AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER
REQUEST FOR PROPOSALS
NOTICE TO PROPOSERS

RFP TITLE: Call for Artists - Wayfinding Signage / E.D.

REFER TO PAGE 7 FOR PROPOSAL SUBMISSION INFORMATION

General Conditions:
All proposals are subject to the terms, conditions and specifications herein set forth:

1. **Scope:** Provide artistic design and fabrication services for wayfinding signage as per the attached requirements and specifications of the City of Worcester Executive Office of Economic Development.

2. A certified check or bid bond made payable to the "City Treasurer, City of Worcester" in the amount of _N/A_ must accompany this proposal. This must be submitted under separate sealed cover marked "Proposal Security." In the case of default, the surety shall be forfeited to the City as liquidated damages.

3. All terms and conditions are applicable to this proposal except the following section(s) which are hereby deleted from this RFP: _27_

4. A performance bond in the amount of _N/A_ will be required. If this proposal is accepted by the City and the Proposer shall fail to contract as set forth in these requirements and to give a bond in the aforementioned amount, within ten (10) days, (not including Sundays, Saturdays, or a legal Holiday) from the date of the mailing of a notice from the City to the Proposer, according to the address given herewith, that the contract is ready for signature, the City may by option determine that the proposer has abandoned the contract and thereupon the proposal and acceptance shall be null and void and the proposal security accompanying this proposal shall become the property of the City as liquidated damages.
Any prospective proposer requesting a change in or interpretation of existing specifications or terms and conditions must do so within 5 days (Saturdays, Sundays, and Legal Holidays excluded) before scheduled proposal opening date. All requests are to be in writing to the Purchasing Division and are to be in duplicate. No changes will be considered or any interpretation issued unless request is in our hands within 5 days (Saturdays, Sundays, and Legal Holidays excluded) before scheduled proposal submission date.

Any inquiries related to technical or contractual matters must be submitted in writing to:

Christopher J. Gagliastro, MCPPO
Purchasing Director
City of Worcester, City Hall
455 Main Street, Room 201
Worcester, MA 01608
gagliastroc@worcesterma.gov

5. Nothing herein is intended to exclude any responsible Proposer or in any way restrain competition. All responsible Proposers are encouraged to submit proposals. The City encourages participation by Minority and Women Owned Business Enterprises (M/WBE).

6. The following meanings are attached to the defined words when used in this RFP.

   a) The word "City" means The City of Worcester, Massachusetts.

   b) The word "Proposer" means the person, firm or corporation submitting proposal on these specifications or any part thereof.

   c) The word "Contractor" means the person, firm or corporation with whom the contract is made by carrying out the provisions of these specifications and the contract.

   d) The words "Firm Price" shall mean a guarantee against price increase during the life of the contract.

7. All proposals and other documents relating to this RFP are subject to the public records provisions of M.G.L. c.30B, and shall remain confidential until the time specified in c.30B section 6 (d).

8. All material submitted by vendors becomes the property of the City. The City is under no obligations to return any of the material submitted by a vendor in response to this RFP.

9. Each vendor's proposal must remain in effect for at least 120 days from the deadline for its submission. The City will decide upon acceptance within 120 days of submission.

10. It is understood and agreed that it shall be a material breach of any contract resulting from this RFP for the Contractor to engage in any practice which shall violate any
provision of Massachusetts General Laws, Chapter 151B, relative to discrimination in hiring, discharge, compensation, or terms, conditions or privileges of employment because of race, color, religious creed, national origin, sex, age or ancestry.

11. The City reserves the right to accept or reject any or all of the proposals submitted and waive informalities and technicalities.

12. The City will review and analyze each proposal, and reserve the right to interview selected proposers. The City shall select the proposer, which in the City’s opinion, has made the proposal best suited to the needs and goals of the City and its operations and deemed to be in compliance with the terms of this RFP.

13. The Contractor will be required to indemnify and save harmless the City of Worcester for all damages to life and property that may occur due to his or her negligence or that of his or her employees, subcontractors, etc. during the contract derived from this RFP.

14. The Contract Agreement will be drafted by the City’s Law Department in compliance with the terms of the RFP, and may incorporate the terms of this RFP and of the proposal selected.

15. The Proposer must certify that no official or employee of the City of Worcester, Massachusetts, is pecuniarily interested in this proposal or in the contract which the proposer offers to execute or in expected profits to arise therefrom, unless there has been compliance with the provisions of G.L.C. 43 section 27, and that this proposal is made in good faith without fraud or collusion or connection with any other person submitting a proposal.

16. Any proposal withdrawn after time and date specified, the proposer shall forfeit deposit on proposal as liquidated damages.

17. A vendor conference will be held as follows: n/a

18. The Contractor shall not assign, transfer, sublet, convey or otherwise dispose of any contract which results from this RFP, or its right, title or interest therein or its power to execute the same to any other person, firm, partnership, company or corporation without the previous consent in writing of the City. Should the Contractor attempt any of the above without the written consent of the City, the City reserves the right to declare the Contractor in default and terminate the contract for cause.

19. The Contractor shall obtain and maintain in force at all times during the term of the contract derived from this RFP, insurance coverage pertaining to Public Liability, Property Damage and Worker’s Compensation in the following types and amounts:

   A) PUBLIC LIABILITY INSURANCE - Contractor to supply the City of Worcester with certificates of insurance covering public liability in an amount not less than $1,000,000.00 to any one person, and not less than $1,000,000.00 on account of one accident.
B) **PROPERTY DAMAGE INSURANCE** - Contractor to supply the City with certificates of insurance covering property damage in an amount not less than $1,000,000.00 for damages on account of any one accident, and not less than $2,000,000.00 on account of all accidents.

