



Arts, Culture & Heritage Commission Staff Report

Date: May 22, 2024

**From: Erika Valentine, Arts & Culture Program Coordinator
Raziah Roushan, Public Art Consultant**

Subject: Skatepark Mural Request for Proposals (RFP) Review – Guidelines and Overview

Recommended Action:

The ACHC* ('Panel' or 'Committee') should first read this Staff Report and attached Scope of Work, and then review, provide feedback and score the top four Skatepark Mural Design Proposals. Panelists should read each artists' entire proposal.

By the conclusion of the meeting the Panel will decide which artist and their corresponding design should be selected and awarded the project.

Overview and Background:

Thank you for participating in the Wilsonville Memorial Skatepark Public Art Review process. Reviewing Public Art initiatives for the City is a noble community service of providing your time, experience, and vision for how future generations will be inspired and engaged.

At the March 6, 2024 ACHC meeting the Panel reviewed eight artist applications and made a motion regarding which top four artists should advance to the Request for proposal (RFP) design round. The top four artists were compensated for completing their design proposals (\$600 each) and all four artists successfully turned their RFP Bundles in on time.

Below are best practices and instructions to guide you through this process, and to prepare for the May 22, 2024 meeting.

Best practices as you begin the review process:

1. **Please score independently.** While ACHC meetings are all public meetings and information is public record, please do not share or disclose application materials, contact information, nor scores with non-staff or non-review committee members. This is in an effort to keep the review process non-biased.
2. **Prioritize your time and energy to focus on your duty as a reviewer.** Find a comfortable space, and clear your mind of the day's chatter.
3. Remember, **you are a steward for the *entire* Wilsonville community.**

*Please note the ACHC are joined by two members of the Skate Community to go through this review process, so instead of referring to the 'ACHC' instead the group is referred to as 'Panel' or 'Committee.'

- a. Consider how the local community will engage with the new art as it relates to the Skatepark, the surrounding natural landscape and proximity to trails, playground, sports fields, and the various programs and events that take place in Memorial Park.
 - b. Consider the local skate community and skate culture, as this project is at and on the Skatepark.
4. **Remove personal bias or rigid subjectivity.** Each artist will have a unique voice in their portfolio. Approach scoring objectively by evaluating the caliber of artists' design consistency, color pallet(s), composition development, and methodology for creating public works. Doing so ensures an equitable approach for all the applicants no matter their subject matter (figurative, abstract, text-based, etc.). It is not about what you personally like, but about what the community will come to love over time!
5. **Familiarize yourself with the RFQ scope and the installation site.**
 - a. The RFQ can be found on the City's website [HERE](#) as well as below in the packet.
 - b. Consider the overall site map. The Skatepark is located within Memorial Park, bordering Willamette River and natural areas.
 - c. Murals will be painted on all out-facing, concrete surfaces, visible to vehicle and pedestrian activities.
 - d. This is a \$15,000 all-inclusive budget.
 - e. The selected artist will complete mural(s) between June-August 2024.
6. Before beginning the actual scoring process, take a minute to **browse through all the designs.** Doing this will provide you context for each artists' style and skillset among the grouping.
7. Next, **familiarize yourself with the Scoring Rubric** (details below).

Reviewing and Scoring:

Scoring for this initiative utilizes an objective, rank-based system through a rubric. Each reviewer is provided the same Scoring Rubric to enter their responses. The Scoring Rubric will be supplied with the artists' names which correspond with their submitted RFP materials. The Total column within the Rubric will automatically average scores from the four categories as they are entered. Once issued your Scoring Rubric, please save your copy with your name as follows: "Scoring Rubric Skatepark 2024 RFP Phase_FirstLast Name Scores". Example: "Scoring Rubric Skatepark 2024 RFP Phase_ErikaValentine Scores"

As a reminder, this scoring process helps guide discussion through data, as well as provides feedback should artists request it. However, the scores do not necessarily direct the final result as the Panel will be able to discuss each proposal as they wish, which may ultimately shape the final decision and motion.

Please submit all scores, and any notes within the Rubric, to Erika Valentine by 10:00am, Friday, May 17, 2024. This will give staff time to compile the average of all reviewers' scores. This will provide a ranked list as a starting point for discussion. This will ensure meaningful and efficient conversations for the entire panel. Through discussions, reviewers may also adjust their scores if desired during the meeting.

The Review Criteria for this phase are the following four categories:

1. Originality and Creativity of Design (15 points max)
2. Artistic Merit of Design (15 points max)
3. Design's relevance to the site and community users (15 points max)
4. Juror's Fancy (Optional, 5 points max)

The Scoring Rubric is a spreadsheet as such:

Candidate Name	Originality and Creativity of Design (15 points max)	Artistic Merit of Design (15 points max)	Design's relevance to the site and community users (15 points max)	Juror's Fancy (Optional, 5 points max)	TOTAL (50 possible)	Notes from Reviewer
First Last	Score 1-15 1 being low; 15 being high <i>Subjective,</i> Does it feel pretty, edgy, interesting or calming? Do you like it? Does it feel unique?	Score 1-15 1 being low; 15 being high <i>Subjective,</i> Does the design look complete, well thought out, and of high quality?	Score 1-15 1 being low; 15 being high <i>Subjective,</i> Will it be fun to program the park around? Will skateboarders enjoy it?	Score 1-5 1 being low; 5 being high <i>All artists may have perfect/ or tied scores so this category is where Panelists can tip the scale on who they'd like to be awarded the project.</i>	This column will automatically calculate	Provide brief positive or constructive criticism as notes to rely on during review discussions. These notes will be recorded and made available to artists if requested.

As you work through your scoring process, be mindful to

1. Find your groove and enjoy the process!
2. Use whole numbers only; no decimals or half measures.
3. Focus on artist's style and caliber.
 1. What stands out about their ability as a visual artist? Composition, color, scale, methodology toward public art, other highlights..
 2. Do their submitted designs look finished and engaging? Have they utilized the space well?
4. Give grace for how artists bundle their materials.
 1. Some artists have more experience bundling applications. It does not mean that the quality of the overall bundle reflects their actual murals in the physical space, and vice versa.
 2. Do not get distracted by grammar or structure. English may be some artists' second language.
5. Remember to save your spreadsheet file routinely as you go.
6. Once complete, submit your scores to Erika Valentine so they can be collated in advance of the May 22nd meeting.

All scores are due to **Erika Valentine by 10:00am, Friday, May 17, 2024.**

May 22, 2024 Meeting Expectations:

The May 22, 2024 ACHC Meeting is when this review committee will officially discuss and select who to award the Memorial Park Skatepark Mural Project to. The meeting will include reviewers providing poignant feedback to Staff as they oversee the administrative steps.

Discussions will begin by displaying the aggregated scores from the Committee's reviews, sorted from highest to lowest. This reflects and acknowledges the prior work accomplished individually through reviewing proposals. The Committee will be asked for consensus to remove lowest ranked candidates at this point, and to focus further discussions on the two highest ranked candidates. Discussions are aimed at sharing positive and constructive criticism by Committee members to build consensus on what artist/design should be selected.

The Committee will then need to make a motion and take a vote; the motion will state the name of the artist they would like to award this project to and if applicable, any adjustments for design. As a reminder, all meetings are recorded and public record.

Attachments:

- Scope of Work from Artist Agreement
- Scoring Rubric

- Bundled Design Proposals from four artists in this phase:
 - Abigail Penfold
 - Liza Mana Burns
 - Mila Sketch
 - Travis Fields