

REQUEST FOR STATEMENTS OF QUALIFICATIONS



CITY OF EL PASO, TEXAS

SOLICITATION # 2024-0488R

PUBLIC ART MASTER PLAN

FOR THE

**MUSEUMS AND CULTURAL AFFAIRS DEPARTMENT
AND PUBLIC ART PROGRAM**

MAYOR OSCAR LEESER

DISTRICTS AND REPRESENTATIVES	
District 1 – Brian Kennedy	District 5 – Isabel Salcido
District 2 – Dr. Josh Acevedo	District 6 – Art Fierro
District 3 – Cassandra Hernandez	District 7 – Henry Rivera
District 4 – Joe Molinar	District 8 – Chris Canales

INTERIM CITY MANAGER

Colonel (Ret) Cary Westin

CITY ENGINEER

Yvette Hernandez, P.E.

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SECTION I - PROJECT DESCRIPTION

The City of El Paso is soliciting Statements of Qualifications from consultant(s) to prepare the “2024 Public Art Master Plan” using the “2014 Public Art Master Plan” (provided) as case-study. The “2024 Public Art Master Plan” will be a 10-year plan to provide strategic direction for the Public Art Program and City Council on the expansion of public art and its impact on the cultural and visual landscape of the City of El Paso from 2024 to 2034. The 2024 Public Art Plan will be a strategic document with policy, financing strategies, maintenance plan recommendations, and program development recommendations to guide the implementation of the City’s public art program in alignment with its Mission, Vision, and Values (reference **City Resources** section below).

The solicitation seeks consultant(s) who have extensive experience, skills, and a vision to develop a comprehensive, detailed Public Art Master Plan. A demonstrated track record with arts engagement, public art, planning, art project management and business planning, and community engagement is required. Expertise in urban design, art/cultural studies, or landscape architecture is desired. The selected consultant shall complete execution of the items above and as described further throughout this RFQ.

CITY RESOURCES

The following information will be available to the consultant through the City of El Paso:

- 2014 Public Art Master Plan
 - <https://epmcad.org/assets/documents/public-art/El-Paso-Public-Art-Master-Plan.pdf>
- City of El Paso’s Strategic Plans
 - <https://www.elpasotexas.gov/government/strategic-planning/>
 - <https://www.elpasotexas.gov/assets/Documents/CoEP/Government/Strategic-Planning/2022-Strategic-Plan-Booklet.pdf>
- City of El Paso’s Key Development Initiatives
 - <https://www.elpasotexas.gov/capital-improvement/>
 - <https://www.planelpaso.org/>
 - <https://www.elev8ep.com/mfk>
 - <https://www.elev8ep.com/memorial>
 - <https://www.elev8ep.com/abilities-playground>
 - <https://www.elev8ep.com/downtown>
 - <https://www.elev8ep.com/onwardalameda>
- List and Photos of City of El Paso’s Public Art Collection
 - https://cityofelpaso-my.sharepoint.com/:x:/g/personal/guzmanax_elpasotexas_gov/EfrAeYwS6_JAsylnUT6n0xEbd_qh-3TSM7Pc0GUBG9zvpA?e=6yJT8a
 - https://cityofelpaso-my.sharepoint.com/:f:/g/personal/guzmanax_elpasotexas_gov/EjcBZSuql7hJrRbJHU8pSlkBN4nwjV3Gw9NFhIZWuaDR-Q?e=1TuqOL

SECTION II - SCOPE OF SERVICES AND MINIMUM REQUIREMENTS

The City of El Paso, Texas is seeking service of a qualified consultant with expertise in conducting the following services to the satisfaction of the City's Museums and Cultural Affairs Department and Public Art Program.