C) **COMPENSATION INSURANCE** - The Contractor shall furnish the City with certificates showing that all its employees shall be connected with the management operations are protected under worker's compensation insurance policies.

20. The Contractor shall carry Public Liability Insurance with an insurance company satisfactory to the City so as to save the City harmless from any and all claims for damages arising out of bodily injury to or death of any person or persons, and for all claims for damages arising out of injury to or destruction of property caused by accident resulting from the use of implements, equipment or labor used in the performance of the contract or from any neglect, default or omission, or want of proper care, or misconduct on the part of the Contractor or for anyone in his or her employ during the execution of the contract derived from this RFP.

21. Prior to starting on the contract derived from this RFP, the Contractor shall deposit with the Purchasing Division, certificate from the insurer to the effect that the insurance policies required in the above paragraph have been issued to the Contractor. The certificates must be on a form satisfactory to the City.

22. All prices quoted must include inside delivery, and set-up in place F.O.B. destination to pre-designated City of Worcester departments.

23. No special charges will be allowed for rigging, packing, crating, freight, express, or carriage unless specifically stated and included in the vendor's proposal.

24. The award to the successful proposer may be cancelled in the event of vendor nonperformance as may be determined by the City.

25. The successful proposer shall comply with all applicable federal, state and local laws, ordinances, and regulations. The awarded contract shall be governed under the laws of the Commonwealth of Massachusetts.

26. Purchases made by the City are exempt from Federal and Massachusetts state taxes and proposal prices must exclude any such taxes. Tax exemption certificates will be furnished upon request.

27. When the contract is executed, a performance bond, in the full amount of the contract, is required. See paragraph 4. The bond will be of a surety company qualified to do business under the laws of the Commonwealth of Massachusetts. The cost of this bond is the vendor's responsibility. Bonds shall remain in force and effect thru the performance of the contract.
28. Expenditures by the City and authorization to spend for particular purposes are made on fiscal year basis. The City's fiscal year is the twelve month period ending June 30 of each year. The obligations of the City under any agreement to be reached are subject to the appropriation or authorization of the necessary funds. The City agrees to make reasonable efforts to obtain funding and all necessary authorization.

29. No amendment to the contract shall be effective unless it is in writing and signed by authorized representatives of both parties and is accepted by the City of Worcester.

30. The vendor (and its insurers, if any) shall bear all risk of loss or damage to the equipment which occurs in transit to the user site. The risk of loss or damage to purchased equipment shall remain with the vendor until the purchase price has been paid and title has passed. The vendor shall also bear the risk of loss or damage to leased or rented equipment during the City of Worcester's possession and use thereof subject, however to such conditions and limitations as may be stated elsewhere in the contract.

31. The vendor shall not assign or in any way transfer any interest in the contract without the prior written consent of the City provided, however, that claims for money due or to become due to vendor from the City may be assigned to a bank, trust company, or other financial institution without such consent so long as notice of such assignment is furnished promptly to the City. Any such assignment shall be expressly made subject to all defenses, set-offs, or counter-claims which would have been available to the City against the vendor in the absence of such assignment.

32. None of the services to be provided by the vendor pursuant to the contract shall be subcontracted or delegated to any other organization, association, individual, corporation, partnership or other such entity without the prior written consent of the City. No subcontract or delegation shall relieve or discharge the vendor from any obligation or liability under the contract except as specifically set forth in the instrument of consent. Any subcontract to which the City has consented shall be attached to the original of the contract on file in the City of Worcester.

33. Neither party will be liable to the other or be deemed to be in breach of the contract for any failure or delay in rendering performance arising out of causes beyond its reasonable control and without its fault or negligence. Such causes may include but are not limited to, acts of God or the public enemy, fires, floods, epidemics, quarantine restrictions, strikes, freight, embargoes, and unusually severe weather. If the vendor's failure to perform is caused by the default of the subcontractor, and if such default arises out of causes beyond the reasonable control of both the vendor and the subcontractor, and without the fault or negligence of either of them, the vendor shall not be liable for any excess costs for failure to perform, unless the equipment or services to be furnished by the subcontractor were obtainable from other sources in sufficient time to permit the vendor to meet the required delivery schedule. Dates or times of performance will be extended to the extent of delays excused in this section, provided that the party whose performance is affected notifies the other promptly of the existence and nature of such delay.

34. The vendor shall provide to the City of Worcester a warranty and a commitment which clearly states that all equipment and services proposed and supplied by the Vendor,
and/or its subcontractors, performs as expected and promised by the Vendor.

35. The vendor represents that no person other than bona fide employees working solely for the vendor, have been employed or retained to solicit or secure this agreement upon an arrangement or understanding for a commission, percentage, brokerage fee, gift or any other consideration contingent upon the award or making of this contract. For breach or violation of the representation, the City shall have the right to annul the contract without liability, or in its discretion to deduct from the contract price or consideration, or otherwise recover the full amount of such commission, percentage, brokerage fee or other consideration.

36. Any contract made by the City in which the Purchasing Agent or any employee of his/her department, the heads of using agencies or any other officer or employee of the City having a part in the placing of such contract is financially interested, directly or indirectly, shall be void.

