



Program Background:

In 2017, MainStreet Oceanside (MSO) launched Art that Excites formerly known as Oceanside Mural Initiative. The objective of this initiative is to transform Downtown Oceanside into a public arts destination through the creation of unique, visually captivating murals in the Downtown Oceanside district. These works of art will serve to highlight this rapidly growing Southern California beach town community and its unique and diverse character.

In partnership with North County Transit District (NCTD), Art that Excites, through the MSO Design Committee, is issuing a request for an Art Coordinator to submit a proposal to support selecting the best art solution at the Oceanside Transit Center (OTC) pedestrian tunnel. The Art Coordinator is not required to be a resident of Oceanside to apply, but it is strongly encouraged for local Art Coordinators to submit a proposal. The selected person must be capable of providing a professional and quality service while working in tandem with the partners invested in improving Oceanside's public art.

Compensation:

The contracted Art Coordinator will receive a payment of \$10,000.

Public Art Location: Oceanside Transit Center pedestrian tunnel

Scope of Work:

- A. Art Coordinator will guide MSO and NCTD in the public outreach and decision-making processes for selecting an art solution for the Oceanside Transit Center (OTC) pedestrian tunnel.
- B. Art Coordinator's Objectives
 - a. Work collaboratively with both MSO and NCTD staff
 - b. Provide technical guidance and expertise to guide the development of the Artist RFP
 - c. Organize public outreach initiatives to develop a thematic summary of community art desires
 - d. Organize public outreach for the final artist selection voting
 - e. Provide technical guidance to MSO Design Committee in the selection of the five primary artists as a non-voting member
- C. Scope of Services
 - a. Outreach Support
 - i. Pre-artist selection public outreach

1. Art Coordinator shall be responsible for the coordination of at least two community forums or outreach events (pop-ups, etc.) to gather data on the thematic elements Oceanside residents and transit riders want to see in the art proposals. Outreach will be targeted towards transit riders and users of the OTC pedestrian tunnel.
 2. Art Coordinator shall collaborate with MSO and NCTD to determine the most effective method for gathering data on thematic elements from Oceanside residents at the community events (surveys, interviews, word clouds, etc.)
 3. Art Coordinator will be responsible for compiling this data and summarizing the results in a one-page document presented to MSO and NCTD.
 4. Upon release of the RFP for the artist, the Art Coordinator shall assist MSO with industry outreach to ensure widespread awareness of the RFP.
- ii. Selection of final artist outreach
1. Art Coordinator shall attend the public events (coordinated by MSO) for the final artist selection, answer questions from the public, etc. The Art Coordinator shall attend at a maximum, two events. The Art Coordinator will not be expected to summarize results from the final artist outreach events.
- b. Technical Expertise
- i. Art Coordinator shall complete a walk-through of the Oceanside Pedestrian Tunnel with MSO and NCTD staff and provide a summary of technical guidance on appropriate media for the tunnel. This will include a summary of the limitations of the space, dimensions that the artists can utilize for art, etc. This summary document will include feedback on a feasible art implementation schedule.
- c. Decision-making guidance
- i. The Art Coordinator shall act as a non-voting member of MSO's Design Committee to provide technical expertise when the committee is deciding on:
 1. The initial five proposals
 2. The final three proposals
- D. Deliverables
- a. One-page summary on Pre-Artist RFP Outreach including suggestions for thematic elements
 - b. One-page summary on technical guidance on appropriate media that can be used within the OTC Tunnel, specifying limitations
 - c. Implementation plan & schedule for the artist procurement

Timeline:

This RFQ will accept proposals from May 15, 2024, through June 14, 2024, at 5 PM PST. The winning proposal will be notified by July 19, 2024.

The Art Coordinator will be expected to support art outreach beginning late July 2024 through August 2024, with the expectation to deliver a one-page summary of the outreach to MSO and NCTD by September 1, 2024.

The Art Coordinator will act as a non-voting member to assist the design committee in the following RFP periods:

- December 1, 2024 – January 15, 2025: Reviewing initial proposals to select the top 5 artists
- February 15 – March 15, 2025: Reviewing the final proposals of the top 5 artists to determine the top 3 to go to public voting

The Art Coordinator will also be expected to support the public outreach events for the public selection of the final artist.

Proposal Requirements:

1. *Art Professional Skills and Qualifications:*
 - a. Identify your specific skill set and qualifications that you will utilize to manage the tunnel project.
2. *Art Professional Reference and Experience:*
 - a. Submit past project outcomes and how your experience can create a destination for public art.
3. *Detailed profile and relevant experience*

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

1. Demonstrated experience and expertise
2. Proposed approach and methodology
3. Timeliness of deliverables
4. References and client feedback

How to Submit:

Please submit the information requested above in one of the following ways by the submission deadline of Friday, June 14, 2024, by 5:00 PM PST. Late submissions will not be considered.

Via Email:

gumaro@mainstreetoceanside.com

Subject: OTC Tunnel Public Art Project

Via Mail:

MainStreet Oceanside
Attn: Art that Excites
701 Mission Avenue
Oceanside, CA 92054

Thank you for your interest in the Art that Excites and for your interest in a dynamic, vibrant Downtown Oceanside! We look forward to receiving your submission.