



# Memorandum

**TO:** RULES COMMITTEE

**FROM:** Jim McBride

**SUBJECT: SELECTION OF AIRPORT PUBLIC  
ART MASTER PLAN CONSULTANT**

**DATE:** June 8, 2004

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Approved

Date

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At the June 2, 2004 Rules Committee meeting, staff was requested to report on the selection process for the master planning consultants and whether consultants from California were considered. The following outlines the selection process and corresponding outreach.

On January 4, 2000, a nationally circulated *Request for Proposals to Develop a Ten-Year Master Plan for Public Art for the San José International Airport* (RFP) was issued through direct mail to qualified consultant candidates and through electronic and print media. The project was promoted through a nationally-distributed Request for Proposal, which included direct mailing, regional and national press releases, and posting on the City Internet sites, and on arts management and airport planning sites on the World-Wide Web, including:

- Distribution to 55 public art professionals with phone follow up to gauge interest as well as soliciting other qualified consultants. Twenty-three of these contacts were located within California.
- Distribution through arts organizations such as Center for Arts Management, Americans for the Arts, Art for Public Interest, Arts Reach, Art Job, CAA Careers, Art Calendar, Western States Arts Federation, and Art Scene.
- The American Association of Airport Consultants and Airports Council International received copies of the RFP for distribution to their members.
- On-line postings appeared on the San José Airport and Office of Cultural Affairs web sites.
- Additional RFPs were distributed as requested by individuals.

As of the April 24, 2000 deadline, three (3) qualified teams submitted proposals to develop a Public Art Master Plan for the Airport. On May 15, a selection panel comprised of Steve McCray, Arts Commission; David Marshall, Airport Commission; Harriet Traurig, OCA, Public Art Program Director; Evelyn Doone, Airport, Development Associate Architect; and Mignon Gibson, OCA, Administrative Officer (for Jerry Allen, Deputy Director, OCA), interviewed the three teams of Gyroscope, Inc., Oakland, California; Arts Management for Public Spaces, Palm Desert, California; and The Rome Group, St. Louis, Missouri. Each consultant team had members located both regionally and nationally.

The selection panel conducted three (3) one-hour interviews to determine the consultants' qualifications, experience, and appropriateness of their proposed approach to the planning process to develop a vision for a successful public art program for the Airport. The panel based their evaluations on the following criteria:

- Experience in design team/transit public art;
- Experience in public art master planning;
- Knowledge of and demonstrated experience facilitating community-based planning;
- Quality of proposed work plan;
- Quality of oral and written communication skills; and
- Ability to produce high quality reports.

The panel evaluated each team's materials, presentations, and responses to questions and recommended to the Public Art Committee that the City contract with The Rome Group to develop a Public Art Master Plan for the Airport.

The Rome Group, composed a team for this project which includes: Amy Rome and Claudia Daugherty, principals of The Rome Group, who have extensive experience with master planning, organizational development, and community-based planning; Gail Goldman, former Director of Public Art for the San Diego Commission for Arts and Culture, who has over 20 years' experience in public art programming and policy development; Jack Mackie, a Seattle-based public artist who is known for his public art and his design team work, especially in airport and transit-based projects, including the Tasman Light Rail Corridor project for the Santa Clara Valley Transportation Authority; and Mary Jane Jacob, a Chicago-based curator best known for her public art projects and temporary exhibitions. A profile of the 5-member team is attached for reference.

At its May 30, 2000, meeting, the Public Art Committee voted to accept the panel's recommendation. On June 14, 2000, the Arts Commission accepted the Public Art Committee's recommendation to contract with The Rome Group. On August 8, 2000, City Council adopted a resolution authorizing the City Manager to negotiate and execute an agreement with the Rome Group to develop a Public Art Master Plan for San José International Airport, in an amount not to exceed \$75,000.

JIM McBRIDE

Acting Director, Conventions, Arts and Entertainment

Attachment