37. The vendor shall not discriminate against any qualified employee or applicant for employment because of race, color, national origin, ancestry, age, sex, religion or medical handicap. The vendor agrees to comply with all applicable Federal and State Statutes, rules and regulations prohibiting discrimination in employment including: Title VII of the Civil Rights Acts of 1964; The Age Discrimination in Employment Act of 1967; Section 504 of the Rehabilitation Act of 1973; Massachusetts General Laws Chapter 151B, Section 4 (1) and all relevant administrative orders and executive orders.

If a complaint or claim alleging violation by the vendor of such statutes, rules or regulations is presented to the Massachusetts Commission Against Discrimination (MCAD), the vendor agrees to cooperate with MCAD in the investigation and disposition of such complaint or claim.

In the event of vendor noncompliance with the provisions of this section, the City shall impose such sanctions as it deems appropriate, including but limited to:

1) Withholding of payments due vendor under the contract until vendor complies.

2) Termination or suspension of the contract.
SUBMISSION OF PROPOSALS

38. Proposals must be submitted in two (2) packages according to the instructions below. The City intends to consider responses in the evaluation requirements before considering costs. Therefore, no reference to pricing may be made in the proposal of evaluation considerations.

A sealed package containing the original & 2 copies and 1 CD / USB drive of the proposal must be labeled as follows:

Purchasing Agent, City of Worcester

Call for Artists - Wayfinding Signage / E.D. - Technical Proposal

455 Main Street, Room 201
Worcester, MA 01608

Re: RFP No. 7351-W0________

A sealed package containing the original copy of the proposal must be labeled as follows:

Purchasing Agent, City of Worcester

Call for Artists - Wayfinding Signage / E.D. - Price Proposal

455 Main Street, Room 201
Worcester, MA 01608

Re: RFP No. 7351-W0________

Price proposal page is located on page 11 of the technical specifications.

Proposals must be delivered no later than Friday, May 1, 2020 at 10:00 AM LOCAL TIME. Late submissions will be rejected, regardless of circumstances. The City of Worcester is not responsible for submittals not properly marked.

The evaluation and cost proposals will remain confidential until a formal and finalized contract has been executed.
RFP EVALUATION

39. The City of Worcester Purchasing Agent will assign an evaluation team, hereafter referred to as the Selection Committee, to perform a full and complete evaluation of RFP submittals. The Purchasing Agent will ultimately forward a formal recommendation of award to the City Manager who has final award authority.

40. RFP evaluation responses will be evaluated by the Selection Committee based directly upon vendor's response to mandatory and comparative evaluation criteria. Vendors must meet or exceed the mandatory criteria requirements or be rejected as non-responsive.

Comparative criteria will be evaluated by the use of four rating categories as set forth by M.G.L. Chapter 30B:

1) HIGHLY ADVANTAGEOUS - Vendor's submittal meets all the stated requirements and offers significant performance above the stated requirements.

2) ADVANTAGEOUS - Vendor's submittal meets the stated requirements without risk or disadvantage.

3) NOT ADVANTAGEOUS - Vendor's submittal contains some risk or disadvantage but is not unacceptable.

4) UNACCEPTABLE - Vendor's submittal fails to meet the standards of the stated requirements.

After proposals have been assigned ratings on the basis of each evaluation criterion, a composite rating will be established by the Selection Committee. Submittals will then be ranked based upon finalized composite rating.

41. The Purchasing Agent will identify the most advantageous proposal based upon the rankings of the Selection Committee and an evaluation of the cost proposals received. The Purchasing Agent will forward a recommendation for award to the City Manager based upon the most advantageous proposal received considering evaluation rankings and cost proposals received.
GIVE FULL NAMES AND RESIDENCES OF ALL PERSONS INTERESTED IN THE FOREGOING PROPOSAL.

(NOTICE: Give first and last name in full; in case of corporations, give corporate name and names of President, Treasurer, and Manager; and in case of firms give names of the individual members)

Name  Address  Zip Code
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

KINDLY FURNISH THE FOLLOWING INFORMATION REGARDING BIDDER:

(1) If an Individual or Proprietorship

Name of Owner _____________________________________________________
Business Address______________________________________________________
Zip Code _____________  Telephone No. _________________
Email __________________________________________________________
Home Address_________________________________________________________
Zip Code _____________  Telephone No. _________________

(2) If a Partnership, Full names and addresses of all partners

Name  Address  Zip Code
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

Business Address_______________________________________ Zip Code ____________
Tel. No. ________________
(3) If a Corporation

| Full Legal Name: | | |
|------------------|------------------|
| State of Incorporation: | Qualified in Massachusetts? Yes | No |
| Principal Place of Business | Street | P.O. Box |
| | City/Town | State | Zip |
| Email: | | |
| Telephone No. | | |

Place of Business in Massachusetts

<table>
<thead>
<tr>
<th>Street</th>
<th>P.O. Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>City/Town</td>
<td>State</td>
</tr>
<tr>
<td>Telephone No.</td>
<td></td>
</tr>
</tbody>
</table>

GIVE THE FOLLOWING INFORMATION REGARDING SURETY COMPANY

| Full Legal Name of Surety Company | | |
|-----------------------------------|------------------|
| State of Incorporation | Admitted in Massachusetts? | Yes | No |
| Principal Place of Business | Street | P.O. Box |
| | City/Town | State | Zip |

Place of Business in Massachusetts

<table>
<thead>
<tr>
<th>Street</th>
<th>P.O. Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>City/Town</td>
<td>State</td>
</tr>
<tr>
<td>Telephone No.</td>
<td></td>
</tr>
</tbody>
</table>
NOTE:

The Office of the Attorney General, Washington, D.C. requires the following information on all bid proposals amounting to $1,000.00 or more.