Conduct an analysis and formulate responses to the following:

- Successes/challenges of the Public Art Program over the past 10 years considering community relations, artists, policy makers, quality of collection.
- Flexibility of the program in meeting City and departmental goals.
- Evaluate the current development/design/art review processes and make recommendations for improved and streamlined public policies and procedures for permanent public artworks.
- Create an administrative and financial structure to efficiently and effectively facilitate multi-departmental and multi-agency public art partnerships.
- Include an educational component to reinforce the value of public art in the public realm for all ages and cultures.
- Define the context for public art in the City of El Paso considering factors such as architecture, demographics, natural features, cultural history.
- Review and include an analysis of existing 2014 Public Art Master Plan along with other City Master Plans and ensure goals and policies align to achieve short-term and long-term goals.
- Include plan implementation milestones for the next ten years, to include the following:
 - Collection Management System
 - Conservation and maintenance program
 - Public Art Program Staffing
 - Public Art Program Marketing and Communications
 - Public Art Audit Recommendations Implementation
 - Opportunities to incorporate public art into the City's Strategic Plan and key development initiatives

PUBLIC MEETINGS AND PRESENTATIONS

The consultant will be responsible for preparing updates for the City monthly as well as a final presentation of the 2024 Public Art Master Plan for approval by City Council. The consultant will take a lead role in all public meetings and hearings. The consultant should expect City staff to be available in a supporting role during this period of performance: to begin upon award and end once 2024 Public Art Master Plan is approved by City Council.

A combination of virtual and in person meetings to include but not limited to:

- District community meetings (minimum 8, maximum 9)
- Stakeholder meetings (minimum 3, maximum 4)
- Public Art Committee (minimum 1, maximum 2)
- Museums and Cultural Affairs Advisory Board (minimum 1, maximum 2)
- City Council (minimum 2, maximum 3)
- Any virtual meetings with Public Art staff consultant deem necessary

THE CITY’S ROLE

The City of El Paso’s Public Art Program staff will play an active role in the development of the 2024 Public Art Master Plan development, the consultant should include time for meetings and work sessions with City staff regarding priorities. Staff intends to work closely with the consultant in the preparation of the 2024 Public Art Master Plan to ensure that the consultant is provided with a constant source of City input and that the document evolves based upon the public meetings and City policies. Staff will work with the documents long after their preparation and adoption and therefore must have a high level of familiarity and understanding.

CONSULTANT’S RESPONSIBILITIES

1. Prepare and submit a detailed schedule outlining milestones, dates, and assignment of responsibilities (City or Consultant). Schedule shall include deliverables of Initial Draft, Semi-Final Draft, and Final Draft- allowing City staff 2 weeks for review of each portion.
2. Confirm receipt of comments and notify City staff if clarifications or additional information is needed.
3. Notify City staff on any meetings 10 business days in advance, City staff will make a good faith effort to be fully available during the period of performance.

CITY’S RESPONSIBILITIES

1. Review of Initial, Semi-Final, and Final Drafts
2. Confirm receipt of deliverables.
3. Review and provide a consolidated set of comments for each deliverable within two weeks, answering to clarification requests within 2 business days.

Make all its resources available to consultant during the period of performance.

REVIEW OF INITIAL, SEMI-FINAL, AND FINAL DRAFTS

The City of El Paso has high expectations regarding the quality of the work that will be produced by the consultant. As the consultant is ready to submit drafts to the City, the following review process should be anticipated:

Consultant submits a draft during week specified in schedule.

City staff reviews the draft and provides a consolidated set of comments within two weeks.

Consultant revises the comments and requests written clarification if needed (within one week of receiving comments).

MAJOR DELIVERABLES AND SCHEDULE:

Joint	Remote Kick-off Meeting	Week 1
Consultant	Research, Evaluation, and Outreach	Week 2 to Week 6
Consultant	Preparation of Initial Draft	Week 6 to Week 10
Consultant	Submittal of Initial Draft	Week 10
Owner	Review of Initial Draft	Week 11 to Week 13
Consultant	Preparation of Semi-Final Draft	Week 13 to Week 15
Consultant	Submittal of Semi-Final Draft	Week 15
Owner	Review of Semi-Final Draft	Week 16 to Week 18
Consultant	Preparation of Final Draft	Week 18 to Week 20
Consultant	Submittal of Final Draft	Week 20
Owner	Review of Final Draft	Week 21 to Week 23
Joint	Completion of 2024 Public Art Master Plan	Week 24

SECTION III - MINIMUM QUALIFICATIONS AND EXPERIENCE

The firm shall carefully consider the project scope described herein and provide project team organization and credentials. The scope of the project requires, without limitation, the general disciplines named below to the extent necessary to provide an exceptional, complete, and fully coordinated Public Art Master Plan:

- Demonstrated experience in public art, including knowledge of city, state, and federal regulations and ordinances.
- Familiarity with similar-sized cities that have active public art programs.
- Proficiency in planning, project management, and community engagement.
- Understanding of budgeting, site selection, and artwork selection processes.
- The plan should establish a vision, values, and goals for the public art program.
- Recommendations for site placement of both permanent and temporary public art should be included.

