

CITY OF HOBOKEN
Professional Services for Hoboken City
Proposals for Public Arts Master Plan

INTRODUCTION

Purpose

The City of Hoboken (“City”) is governed according to the Optional Municipal Charter Law, N.J.S.A. 40:69A-1 to 210. Through the fair and open process of N.J.S.A. 19:44A-20.4 et seq. and pursuant to Hoboken Ordinances 20A-1 et seq. and Z-89, the City is issuing this Request for Proposals (“RFP”) from individuals or firms from the State of New Jersey.

The City seeks to prepare a Public Arts Master Plan, in partnership with the Hoboken Art Committee Advisory Board. The City is soliciting to engage qualified individuals, firms, or teams (hereinafter referred to as the “consultant”) with experience in public art master planning for the purpose of developing the first Public Arts Master Plan (“Plan” or “Project”).

The purpose of the Art Committee Advisory Board created by the Executive Order is to act as an advisory board to the Mayor and City Administration relating to all questions involving public art and the City of Hoboken Art Program. Pursuant to City Executive Order No 2 (“Establishing Order of a City Hoboken Art Committee Advisory Board”) dated May 10, 2019, and revised on August 31, 2021; Art or artwork shall mean works in any permanent medium or combination of media that has been approved by the City’s Bond Counsel to be purchased from the 1% Bond dedication for the funding of art installations, including, but not limited to, paintings, murals, frescoes, mosaics, inscriptions, stained glass, fiber work, statues, reliefs or other sculpture; monuments, fountains, arches, or other structures intended for ornament or commemoration; carvings, mobiles, photographs, drawings, collages, prints, crafts - both decorative and utilitarian - in clay, fiber, wood, metal, glass, plastics and other material produced by artists who are generally recognized by critics and peers as professionals of serious intent and substantial ability.

Submit all proposals to the Hoboken Purchasing Department via e-mail to purchasing@hobokennj.gov by 12 PM on December 15, 2022.

Project Description

The City seeks to prepare a comprehensive Public Arts Master Plan, in partnership with the Hoboken Art Committee Advisory Board. The Public Arts Master plan shall develop a clear set of goals, policies, and objectives that will provide clear guidance for the Hoboken Art Committee Advisory Board, City Council, and City staff for the development, improvement, and enhancement of the City’s public art inventory and cultural arts programs. The Public Arts Master Plan is intended to be a guidance document for Hoboken’s art planning on a long-term basis.

The Public Arts Master Plan is part of the overall Public Art Program for the City. The purpose of the City of Hoboken Public Art Program is to create an enhanced visual environment for City of Hoboken residents, to commemorate the City’s rich cultural and ethnic diversity, to integrate the work of artists

into the development of the City's capital infrastructure improvements, and to promote tourism and economic vitality in the City through the artistic design of public spaces.

Funding for the City of Hoboken Public Art Master Plan is \$25,000.00, as approved by the Hoboken City Council for the Public Art Program. Additional funding may be considered in the 2023 fiscal year. All funding shall be approved in advance by the City Council for the Public Art Program and shall be added to the total cost of each proposition in the City of Hoboken's Capital Project programs.

In October 2022 the City solicited a Call for Artists, with the intent of improving public property citywide through the installation of permanent public art in parks and city facilities. City facilities that may be considered for public art include: Jackson St Gym, Jubilee Center, Garages D and G, Midtown Garage, Multi-Service Center, Newark Street Plaza, and Garden Street Mews. Parks are subject but not limited to: Church Square Park, Elysian Park, Southwest Resiliency Park, Gateway Park, Mama Johnson Field, 1600 Park, Sinatra Park, Jackson Street Park, Jefferson Street Park, Madison Street Park, Steven's Park, Pier A, Maxwell Park, and 7th and Jackson Park and Plaza.

Proposed future parks may also be considered, including: Northwest Resiliency Park, 800 Monroe Resiliency Park, Southwest Resiliency Park Expansion at Block 10, the former Monarch Site, and former Union Dry Dock. Figure 1 below, shows the location of each of the public properties and parks, respectfully.

Goals of the Public Art Master Plan include:

- Developing a comprehensive guidance document
- Asset Mapping, Site Identification and General Site Opportunity Identification
- Defining Goals, Strategies, and Actions
- Identify Funding Model Recommendations for Future Artwork Installations
- Site Identification (Including City public facilities and parks, listed above)

Figure 1: Publicly-Owned Properties in Hoboken



SCOPE OF SERVICES

The City seeks proposals from interdisciplinary teams comprised of qualified public artists, urban designers, graphic designers, and artists to prepare the new Hoboken Public Arts Master Plan.