E.I. Number of bidder ___________________________

This number is regularly used by companies when filing their "EMPLOYER’S FEDERAL TAX RETURN, U.S." Treasury Department Form 941.

AUTHORIZED SIGNATURE OF BIDDER

<table>
<thead>
<tr>
<th>TITLE</th>
<th>DATE</th>
</tr>
</thead>
</table>

UNDER MASSACHUSETTS GENERAL LAWS, CHAPTER 30B: SECTION 10, THE FOLLOWING CERTIFICATION MUST BE PROVIDED:

Section 10. A person submitting a bid or a proposal for the procurement or disposal of supplies, or services to any governmental body shall certify in writing, on the bid or proposal, as follows:

"The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals."

(Please Print)  ________________________________
Name of Person Signing Bid

______________________________
Signature of Person Signing Bid

______________________________
Company

No award will be made without vendor certification of the above.

*ALL PROPOSALS MUST INCLUDE THE ABOVE NON-COLLUSION FORM.*
CALL FOR ARTISTS
Worcester Wayfinding District Identifier Signs

Request for District Identifier Artwork Design Proposals

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Appendix A: References Relating to District Identifier Sign Themes
I. INTRODUCTION AND OVERVIEW

A. Project Summary

The City of Worcester is seeking proposals from interested and qualified artists/designers for the design and fabrication of artwork for District Identifier signs scheduled to be installed in certain locations throughout the city of Worcester. Eleven (11) signs, each featuring three to four artwork panels measuring 5’-3" H x 1’-7 ¾" W, will reflect Worcester’s history, culture, and community in creative and interesting ways through particular themes related to creativity, industry, and revolution. Artwork has previously been selected for three (3) additional signs, which are therefore not part of this process. However, their summary can be found in appendix A for reference purposes.

The District Identifiers are part of Phase One of a system of place-making signage that emphasizes district identification and incorporates public art celebrating Worcester’s unique identity. The District Identifier signs are anticipated to be installed in summer 2020. A theme has been carefully selected for each sign location, and the subject matter of the artwork shall relate to these themes. Artists are invited to submit design proposals for one to three of the District Identifier signs.

B. Scope of Work

The City seeks proposals for the design and fabrication of artwork panels for a system of place-making signage that emphasizes district identification, welcomes visitors, and promotes the rich culture of Worcester.

Each applying artist/designer or team should submit one proposal package of up to 12 art panel proposals, which equals a maximum of 3 District Identifiers. The City may request minor modifications to the selected proposals. The final designs selected will become the property of the City of Worcester with unlimited rights of use. The artists will retain copyright ownership.

Each component must be delivered completed, stable, well-fabricated and installation-ready. The City will have final determination in the location and placement of installations. Work the City deems unsuitable for public use will not be accepted.

Please note that, owing to the number of required artwork panels and project completion timing, it is anticipated that more than one artist/designer will be selected as a result of this Request for Proposals.

Production Advice

Suitable artwork supports for permanent, mounted outdoor signage include metals, such as stainless steel, aluminum, copper or composites. Note that vinyl or banners are not
considered permanent. Artists working in 2D media, such as painting, photography or printmaking, are advised to work with a high-quality sign fabricator. If you have not produced outdoor signage before, conduct an online search for “permanent outdoor signage” to locate potential vendors or visit your local sign shop.

C. Anticipated Project Timeline

Dates are subject to change at the discretion of City of Worcester:

- May 2020 Submission of proposals
- June 2020 Artist(s) selected
- June 2020 Selected Artist(s)/Team(s) submit final design drawings
- June 2020 – August 2020 Fabrication
- September 2020 Delivery (Exact Date TBD)

D. Who Should Apply | Eligibility

This RFP is open to all artists, artist teams, and design professionals with experience in public art design. Professionals residing in or with studio space in the city of Worcester and the New England region are encouraged to apply.

E. Price Proposal

This is a two-part submission process. Price information may not be included in the Project Vision/Technical Proposal, but must instead be submitted in a separate, sealed Price Proposal.

The selected artist/designer will be responsible for the design, fabrication, finishing and delivery of the work to the City of Worcester Department of Public Works site located at 1065 Millbury Street, Worcester, MA 01607. The City of Worcester has set the following maximum proposal prices:

- Up to $20,000 per three-sided sign (for a total of three artwork panels per sign)
- Up to $25,000 per four-sided sign (for a total of four artwork panels per sign)

Any proposal exceeding these amounts will be removed from consideration.

All costs associated with the design, preparation of shop drawings, fabrication, finishing, and transportation are to be included in the proposal price.
The City of Worcester, or a representative contractor, shall be responsible for site preparation and installation of the artwork. The artist/designer will be responsible for transportation and delivery, and is expected to be available to assist with the coordination of the installation process.

II. DISTRICT IDENTIFIER ARTWORK DESIGN SPECIFICATIONS AND CRITERIA

A. Description

Each District Identifier sign is comprised of two major sections. The upper section with lettering identifies the City District, and the lower section is reserved for the installation of artwork panels measuring 5’-3” H x 1’-7 ¾” W. Each sign will receive either three or four artwork panels. The subject matter for the artwork panels for each sign location has been selected by a committee composed of representatives from cultural institutions throughout Worcester, and the subject matter of the artwork shall relate to these themes. Please see C. Locations and Themes below for details.