Key personnel and their availability and anticipated level of commitment to the project are to be identified in the offeror’s Statement of Qualifications. Substitution of key personnel without approval of the City of El Paso is not permitted.

SECTION IV - EVALUATION CRITERIA

The following are the criteria the City will use to evaluate the Statements of Qualifications received in response to this RFQ.

The evaluation process is designed to award the contract to the Offeror with the best combination of attributes (i.e., qualifications and experience) based upon the evaluation factors specifically established for this solicitation. Offerors must provide all information outlined in the Evaluation Criteria to be considered responsive. Offerors will be evaluated based on the responsiveness of the Offeror’s information to the Evaluation Factors which will demonstrate the Offerors understanding of the Evaluation Factors and capacity to perform the required services of this solicitation.

CRITERION	POINTS
<p>1. Experience – Comparable Contracts</p> <p>Offeror to provide three (3) contracts comparable in scope within the past five (5) years prior to bid opening. Contract will be considered comparable in scope if it involved Master Planning of Public Art, contracts not comparable in scope will not be evaluated.</p> <p>Note: The maximum points for each contract will be determined by dividing the points allocated to this factor by 3 (i.e. 30 total points ÷ 3 = 10 points per contract).</p>	30
<p>2. Understanding of Scope of Work</p> <p>Offeror shall submit a detailed description that demonstrates the understanding of the scope of work.</p>	25
<p>3. Project Schedule</p> <p>Offeror shall provide a detailed project plan that demonstrates the ability to meet delivery requirements within allocated timeline of 24 weeks. The plan has to identify communication goals and responsibilities and outline the format in communicating actionable items.</p> <p>Offerors must provide all information outlined in the Evaluation Factors to be considered responsive.</p>	25
<p>4. Evaluation of Prior Customer’s Satisfaction with the Work of the Firm (PRFs)</p> <p>Offeror shall provide references for three (3) contracts listed for Criterion 1.</p> <p>A contract deemed non-comparable under Criterion 1 shall not be considered as a viable reference shall not be scored.</p>	20
TOTAL POINTS	100

SECTION V - SUBMITTAL REQUIREMENTS

Firms interested in the above project shall submit a Statement of Qualifications (SOQ) to address the SOQ criteria by the specified cutoff date and time. The SOQ shall be a maximum length of twelve (12) pages (8 ½” x 11”), of at least 11-point font, including an organization chart. Resumes for each key team member shall be limited to a maximum length of two pages and should be attached as an appendix to the SOQ. Resumes, cover letter, table of contents and dividing tab inserts will not count toward the 12-page limit.

Pages with criteria information will be counted towards the maximum page limit, including pages with project photos, charts and graphs. The City reserves the right to accept or reject SOQs that exceed the maximum page limit.

Please submit the SOQ electronically via One Drive or other file sharing platform or e mail at the time and date listed in the schedule on the following page. Direct your submission to aeselection@elpasotexas.gov.

The submittal package must include the firm name, address, project title, principle point of contract including name, phone number and email address. Please include complete information on cover / introduction page.

All firms shall submit a Project Reference Form for all references. *Current City of El Paso Capital Improvement Department employees may not provide references.* **Please be advised that the City has recently implemented a Vendor Performance Management System and reserves the right to use current vendor performance reports in evaluating past performance.**

Please see Exhibit A – Project Reference Form (PRF)

DO NOT SUBMIT A COST PROPOSAL AS PART OF THE SOQ PACKAGE. The city will host a scoping meeting with the selected consultant to negotiate the final contract terms.

Please be advised that failure to adhere to the specifications detailed in the submittal requirements may result in disqualification.