The following is the minimum scope of services desired. The proposal should include any proposed applicable recommendations to make the final product as comprehensive as possible.

TASK 1: Meet with the Hoboken Arts Committee, Municipal Officials and Staff on a Monthly Basis, as Needed

The consultant shall meet with members of the Mayor's Office and City Administration including the Departments of Environmental Services and Hoboken Arts Committee, as well as on an as needed basis. The consultant shall prepare agendas and minutes or meeting notes for each meeting, with a two-week period for review and approval of all documents and drafts by municipal officials and the Hoboken Arts Committee prior to each meeting.

Deliverables: Draft and final meeting agendas, notes, and supporting documents.

Task 1A. Prior to beginning the project, the consultant shall provide a survey, using [Survey 123](#), to distribute to Hoboken Residents with broad questions about what they envision for public art in Hoboken. This survey shall help inform the artistic design and placement of the future artwork for the remainder of project and is to be used as the existing data.

Task 2: Conduct Stakeholder Engagement Meetings

The consultant shall meet with the following stakeholders to understand their goals for the project. The stakeholder meetings can be combined based on feedback collected in Task 1. There will be a total of five (5) stakeholder engagement meetings, with:

- Hoboken Art Committee Advisory Board
- Hoboken Business Alliance
- City of Hoboken Department of Environmental Services
- City of Hoboken Department of Transportation & Parking
- City of Hoboken Mayor's Office

Task 3: Develop Draft Public Arts Master Plan

The consultant shall prepare preliminary draft of the Public Arts Master Plan and solicit feedback from the project stakeholders, the City of Hoboken and the Arts Advisory Board and revise accordingly.

Items to be considered in the Public Arts Master Plan include, but are not limited to:

1. Asset Mapping and Site Identification
2. Goals, Strategies, and Actions
3. Identify Funding Model Recommendations for Future Artwork Installations
4. Site Identification (Including Priority Sites, listed above)
5. General Site Opportunities

Task 4: Develop Final Public Arts Master Plan

Consultant shall prepare final draft of the Public Arts Master Plan and solicit feedback from the project stakeholders, the City of Hoboken and the Arts Advisory Board and revise accordingly.

The Final Public Arts Master Plan shall include, but not be limited to, the following key elements:

1. Refinement of the mission, vision, goals and guiding principles for the Public Arts Commission and Public Art Program;
2. Development of an identity or brand which defines the unique character and purpose of art in Hoboken;
3. Clear goals and implementation strategies that include short- and long-term priorities, estimated budget and costs, and clear implementation dates;
4. Recommended changes to existing public art guidelines, policies, and processes;
5. Recommended policies and programs related to the implementation of the mission, vision and goals for the Public Art Program;
6. Provide site identification criteria or recommendations for placement of art;
7. Summary of research, findings and community outreach results;
8. Development of guidelines for inclusion of public art in public improvement projects;
9. Mapping of current permanently sited public art pieces and evaluation of the placement of art in public places;
10. Strategies for ongoing community engagement and outreach to a diverse group of stakeholders;
11. Identification of sites for future temporary and permanent public art projects, including “iconic” and “gateway” art placement and spaces for participatory art;
12. Opportunities for additional funding models for public art, and analysis of existing funding sources; and
13. Analysis of the existing collection and recommendations for the evaluation of the existing collection and a collection

Deliverables: Final Master Plan. The consultant shall furnish all documents to the City in digital form, including PDFs and raw source files (i.e. Adobe Illustrator).

PROPOSAL REQUIREMENTS

1. Cover letter. The cover letter shall summarize the consultant’s qualifications and ability to complete the scope of work. It shall also note whether the consultant or any subconsultants are Diversity Preference-Diverse business entities (certified M/WBE, LGBT, Veteran, or Disabled person -owned businesses).
2. Technical Approach. The consultant shall describe their proposed approach to the scope of work.
3. Organizational Chart. The consultant shall provide an organizational chart illustrating the primary firm and all proposed subconsultants and their respective roles.
4. Qualifications Provide evidence and documentation to satisfy the following criteria which will be used by the Mayor, Administration, and Hoboken Arts Committee in determining acceptable consultant:
 - Provide resumes and any other information on previously related experience not to exceed three pages per team member.
 - Experience and qualifications of professionals for each area of expertise.
 - Knowledge of the City of Hoboken and urban design concepts concerning the City, and of

- the subject matter to be addressed under each area of expertise.
- At least two (2) examples of past public art master plans completed within the past five (5) years.
 - The amount of resources, including the staff available to contribute to this project.
 - Other factors the consultant believes demonstrate their services would be in the best interests of the City of Hoboken.
5. Schedule. Provide a schedule with milestones for completion of the scope of work.
 6. Forms. Provide all required and requested documentation and forms as indicated in this RFP.
 7. Interview. At the request of the City, the consultant shall participate in an interview to present their technical approach and qualifications prior to award. The consultant will not be compensated for interview related expenses.