![Figure 1 – Rendering of District Identifier Signs (developed by SPDC)](image)

B. Design Specifications

Each side of the lower section of the four-sided sign structure allows for an artwork panel measuring approximately 5’-3” H x 1’-7 ¾” W. Artwork panels should be limited to 1” thick along the perimeter to remain within the drip edge plate extension of the aluminum structure. The remainder of the artwork panel may be three-dimensional based on the sign location. Pre-drilled holes in the aluminum frame allow for the artwork
panel to be secured to the District Identifier structure. A total of 11 pre-drilled 1/4”-20 tapped holes, per side, have been provided to allow fastening of the artwork panels to the aluminum structure. Selected artist(s)/designer(s) will be provided a detailed design drawing on the sign specifications as installed to guide their final submission.

![Figure 2: District Identifier Artwork Panel (Not to Scale) (developed by SPDC)](image)

**C. Locations and Themes**

Key themes for the District Identifier artwork have been identified and are intended to enhance the place-making function of the signage. District Identifier signs 3 (Elm Park), 4 (Main South), and 7 (Shrewsbury Street East) have been committed. The additional specific sign locations and themes are outlined below.

<table>
<thead>
<tr>
<th>Sign ID</th>
<th>District</th>
<th>Location</th>
<th># of Panels</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Salisbury District</td>
<td>Corner of Park Avenue and Salisbury Street</td>
<td>3</td>
<td>Worcester’s Immigrant Workforce</td>
</tr>
<tr>
<td>2</td>
<td>Salisbury District</td>
<td>Corner of Highland Street and Grove Street</td>
<td>3</td>
<td>The Role of the Worcester Memorial Auditorium as a Former Civic Center</td>
</tr>
</tbody>
</table>
CALL FOR ARTISTS
Worcester Wayfinding

<table>
<thead>
<tr>
<th></th>
<th>District</th>
<th>Location</th>
<th>Points</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Main South District</td>
<td>Corner of Main Street and Ionic Avenue</td>
<td>3</td>
<td>Fashion / “Dressing in Style”</td>
</tr>
<tr>
<td>6</td>
<td>Shrewsbury Street District</td>
<td>Shrewsbury Street Median near Aitchison Street</td>
<td>4</td>
<td>Worcester, a cradle of cultural diversity</td>
</tr>
<tr>
<td>8</td>
<td>Washington Square District</td>
<td>NE Washington Square</td>
<td>4</td>
<td>Heart of the Commonwealth</td>
</tr>
<tr>
<td>9</td>
<td>Downtown &amp; Theatre District</td>
<td>Major Taylor Boulevard at Martin Luther King Jr. Boulevard</td>
<td>3</td>
<td>Peace, Love, and Happiness</td>
</tr>
<tr>
<td>10</td>
<td>Downtown &amp; Theatre District*</td>
<td>Specific location TBD</td>
<td>3</td>
<td>Abolition of Slavery</td>
</tr>
<tr>
<td>11</td>
<td>Downtown &amp; Theatre District*</td>
<td>Specific location TBD</td>
<td>3</td>
<td>Leading up to the American Revolution</td>
</tr>
<tr>
<td>12</td>
<td>Downtown &amp; Theatre District*</td>
<td>Specific location TBD</td>
<td>3</td>
<td>Women’s Rights Movement</td>
</tr>
<tr>
<td>13</td>
<td>Canal District</td>
<td>Specific location TBD</td>
<td>3</td>
<td>Creative Worcester: Casey at the Bat</td>
</tr>
<tr>
<td>14</td>
<td>Canal District</td>
<td>Specific Location TBD</td>
<td>3</td>
<td>Blackstone Canal</td>
</tr>
</tbody>
</table>

Please see Appendix A for additional resources for the themes identified above.

**D. Materials and Surface Finish**

Selected works must be constructed of durable materials capable of withstanding permanent exposure to the elements and public use. The surface finish must be low-maintenance and anti-graffiti coatings are required where feasible. Public safety must be kept in mind. Designs must have no dangerous or sharp points, corners, edges, etc., that could be hazardous to any person.

**E. Budget**

- Up to $20,000 per three-sided sign (for a total of three artwork panels per sign)
- Up to $25,000 per four-sided sign (for a total of four artwork panels per sign)

All costs associated with the design, preparation of shop drawings, fabrication, finishing, and transportation are to be included in the proposal price.
III. Submission Requirements

This is a two-part submission process. Note that the Project Vision/Technical Proposal may not contain any pricing information. Any information related to price/budget should be included in your Price Proposal ONLY.

Proposers should submit two (2) printed copies and one (1) CD or USB drive containing the Project Vision/Technical Proposal only (Do not include Price Proposal on CD or flash drive), and separately one (1) copy of the Price Proposal in a sealed envelope.

A. Part 1: Project Vision/Technical Proposal

The Project Vision/Technical Proposal may include up to twelve (12) art panel designs, which equals a maximum of three District Identifier signs. The proposal shall consist of the following:

1. A cover letter introducing the proposal, not to exceed one (1) page.

2. Current resume that demonstrates the applicant’s qualifications as a professional artist/designer.

3. References: Minimum of three people with whom you have worked on an exhibit or commission who can describe your experience as a professional artist. Contact names, email addresses, and telephone numbers must be included for each reference.

4. A list of all subcontractor(s), such as a third-party fabricator, if applicable. Must include a resume or list of completed projects that demonstrates the subcontractor’s experience and/or qualifications as a professional fabricator.

5. For each District Identifier design (each set of 3 or 4 panels) proposed:

   a. A narrative of no more than one (1) page per design that describes the proposed design concept in relation to the given theme, and identifies source materials that were referenced for the design.

   b. One to four (1-4) images per District Identifier design submission.

