



Arts, Culture & Heritage Commission Staff Report

Date: March 6, 2024

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

Subject: Skatepark Mural Request for Qualifications (RFQ) Review – Guidelines, Overview, Scoring, Etc.

Recommended Action:

The ACHC* ('Panel' or 'Committee') should read this staff report and RFQ to be familiar with Skatepark Mural project details. Then review, provide feedback and score the top eight Skatepark Mural RFQ's.

By the conclusion of the meeting the Panel will decide which three to four artists they would like to advance to the final stage (Request for Proposal RFP / Design Stage).

*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.'

Overview:

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. The Memorial Park Skatepark RFQ received 50 qualified applications by the deadline, February 2, 2023. Those fifty submissions were reviewed by an internal body of Staff who followed the same process outlined herein. Through the first internal review process, staff determined the eight highest ranked candidates which the Committee are now responsible for reviewing, in an effort to ultimately select three to four artists to advance to the RFP Design Stage.

Below are best practices and instructions to guide you through this process, and to prepare for the full meeting on March 6, 2024.

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.**

- 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. The RFQ is included in this packet as well as linked.**
 - 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 submissions in this phase.** 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).
8. Finally, remember to stretch and take breaks as needed.

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 per three categories. The Scoring Rubric will be supplied with the artists' names which correspond with their submitted RFQ materials. The Total column within the Rubric will automatically average scores from the three categories as they are entered. Once issued your Scoring Rubric, please save your copy with your name as follows: "Scoring Rubric Skatepark 2024_FirstLast Name Scores". Example: "Scoring Rubric Skatepark 2024_ErikaValentine Scores"

Please submit all scores, and any notes within the Rubric, to Erika Valentine by 10:00am, Tuesday, March 5, 2024. This will give staff time to compile scores which includes taking the average of all reviewers' scores for each artist. This will provide a ranked list as a starting point for discussion. This will ensure meaningful and efficient conversations for the entire panel on the March 6th meeting. Through discussions, reviewers may also adjust their scores if desired during the meeting.

The Review Criteria for this phase are the following 3 categories:

1. Relevant experience with similar scale projects (15 points max)
2. Previous body of work/ design aesthetic and artist excellence (15 points max)
3. Process and experience working with client(s)/ the community (10 points max)

The Scoring Rubric is a spreadsheet as such:

Candidate Name	Relevant experience with similar scale projects (15 points max)	Previous body of work/design aesthetic and artist excellence (15 points max)	Process and experience working with client(s)/ the community (10 points max)	TOTAL (40 possible)	Notes from Reviewer
First Last or Team Name	Score 1-15 1 being low; 15 being high	Score 1-15 1 being low; 15 being high	Score 1-10 1 being low; 10 being high	This cell will calculate the average	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...
 2. Do their submitted materials 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 March 6th meeting.
7. **All scores are due to Erika Valentine by 10:00am, Tuesday, March 5, 2024.**

March 6, 2024 Meeting Expectations:

The March 6th ACHC Meeting is when this review committee will officially discuss and select three to four candidates to advance into the RFP Phase. The meeting will include reviewers providing poignant feedback to Staff as they oversee the administrative steps. There will be a briefing of the scope of the project, a report on how Staff completed Phase 1 of reviews, and then facilitated discussions for this Phase 2 scoring and consensus.

The 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 RFQs. The Committee will be asked for consensus to remove lowest ranked candidates at this point, and to focus further discussions on the four highest ranked candidates. Discussions are aimed at sharing positive and constructive criticism by Committee members to build consensus on whether individual candidates should advance.

Pending the steadfastness in the top three to four candidates, the Committee may determine if it would like to discuss any wavering candidates in the mid-score range. In all cases, this meeting is not intended to deliberate all the eligible candidates as that work was completed during the scoring portion in advance of this meeting. The Committee will need to make a motion and take a vote; the motion will state the names of the artists they would like to advance to the RFP stage. The Committee may also provide follow-up commentary to staff to provide to the artists who are advancing.

In closing the March 6th Meeting, staff will record the results then notify candidates about their status. It is at this point that selected artists will enter into a contract with the City of Wilsonville and begin official mural designs for the Skatepark. Proposals are due to City by May 3, 2024. Selected artists will be compensated \$600 each for their time preparing their RFP submissions. At the May 22, 2024 meeting this same committee will also review the RFP submissions to determine the one artist to be awarded the final contract and project.

Attachments:

- Skatepark Mural RFQ
- SCORE SHEET

RFQs:

- Abigail Penfold
- Fibesa Art Team
- Li Tiejian
- Liza Mana Burns
- Mila Sketch
- Miles Toland
- Molly Keen
- Travis Fields