be included in the budget. The Consultant's budget to develop Oceanside's Master Plan for the Arts should not exceed \$46,000.

### IV. SUBMITTAL REQUIREMENTS

- Only written proposals will be considered. All materials submitted shall become a part of the proposal and may be incorporated in a subsequent contract(s) between the City and the selected Applicant. Failure to comply, other than as specifically permitted in the RFP, may disqualify an Applicant from further consideration.
- **Where to Submit Your Proposal:** The complete proposal package should be placed in a sealed envelope or box labeled "Proposal for the Master Plan for the Arts." Said envelope or box should have the name and address of the Applicant on the outside and be delivered to:

City of Oceanside  
Oceanside Public Library  
330 N Coast Highway  
Oceanside, CA 92054

- **Number of Copies:** Please provide one (1) original, and one (1) reproducible copy. Plainly identify the respective documents. The reproducible copy is one which can readily be reproduced through a photocopier; it should be unbound and unstapled.

### V. EVALUATION AND SELECTION CRITERIA

All proposals will be evaluated solely on the basis of the following criteria and the ranking by the Arts Commission. The most successful proposal will be moved forward by the Commission to the City Council. The City reserves the right to request additional information to clarify a submitted proposal. In-person or telephone interviews may be conducted at the discretion of the Commission, City Manager or Library Director.

1. Project Concept and Solutions – 40%

- Understanding the requirements of the scope of services
  - Understanding the broad range of issues and conditions facing Oceanside's arts community
  - Understanding of local creative and artistic economic environment
  - Understanding of Oceanside demographics and culture, including population, diversity, and economic conditions
  - Ability to meet identified schedule
2. Demonstrated Applicable Experience – 30%
    - Demonstrated ability to complete planning projects of a comparable size
    - Demonstrated ability to create a specific strategic plan for implementation while recognizing the economic and fiscal challenges of a municipal government agency
    - Demonstrated ability to examine best practices in other cities and multidisciplinary arts organizations
  3. Personnel and organizational experience, resources, and technical competence to facilitate accomplishment of stated scope of work – 20%
    - Communication skills and ability to engage a broad and diverse range of stakeholders in a government planning process
    - Personnel and organizational involvement in Oceanside, or a process to ensure local presence with support from Arts Commission
    - Ability to work in diverse communities
  4. Total Evaluated Cost – 10%
    - Relation of the fee to the proposed level of effort
    - Detailed budget proposal including itemized billing structure by assigned consulting staff

## **VI. MISCELLANEOUS TERMS AND CONDITIONS**

### **Notification**

The Library Department shall notify all applicants in writing of the Commission's recommendation.

### **Professional Services Agreement**

The applicant selected to perform the services outlined in this RFP will enter into a Contract, approved as to form by the City Attorney, directly with the City of Oceanside.

### **Verification of Information**

The City reserves the right to verify the information received in the proposal. If an applicant knowingly and willfully submits false information or data, the City reserves the right to reject that proposal. If it is determined that a Contract was awarded as a result of false statements or other data submitted in response to this RFP, the City reserves the right to terminate the Professional Services Agreement.

### **Cost of Preparation**

All costs of proposal shall be borne by the applicant. The City shall not, in any event, be liable for any expenses incurred by the applicant in the preparation and/or submission of the proposal.

### **Important Notices**

Candidates who mail their proposals should allow adequate mail delivery time to ensure timely receipt of the proposals. Late proposals will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted. At the day and time appointed, all timely submitted proposals will be opened and the name of the applicant(s) announced. No other information about the proposals will be made public until such time as a recommendation is made to the City Council. The City

reserves the right to extend the deadline for submission should such action be in the best interest of the City. In the event the deadline is extended, applicant(s) will have the right to revise their proposal. Proposals may be withdrawn personally, by written request, prior to the scheduled closing time for receipt of proposals. Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. Portions of this RFP and the contents of the proposal submitted by the successful applicant may become contractual obligations if a Contract is awarded. Failure of the successful applicant to accept these obligations may result in cancellation of the award. The City reserves the right to modify, suspend, withdraw or cancel this RFP at any time without prior notice and may re-issue this RFP at any time. The City of Oceanside reserves the right to reject all proposals. Failure of the applicant to submit the above required documents with their proposal may render the proposal non-responsive and result in its rejection.

**Property of City/Proprietary Material**

All proposals submitted in response to this RFP shall become the property of the City of Oceanside and subject to the State of California Public Records Act. Applicants must identify all copyrighted material, trade secrets or other proprietary information that the applicants claim are exempt from the California Public Records Act (California Government Code Section 6250 et seq.). In the event an applicant claims such an exemption, the applicant is required to state in the proposal the following: "The applicant will indemnify the City and its officers, employees and agents, and hold them harmless from any claim or liability and defend any action brought against them for their refusal to disclose copyrighted material, trade secrets or other proprietary information to any person making a request therefore."

**Modifications**

The Scope of Work and specific tasks outlined in this RFP are subject to change due to the nature of the planning process. Any amendments, in the terms and/or conditions of resultant contract must be made by in writing and approved by the City.