      • Designs may be hand-drawn or prepared using a computer software program.

      • Designs must be on a white background.

      • Designs should be easily read by a layperson and include general dimensions and proposed materials.
c. A list of materials for each design, including details on the surface finish.

d. Description of construction/fabrication methods for each design.

e. Requirements for fastening/attachment or other technical requirements, as applicable.

B. Part 2: Price Proposal

The price proposal must be sealed and submitted separately. The Proposal Budget shall be inclusive of all costs related to the design, preparation of shop drawings, fabrication, finishing and transportation of the artwork to the installation site. If more than one design is submitted, each submission should include a separate budget.

**Maximum Budget**
- Up to $20,000 **per three-sided sign** (for a total of three artwork panels per sign)
- Up to $25,000 **per four-sided sign** (for a total of four artwork panels per sign)

IV. Selection Process

A review committee comprising art professionals and representatives from the City of Worcester will be responsible for evaluating the proposals. Proposals will be evaluated on the basis of the comparative evaluation criteria listed here within.

Following the RFP review, an artist/team will be recommended for award by the City’s project team. The contract will be awarded to the responsive and responsible artists submitting the most advantageous proposal, taking into consideration adherence to the design criteria outlined in this RFP, experience of the artist/designer or team, the strength of the professional references, the artistic vision for the proposed work, and the price proposal. The City reserves the right to reject any and all proposals.

A. Minimum Evaluation Criteria

Proposals must be submitted in accordance with the Submission requirements detailed in Section III.

B. Comparative Evaluation Criteria

Each proposal meeting the minimum evaluation criteria shall be further evaluated and rated according to the comparative evaluation criteria to determine the relative merits of each proposal. The review will cover the objectives listed below. Within each category, the degree to which the proposal satisfies the stated objective shall be reviewed and rated on a system of “highly advantageous”, “advantageous”, and “not advantageous”.
<table>
<thead>
<tr>
<th><strong>Criterion</strong></th>
<th><strong>Highly Advantageous</strong></th>
<th><strong>Advantageous</strong></th>
<th><strong>Not Advantageous</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Artistic Merit and Creativity</td>
<td>The proposed design expresses significant artistic appeal and involves unique qualities, interpretations, and/or techniques.</td>
<td>The proposed design expresses adequate artistic appeal and an acceptable level of creativity.</td>
<td>The proposed design is not satisfactorily appealing and/or not appropriate for the setting.</td>
</tr>
<tr>
<td>Thematic Consistency</td>
<td>The proposed design insightfully and relevantly reflects the relevant theme.</td>
<td>The proposed design adequately reflects the relevant theme.</td>
<td>The proposed design does not reflect the relevant theme.</td>
</tr>
<tr>
<td>Related Experience</td>
<td>Artist/designer (and subcontractor, if applicable) has significant demonstrable experience designing and fabricating public art, especially public art created for outdoor settings.</td>
<td>Artist/designer (and subcontractor, if applicable) has a fair amount of demonstrable experience designing and fabricating public art, including some public art created for outdoor settings.</td>
<td>Artist/designer (and subcontractor, if applicable) has limited experience designing and fabricating public art for outdoor settings.</td>
</tr>
<tr>
<td>Criterion</td>
<td>Highly Advantageous</td>
<td>Advantageous</td>
<td>Not Advantageous</td>
</tr>
<tr>
<td>---------------------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Technical Feasibility</td>
<td>The artist/designer résumé and references provide ample evidence of his or her ability to complete the project, adhering to the criteria, budget, and timeline proposed.</td>
<td>The artist/designer résumé and references provide sufficient evidence of his or her ability to complete the project, adhering to the criteria, budget, and timeline proposed.</td>
<td>The artist/designer résumé and references provide limited evidence of his or her ability to complete the project, adhering to the criteria, budget, and timeline proposed.</td>
</tr>
<tr>
<td>Design</td>
<td>The proposed design, including materials and dimensions, meets and/or exceeds the design requirements set forth in this RFP.</td>
<td>The proposed design, including materials and dimensions, meets the design requirements set forth in this RFP.</td>
<td>The proposed design, including materials and dimensions, does not meet or satisfy the design requirements set forth in this RFP.</td>
</tr>
<tr>
<td>Durability and Public Safety</td>
<td>The proposed installation is designed in a highly durable manner with very few maintenance requirements, and with strong consideration for public safety.</td>
<td>The proposed installation is appropriately durable with limited maintenance requirements, and with reasonable consideration for public safety.</td>
<td>The proposed installation is not durable or requires routine maintenance, or has insufficient consideration for public safety.</td>
</tr>
</tbody>
</table>
Artist Name: ____________________________________________________________

Design Proposal Title: __________________________________________________

<table>
<thead>
<tr>
<th>Sign ID</th>
<th>Individual titles for panel designs (up to twelve):</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
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<tr>
<td>2.</td>
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<td>3.</td>
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<td>4.</td>
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<td>5.</td>
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<td>11.</td>
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<td>12.</td>
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<td>13.</td>
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<tr>
<td>14.</td>
<td></td>
</tr>
</tbody>
</table>

**Expense (Per Three-Sided District Identifier Sign) | Budget**

<table>
<thead>
<tr>
<th>Item</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artist/Design Fee</td>
<td>$</td>
</tr>
<tr>
<td>Materials</td>
<td>$</td>
</tr>
<tr>
<td>Labor</td>
<td>$</td>
</tr>
<tr>
<td>Transportation/Delivery</td>
<td>$</td>
</tr>
<tr>
<td><strong>Total ($20,000 Maximum)</strong></td>
<td>$</td>
</tr>
</tbody>
</table>