ORGANIZATION REQUESTING PROPOSAL

City of Hoboken
Office of the Mayor
94 Washington Street
Hoboken, New Jersey 07030

CONTACT

To obtain copies of the RFP, contact the Hoboken Purchasing Department at 201-420-2000 ext. 1400 or purchasing@hobokennj.gov by December 15, 2022.

EXAMINATION OF PROPOSAL DOCUMENTS

By submitting a proposal, the consultant represents that they have thoroughly examined and become familiar with the work required under this RFP and that they can perform quality work to achieve the City's objectives.

PROPOSAL EVALUATION

The City will select the most advantageous proposal based on a point system evaluation of all of the factors as set forth in this RFP (see evaluation criteria below). However, cost is important to the City. The City will make the award that is in the best interest of the City based on cost and other considerations.

Each proposal must satisfy the objectives and requirements detailed in this RFP. The features of the proposal, considered together with its economic and other benefits, will form the basis for the evaluation process as shown on the evaluation form.

The City reserves the right to not select any of the proposals, or to select only portions of a particular Consultant proposal for further consideration and negotiation (however, Consultant may specify portions of the proposal that they consider 'bundled').

The Art Committee Advisory Board shall also invite the Ward Councilperson for the Ward wherein the artwork is proposed to be located to review and participate in at least one discussion regarding any artwork proposed before forwarding the evaluation to the Mayor. The Ward's Councilperson's recommendation, comments, thoughts, and ideas shall be made clear in the statement of reasons

provided to the Mayor.

The Mayor will review all recommendations and evaluations of proposals submitted to the Art Committee. The Mayor will negotiate the terms of an agreement with the artist directly for all proposals that he approves. Once an agreement has been negotiated, the Mayor will present the agreement to the City Council for a public hearing at the next available regularly scheduled City Council meeting. At the next regularly scheduled City Council meeting following the public hearing, the Mayor will submit a resolution of approval to the City Council to approve the agreement.

The City reserves the right to:

- Not select any of the proposals.
- Select only portions of a particular artist proposal for further consideration and negotiation (however, the artist may specify portions of the proposal that they consider “bundled”).
- Request the artist to demonstrate by oral, in-person presentation any services described in their proposal prior to award. Artist will not be compensated for making the presentation.

BASIS OF AWARD
EVALUATION CRITERIA

**Professional Services for Hoboken City Public Arts Master Plan
Draft and Final Plan**

The following are the criteria for evaluation of the proposal. Points shall be awarded based on the information contained in the proposal for each category as listed below. The evaluators' scores will then be calculated for a total score. The proposals will be ranked by highest score.

EVALUATION CRITERIA	Points
TECHNICAL CRITERIA	<u>60</u>
Consultant's proposal demonstrates a clear understanding of the scope of work and related objectives	10
Consultant's proposal is complete and responsive to the RFP requirements	10
Consultant represents a multi-disciplinary team comprising professionals with experience in public art, design, engineering, and placemaking	20
Consultant's history and past performance on similar public art master plans	15
Consultant's history and past performance with Community Outreach and Engagement	5
MANAGEMENT CRITERIA	<u>20</u>
Demonstrated ability to meet deadlines with a comprehensive work plan and schedule with critical path and milestones identified	10
Demonstrated availability of staffing and resources required to complete project deliverables	10
COST CRITERIA	<u>20</u>
Detailed hourly rates of <u>assigned</u> personnel by task and inclusion of all anticipated "out-of-pocket" and incidental expenses	5
Consultant's financial ability to meet obligations	5
Competitiveness of Cost Proposal	10
POINT TOTALS	<u>100</u>
Bonus: Diversity Preference-Diverse business entities (certified M/WBE, LGBT, Veteran, or Disabled person -owned businesses) are eligible for additional points in accordance with EO #6, issued October 24, 2018*	3