SECTION VI - SELECTION PROCESS & SCHEDULE

The selection process shall consist of:

- Submittal of Statements of Qualifications
- Evaluation of Statements of Qualifications
- Notification of rankings
- Protest period
- Notification with selected firm
- Negotiations with selected firm
- Contract award

TENTATIVE SCHEDULE

The following tentative schedule has been prepared:

City of El Paso issues the Request for Qualifications	April 12, 2024
Non-mandatory pre-proposal conference	April 18, 2024
Deadline for submission of written questions and requests for clarification (5 PM MST)	April 23, 2024
City of El Paso provides responses and clarifications	April 26, 2024
Deadline for submission of Statement of Qualifications (SOQ) And Project Reference Forms (PRF)	May 3, 2024
Evaluation of Statements of Qualification completed	May 17, 2024
Notifications of ranking completed	May 23, 2024
Protest Period Ends	May 28, 2024
City Council recommended contract approval target date	June / July 2024

The non-mandatory pre-proposal conference will be held via Microsoft Teams on Thursday, April 18, 2024, at 11 AM MST

Microsoft Teams Meeting

Join on your computer, mobile app or room device by clicking “Join the meeting now” below:

[Join the meeting now](#)

Meeting ID: 284 684 593 731

Passcode: xD3ALF

[Download Teams](#) | [Join on the web](#)



SECTION VII - GENERAL INFORMATION

❖ Instructions

The City of El Paso shall not be held responsible for any oral instructions. Any changes to this RFQ will be in the form of an addendum, posted on the City's solicitation page at <https://www.elpasotexas.gov/capital-improvement/solicitation/>

❖ Statement of Qualifications

All Statements of Qualifications meeting the minimum qualifications outlined in the RFQ will be evaluated and scored by the Evaluation Committee. The Evaluation Committee will submit scores to the Capital Improvement Department Contract Manager. The Contract Manager will compile all scores and based on the scores, determine the ranking. The final rankings will then be forwarded to the City Engineer for approval.

❖ Indebtedness Ordinance 016529

Prior to presenting to City Council for award an indebtedness verification will be performed on behalf of the firm(s). Ordinance No. 016529 applies to contracts for engineering, architectural, and construction management services. The Ordinance stipulates that the City may refuse to enter a contract with a contracting entity that is indebted to the City.

❖ Notice of Results of Review and Ranking

The Contract Manager will notify all firms in writing of the final rankings.

❖ Protesting the Rankings

Firms that submit a SOQ may protest the rankings issued by the City. The firm has three (3) business days after being notified in writing of the ranking by submitting an official written protest letter. The letter shall provide the reasons the firm is protesting the rankings and results. All firms will be notified of any protests filed.

❖ Review of Protest

The City Engineer will review the validity of a protest regarding the ranking and shall make one of the following determinations: (1) approve the original ranking of firms and (2) direct the Evaluation Committee to reconsider the rankings.

❖ Appeal of Final Ranking and Protest

There is no appeal process after a protest has been reviewed by the City Engineer and a determination has been made.

❖ Authorization to Negotiate

The City Engineer or designee shall negotiate the fee with the highest-ranked firms. If the City Engineer or designee successfully negotiates the scope, schedule, and fees with the selected firm a professional services agreement will be prepared and executed by both the firm and the City, for the award by City Council. If the City Engineer or designee is not successful in negotiating with the highest-ranking firm the City Engineer will terminate negotiations with the said firm in writing and initiate negotiations with the second highest-ranked firm.

❖ **City Council Approval of Contract**

Successfully negotiated agreements will be presented to Council for award.

❖ **Debriefing**

It is strongly recommended that unsuccessful offerors request a debriefing on the evaluation of their SOQ. Debriefings can be requested upon final notice of the rankings but no later than seven (7) consecutive calendar days after the agreement is posted for approval on the City Council Agenda. All debriefing request(s) after seven (7) consecutive calendar days following posting will not be considered. Debriefing requests shall be sent to:

City of El Paso
Capital Improvement Program Department
Elsa Rodriguez, Contracts Manager
aeselection@elpasotexas.gov

❖ **Debarment Check**

Prior to presenting to City Council for award a debarment verification will be performed prior to entering into a contract. The Contract Manager, in conducting his/her due diligence, shall verify that the vendor does not appear on the list maintained by the federal government. The System for Award Management can be accessed at the following web link: <https://www.sam.gov/portal/SAM##1>.

❖ **City Rights**

The City of El Paso reserves the right to accept or reject any or all SOQs, to waive any informality or irregularity in any SOQ received, and to be the sole judge of the merits of the respective SOQs. If the City cannot come to terms with the finalist, the City reserves the right to approach the next ranked firm for negotiation of services.