**Expense (Per Four-Sided District Identifier Sign) | Budget**

<table>
<thead>
<tr>
<th>Item</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artist/Design Fee</td>
<td>$</td>
</tr>
<tr>
<td>Materials</td>
<td>$</td>
</tr>
<tr>
<td>Labor</td>
<td>$</td>
</tr>
<tr>
<td>Transportation/Delivery</td>
<td>$</td>
</tr>
<tr>
<td><strong>Total ($25,000 Maximum)</strong></td>
<td>$</td>
</tr>
</tbody>
</table>
V. PROPOSAL SUBMISSION CHECKLIST

Project Vision/Technical Proposal

Two (2) printed copies and one (1) CD or USB drive containing the Project Vision/Technical Proposal only (Do not include Price Proposal on CD or flash drive)

______ Cover letter

______ Resume(s)

______ List of references – minimum of three (3) contacts

List of all subcontractor(s), if applicable, including the subcontractor’s resume

______ or list of completed projects

For each design submitted:

______ Narrative

______ Images of each design with dimensions

______ List of materials and construction/fabrication methods

______ Description of construction/fabrication methods

______ Requirements for fastening/attachment or other technical requirements, as applicable

CD or flash drive with Project Vision/Technical Proposal only (Do not include Price Proposal on CD or flash drive)

