



**City of Winston-Salem, North Carolina**  
**Request for Proposals**

**The City of Winston-Salem desires to engage qualified firms or individuals, hereinafter referred to as the Consultant, to provide project management services to the City for the selection of public art to be incorporated into the Martin Luther King Jr. Drive Streetscape Improvement Project.**

Proposals will be ranked based upon evaluation criteria. Contract(s) will be awarded to the highest ranked consultant, whose proposal is determined to be most advantageous to the City, using factors including price and the evaluation criteria listed within this document.

**SCOPE OF SERVICES**

**BACKGROUND**

To address the desires of the community for aesthetically pleasing transportation networks, *A Visionary Master Plan and Design Guidelines* were developed in 2011 by the Creative Corridors Coalition design team, led by Design Workshop. This document created a visionary master plan for Winston-Salem's major corridors by illustrating "a detailed vision for improving the visual appearance of the built environment by the inclusion of public art as well as landscape, architectural and engineering solutions that seek a high level of aesthetic integrity." The major corridors defined within the document include portions of Martin Luther King Jr. Drive, U.S. 52, Business 40 and Broad Street.

As a result of an upcoming NCDOT construction project along Martin Luther King Jr. Drive, a *Streetscape Master Plan and Design Development* document was produced for portions of Martin Luther King Jr. Drive in 2012. This document was developed utilizing the principles established in the Creative Corridors' Visionary Master Plan. The City subsequently requested and received Federal funds to implement design elements and enhancements as outlined in the Plan.

**SCOPE OF SERVICES**

Utilizing Federal funds, the City of Winston-Salem's Engineering Division is currently developing construction plans for enhancing Martin Luther King Jr. Drive from Lowery Street to US 52 (the Corridor). The project consists predominantly of landscaping, crosswalk improvements, lighting and fencing. This portion of the project will be bid and administered by City staff.

Additional artistic elements are also to be incorporated into the Corridor. Elements that are currently being considered include wayside exhibit graphic panels and structural monuments. The selected Consultant will be working with City staff, the Creative Corridors Coalition design team and other members of the community to coordinate and manage the process of a public art commission(s) based upon the available budget. Some of the duties and responsibilities of the Consultant may include evaluating proposed art elements for feasibility (based upon budget and on-site installation issues), estimating probable costs for art elements, managing the available budget for art, advising on a competitive selection process for artists, assisting City staff with drafting a Call for Artists/RFQ, defining roles for the selection committee, assisting with community and/or stakeholder consultation; coordinating meetings and conferring with artist(s) and City staff throughout the design, development, construction, fabrication and installation phases of the project to resolve issues as they arise.

### **SELECTION PROCESS**

The selection of a Consultant will be handled in accordance with the following process:

1. Submission by the Consultant of a Proposal.
2. The City will assemble an evaluation and selection committee that will short list Consultants to a minimum of three firms.
3. Pre-interview meeting and oral interview for short listed Consultants at the option of the City.
4. The committee shall evaluate the proposals based on the demonstrated qualifications of the proposing Consultant as listed below.

### **EVALUATION METHODOLOGY**

Proposals will be considered from qualified Consultants whose experience includes successful work on similar projects. A contract will be awarded to the Consultant whose proposal is judged by the City of Winston-Salem to be in its best interests, and whose proposal most closely satisfies the overall scope of services being requested. The Consultant submitting a proposal shall have the following minimum experience and abilities:

Experience:

1. Involvement with public art project management, including artist selection processes, contracting, and public processes associated with art projects.
2. Involvement with a public art commission, private and public committees; public officials; conducting public meetings; art selection, design and/or implementation; and design of structural and/or lighting components.
3. Construction and installation management to include working with contractors, sub-contractors, consultants, inspectors, as well as knowledge with the local city permitting process.

Ability to:

1. Manage, organize, oversee and coordinate public art projects.
2. Understand, explain, interpret and apply federal, state and local requirements regulating the selection and construction of public art.
3. Analyze and make knowledgeable recommendations on public art elements.
4. Suggest and apply new technologies or innovative approaches that may either reduce project costs and time frame, or improve the quality of the work products.
5. Exercise sound expert independent judgment within policy guidelines.
6. Communicate effectively, orally and in writing.
7. Present public art logically and effectively in public meetings.
8. Prepare clear, concise, comprehensive and persuasive reports and other materials.
9. Establish effective working relationships with City staff, community leaders, artists, contractors, developers, consultants, the public and others encountered in the course of work.