❖ **Contact with City Employees**

All firms interested in this project (including the firm's employees, representatives, agents, lobbyists, attorneys, and sub-consultants) will, under penalty of disqualification, refrain from direct or indirect contact for the purpose of influencing the selection or creating bias in the selection process with any person who may play a part in the selection process including, but not limited to, the evaluation panel, the Mayor, City Council Members, City Manager, Deputy City Managers, Department Heads, and other City staff. This policy is intended to maintain the integrity of the selection process. All contact on this selection process must only be addressed to the authorized representative identified below.

❖ CONE OF SILENCE/ANTI-LOBBYING POLICY

The City's Cone of Silence/Anti Lobbying Policy was adopted to ensure a fair and competitive procurement environment by preventing communication between City officials, employees, or representatives and parties involved in the procurement process that could create an unfair advantage to any party with respect to the award of a City contract.

The Cone of Silence shall begin on the day that the RFQ is issued and will end on the date that the notice of the award has been posted for placement on the City Council agenda, no person or registrant shall engage in any lobbying activities with City officials and employees.

If contact is required with City employees, such contact will only be through the Capital Improvement Department email address aeselection@elpasotexas.gov.

The Cone of Silence/Anti Lobbying Policy prohibits any communication or lobbying activities during the Cone of Silence period, by any person, including but not limited to, lobbyists or service providers or potential vendors, and any of the following:

- City Staff and City Consultants, including any employee of the City of El Paso, any person retained by the City of El Paso as a Consultant on the project, or any person having participated in the development, design, or review of documents related to the project.
- City Officials, including the Mayor, Council Representatives, and their respective staff.

The Cone of Silence/Anti-Lobbying Policy does not apply to:

- Questions of process and procedure - all communications with the Capital Improvement Department will be through the Capital Improvement Department email address aeselection@elpasotexas.gov, provided the communications are strictly limited to matters of process or procedure already contained in the Request for Qualifications.
- Pre-proposal conference - Prospective consultants will be able to ask oral questions to the Capital Improvement department staff. However, all questions and responses will be made available to all consultants to whom the RFQ was issued.
- Written Communications - all written communications are to be sent through the Capital Improvement Department email address aeselection@elpasotexas.gov.
- Questions - Questions pertaining to the selection process or contract issues shall be directed to Elsa Rodriguez, Contracts Manager and authorized representative at aeselection@elpasotexas.gov. All inquiries shall be in writing.

EXHIBIT "A"
PROJECT REFERENCE FORM (PRF)

Directions: Request references from three (3) public agencies for which you have provided comparable contracts under Criterion 1 of the Evaluation Criteria (Section IV) and provide this form. Reference form should be completed and submitted by the person directly responsible for oversight of the project. Please submit via email prior to the date and time listed below. If the form is received after the date and time specified, it will not be accepted. If your firm has not completed prior projects with the City of El Paso, you will not be penalized. **PROJECT REFERENCE FORMS FROM CURRENT CITY OF EL PASO CAPITAL IMPROVEMENT DEPARTMENT EMPLOYEES WILL NOT BE ACCEPTED.**

PRF & SOQ Due: May 3, 2024 @ 5 PM (MST)

PROJECT NAME: Solicitation# 2024-0488R – 2024 Public Art Master Plan

NAME OF COMPANY TO BE EVALUATED: _____

NAME OF PROJECT AND DATE COMPLETED: _____

QUESTIONS:

1. Has the above-referenced project reached substantial completion? (circle one) Yes No
2. What was the firm’s role, and in what capacity did they serve on the above-referenced project?

On a scale of 1 to 20 (1 being poor, 20 being Excellent) how would you rate this company’s performance on the following:

Rate: 1-20 (Only)

- How would you rate work performed by this firm on your project?
- Was the project completed on time?
- Was the project completed within budget?
- What was the quality of the work performed?
- Was staff proactive in solving problems that may have occurred on your project?
- What was the extent of staff turnover? (10=low staff turnover, 1=high staff turnover)
- Would you be willing to contract with this firm again? (10=Yes, 1=No)

TOTAL POINTS (maximum 140 points): _____

Name of Agency or Firm Submitting Evaluation: _____

Name of Reviewer: _____

Please email form directly to Elsa Rodriguez at aselection@elpasotexas.gov by the time and date shown above