Price Proposal

One (1) printed copy

Proposal budget (“Price Proposal”) form(s) - submit in sealed envelope

______ under separate cover
### Appendix A: References Relating to District Identifier Sign Themes

<table>
<thead>
<tr>
<th>Sign ID</th>
<th>Theme</th>
<th>Notes</th>
<th>Sample Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign 1</td>
<td>Worcester’s Immigrant Workforce</td>
<td>Worcester's population quadrupled between 1828, when the Blackstone Canal opened, and 1850, increasing from roughly 4,000 to more than 17,000. Beginning with Irish canal workers, successive waves of European immigrants, as well as swarms of young people from the countryside, came to the city in search of opportunity. Many found employment in the diverse industrial economy in Worcester after 1825, which was made up of factories producing a variety of goods such as machine tools, wire products, and power looms.</td>
<td><a href="http://www.worcesterhistory.org/worcesters-history/worcester-in-the-19th-century/industrialization/">http://www.worcesterhistory.org/worcesters-history/worcester-in-the-19th-century/industrialization/</a></td>
</tr>
<tr>
<td>Sign 2</td>
<td>The Role of the Worcester Memorial Auditorium as a Former Civic Center</td>
<td>The Worcester Memorial Auditorium was designed as a World War I War memorial in the form of a multi-purpose hall. The building is built in the Classical Revival style, but with Art Deco bas-relief ornamentation. The interior murals in the Auditorium were created by the artist Leon Kroll, and took three years to complete between 1938 and 1941.</td>
<td><a href="https://en.wikipedia.org/wiki/Worcester_Memorial_Auditorium">https://en.wikipedia.org/wiki/Worcester_Memorial_Auditorium</a></td>
</tr>
</tbody>
</table>
| Sign 3  | Worcester’s Legacy of Parks Awarded under separate RFP               | Parks and open spaces have been a part of Worcester's history since the City’s founding. In the late 17th century, the area that is now the Worcester Common was used as a training ground for the militia, a burial ground, and the site of the settlers' meetinghouse. Over the past few centuries, this piece of land has evolved into the wonderful Worcester Common you see today. However, the best known historic park in Worcester is Elm Park. Purchased in 1854, using public funds, it is recognized as one of the first purchases of land for a public park in the United States. Both the Common and Elm Park are on the National Register of Historic Places. | [http://www.worcesterma.gov/city-parks](http://www.worcesterma.gov/city-parks)  
<table>
<thead>
<tr>
<th>Sign</th>
<th>Signage</th>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Robert Goddard / Space Age Innovations Awarded under separate RFP</td>
<td>Robert Goddard (1882-1945), engineer, physicist, inventor and professor at Clark University, is credited with creating and building the world's first liquid-fueled rocket. Goddard introduced the idea that man could reach the moon. The first Anti-G space suit was manufactured in Worcester.</td>
<td><a href="http://www.worcesterhistory.org/worcesters-history/worcesters-own/worcester-and-the-national-space-program/">http://www.worcesterhistory.org/worcesters-history/worcesters-own/worcester-and-the-national-space-program/</a></td>
</tr>
<tr>
<td>6</td>
<td>Worcester, a cradle of cultural diversity</td>
<td>Worcester is known for its cultural diversity. For a century starting in the 1870s, immigrants moving into Worcester almost exclusively came from Europe and North America. In the early days, they were largely from Ireland – which made up an overwhelming 70 percent of all Worcester foreign-born residents 150 years ago – followed by Canada and England. As of the last decennial Census in 2010, Brazil, Vietnam, Ghana and the Dominican Republic made up the largest share of Worcester immigrants, followed by Albania and China.</td>
<td><a href="http://www.wbjournal.com/article/20181112/PRINTEDITION/31109997/coming-to-worcester-the-citys-immigrant-population-has-shifted-in-the-last-decade">http://www.wbjournal.com/article/20181112/PRINTEDITION/31109997/coming-to-worcester-the-citys-immigrant-population-has-shifted-in-the-last-decade</a></td>
</tr>
<tr>
<td>7</td>
<td>Diners of America Awarded under separate RFP</td>
<td>T.H. Buckley founded the Worcester Lunch Car Co., a major producer of lunch wagons. Charles Palmer received the first patent (1893) for the diner, which he billed as a &quot;Night-Lunch Wagon.&quot;</td>
<td><a href="http://www.worcesterhistory.org/worcesters-history/worcesters-own/diners/">http://www.worcesterhistory.org/worcesters-history/worcesters-own/diners/</a></td>
</tr>
<tr>
<td>8</td>
<td>Heart of the Commonwealth</td>
<td>Worcester is located in Central Massachusetts, and is known as the &quot;Heart of the Commonwealth.&quot;</td>
<td><a href="http://www.worcesterhistory.org/worcesters-history/">http://www.worcesterhistory.org/worcesters-history/</a></td>
</tr>
</tbody>
</table>
| Sign | Peace, Love, and Happiness | Smiley Face - Graphic designer Harvey Ball (1921–2001) designed the Smiley Face for State Mutual Life Assurance Company in 1963. It would become a world-wide popular icon.  
Cradle of Alternative Thought - Worcester has always been home to a community of alternative thinkers, reformers and radicals. Noteworthy examples include Abbie Hoffman (1936–1989), co-founder of the Youth International Party. 65 1/2 Main Street was the site of the “Phoenix” a 1960s/70s gathering spot for Worcester radicals, including Abbie Hoffman, best known as one of the Chicago Seven who disrupted the 1968 Democratic National Convention in Chicago.  
Development of the Birth Control Pill - Dr. Gregory Pincus co-discovered, with Min-Chueh Chang, the ovulation-inhibiting property of progesterone, the orally active hormone used in “The Pill,” while at the Worcester Foundation at Clark University.  
Valentines – In 1847, Esther Howland (1828–1904) began assembling valentines in a third-floor room at her family residence on Summer Street, eventually relocating her valentine-making shop to Harrington Corner. | http://www.worcesterhistory.org/worcesters-history/worcesters-own/smiley-face/  
https://en.wikipedia.org/wiki/Harvey_Ball  
https://en.wikipedia.org/wiki/Abbie_Hoffman  
http://www.telegram.com/article/20090702/NEWS/907020630  
http://www.worcesterhistory.org/worcesters-history/worcesters-own/valentines/ |
| Sign | Abolition of Slavery | The Quock Walker (1753 - d. unknown) decision at the Worcester County Courthouse had a significant impact on outlawing slavery in Massachusetts. The state’s first Young Men's Anti-Slavery Convention was held in Worcester in 1838, and the following year the female Worcester Anti-Slavery Sewing Circle was formed. In 1848, the same year the city charter was approved, the Free Soil Party, a new national political party opposed to slavery, was organized in Worcester. | http://www.worcesterhistory.org/worcesters-history/worcester-in-the-19th-century/age-of-reform/  
| Sign  | Leading up to the American Revolution | Worcester played a prominent role in the American Revolution, beginning with the ouster of the judges from the Worcester County courts in 1774, which was one of the first actions of the American Revolution, predating Lexington and Concord by seven months. Uprising colonists from throughout Worcester County marched down Main Street from the courthouse to what is now City Hall. | [http://www.revolution1774.org/category/articles/](http://www.revolution1774.org/category/articles/)  
| --- | --- | --- | --- |
| Sign  | Women’s Rights Movement | Women’s rights conventions were a series of meetings that increased the visibility of the early women’s rights movement in the United States. The first national political Women's Rights Convention, held in Worcester in 1850, combined both male and female leadership and attracted a wide base of support including temperance advocates and abolitionists. Speeches were given on the subjects of equal wages, expanded education and career opportunities, women's property rights, marriage reform and temperance. | [http://worcesterhistory.org/19th-womensrights.html](http://worcesterhistory.org/19th-womensrights.html)  
[https://www.nps.gov/wori/learn/historyculture/more-womens-rights-conventions.htm](https://www.nps.gov/wori/learn/historyculture/more-womens-rights-conventions.htm)  
[https://www.nps.gov/wori/learn/historyculture/abby-kelley-foster.htm](https://www.nps.gov/wori/learn/historyculture/abby-kelley-foster.htm)  
[http://www.nationalabolitionhalloffameandmuseum.org/afoster.html](http://www.nationalabolitionhalloffameandmuseum.org/afoster.html)  
[http://www.wwhp.org/Resources/](http://www.wwhp.org/Resources/) |
| Sign  | Creative Worcester: Casey at the Bat | *Casey at the Bat: A Ballad of the Republic Sung in the Year 1888* is a baseball poem written in 1888 by Worcester resident Ernest Thayer and first published in The San Francisco Examiner (then called The Daily Examiner) on June 3, 1888. | [http://www.joslinhall.com/casey_at_the_bat.htm](http://www.joslinhall.com/casey_at_the_bat.htm)  
| Sign  | Blackstone Canal | The Blackstone Canal was a waterway linking Worcester, Massachusetts, to Providence, Rhode Island (and Narragansett Bay) through the Blackstone Valley via a series of locks and canals | [http://www.worcesterhistory.org/bcinfo/bcinfo-home.html](http://www.worcesterhistory.org/bcinfo/bcinfo-home.html) |
during the early 19th century. Construction began in 1825, and the canal opened on October 7, 1828 when the packet boat Lady Carrington arrived in Worcester, the first vessel to make the trip. The canal brought immediate prosperity to Worcester and the Valley; farmers’ profits increased and mills were built, especially in Worcester. Using water to transport goods was a great improvement over the rough roads of the era.