**Evaluation Criteria:**

1. Previous public art project management experience.
2. Overall background, education and experience of the Consultant as it relates to the experience and abilities listed above.
3. The availability of the Consultant and ability to provide time for meetings and cooperative review of work products.

CRITERIA	MAXIMUM POINTS
Previous Public Art Project Management Experience	5
Overall Background, Education & Experience of Consultant	20
Availability	5

## **FORMAT FOR SUBMISSION OF A CITY OF WINSTON-SALEM REQUEST FOR PROPOSALS**

All proposals are limited to 7 pages, and shall be on 8 1/2" x 11" sheets, single-spaced, one-sided. Fold out pages are not allowed. In order to reduce costs and to facilitate recycling; binders, dividers, tabs, etc. are prohibited. One staple in the upper left-hand corner is preferred. **Proposals containing more than 7 pages will not be considered.**

### **Section I - Cover/Introductory Letter**

The introductory letter should be addressed to Andrea Keyser, P.E., Engineering Design Manager. Said letter is limited to 1 page and should contain the following elements of information:

- Expression of Consultant's interest in the work.

### **Section II - Evaluation Factors**

This section is limited to 3 pages and should contain information regarding evaluation and other criteria listed above such as:

- A brief synopsis of the Consultant's previous experience that is focused on the type of work advertised for services;
- Web links to supportive information and relative samples of work involving Consultant;
- The availability date of the Consultant and ability to provide time for meetings and cooperative review of work products; and
- Unique qualifications of Consultant

### **Section III - Supportive Information**

This section is limited to 2 pages and should contain the following information:

- The resume of individual that is proposed to be assigned to the work

### **Section IV – Cost/Price**

This section is limited to 1 page and should contain the following information:

- Attachment "A"

## **SUBMISSION PROCESS**

Consultants are invited to have proposals for furnishing the above-mentioned services to the City of Winston-Salem by **5 p.m. on September 30, 2016**. **Proposals received after this deadline will not be considered.**

**Firms submitting letters of interest are encouraged to carefully check them for conformance to the requirements stated above. If Letters of Interest (LOIs) do not meet ALL of these requirements, or to any address other than shown below they will be disqualified. No exception will be granted.**

**Five (5) printed copies should be provided by mail or hand delivery prior to the deadline. In addition, a PDF copy is also required in order to minimize the number of printed copies being requested.**

The PDF copy should be e-mailed to: [andreak@cityofws.org](mailto:andreak@cityofws.org).

The mail address is:

Ms. Andrea Keyser, P.E.  
Engineering Design Manager  
City of Winston-Salem  
P.O. Box 2511  
Winston-Salem, NC 27102

The delivery address is:

Ms. Andrea Keyser, P.E.  
Engineering Design Manager  
City of Winston-Salem  
Bryce A. Stuart Municipal Building, Suite 235  
100 East First Street  
Winston-Salem, NC 27101

Any questions concerning the advertisement should be directed to Andrea Keyser, P.E. at [andreak@cityofws.org](mailto:andreak@cityofws.org) or by telephone at 336-747-6825. If you feel information provided is inadequate to provide a proposal, please contact Andrea Keyser.

## NOTIFICATION

The consultant selected will be notified by **October 21, 2016**. Notification will not be sent to Consultants not selected. The Consultant selected will be posted on the City's website by **October 26, 2016** at the following web address:

<http://www.cityofws.org/loi>

The City of Winston-Salem reserves the right to reject any and all Proposals.

## WEB LINKS

*Martin Luther King Jr. Drive Streetscape Master Plan and Schematic Design*

<http://www.cityofws.org/Portals/0/pdf/transportation/forms-reports/Website%20Information/MLK-SD-Package1.pdf?ver=2016-05-31-115309-033>

*Creative Corridors Visionary Master Plan and Design Guidelines*

<http://www.cityofws.org/Portals/0/pdf/transportation/forms-reports/Website%20Information/CCC-Visionary%20Master%20Plan%20and%20Design%20Guidelines-120405-lowres.pdf?ver=2016-05-31-111101-047>

**ATTACHMENT "A"**  
**COST SCHEDULE**

**Cost of Service per Hour** \$ \_\_\_\_\_

**Company Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City State and Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_

**Email** \_\_\_\_\_