

CITY OF SACRAMENTO  
SACRAMENTO OFFICE OF ARTS + CULTURE  
ART IN PUBLIC PLACES PROGRAM

REQUEST FOR QUALIFICATIONS FOR A TEMPORARY PUBLIC ART PROJECT  
**EV CHARGER WRAPS - MIDTOWN**



**Deadline: June 8, 2020**

**11:59 pm Pacific Time**

**CALL TO ARTISTS**

The City of Sacramento, Sacramento Office of Arts + Culture (OAC), a division of the City of Sacramento Convention and Cultural Services Department, and Department of Public Works (DPW), Office of the Director, invites artists to submit their qualifications to design vinyl wraps for two commission locations in midtown Sacramento, each with three electric vehicle (EV) charger stations. The work is commissioned by the EVgo Fast Charging company in partnership with the City of Sacramento. We are excited about this public-private partnership and look forward to involving artists in City sustainability and innovation projects. Once completed, the work will be owned by EVgo, and will be installed for a minimum of two years.

**PROJECT OVERVIEW**

This project will allow two selected artists to engage with the City of Sacramento, EVgo, area businesses, and residential communities to use creative placemaking techniques to design a series of wrapped curbside electric vehicle (EV) charging stations at two sites in midtown Sacramento (approximately 926 22<sup>nd</sup> Street and 506 14<sup>th</sup> Street). Each selected artist will be commissioned to design vinyl wraps for three EV charging stations at one site.

Creative placemaking is when: "... partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures

and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.”<sup>1</sup>

This RFQ is being released during the COVID-19 pandemic as an opportunity to provide two local artists with public art commissions and to contribute as artist collaborators to ongoing sustainability efforts in the City of Sacramento. The timeline is very tight to complete this project. Also, because the charging station boxes need a good amount of instructions for consumers, the space for artwork is smaller than with our traditional utility box wrap projects. Artists should consider this design challenge in the context of the location, designs working together with three boxes, and proximity of viewer (up close as a pedestrian and further away usually driving by in a vehicle). Project stakeholders realize limited community engagement may be possible given shelter in place restrictions and the short timeline. Artists selected for this opportunity must be able to complete their designs no later than August 2020.

Each site will feature three 50-kilowatt (kW) EVgo direct current fast chargers (DCFC). Creative placemaking techniques will be used to allow the two selected artists to integrate the chargers with the surrounding environment and community. One artist will be selected to design all three chargers at a particular site. As shown in Attachment B, space for artwork on the EV charging stations is very limited due to necessary instructions and product identification. This will present design challenges that the artist must be willing to engage with in order to successfully complete the project.

The City of Sacramento is a leader in vehicle electrification and striving to expand zero-emission transportation technologies. The 2017 EV Strategy adopted by City Council committed to establish Sacramento as the “Zero-Emission Vehicle Capital of California” while fostering other modes of active and sustainable transportation. These projects are an important opportunity to raise the visibility and public awareness of EV charging options and the City’s sustainability goals. By supporting this work, the City also seeks to ensure broader public EV access by providing charging options for residents and workers in the downtown core that might not otherwise have home or work charging options. Learn more about the City’s EV initiatives online: <http://www.cityofsacramento.org/ev>.

## **OPPORTUNITIES AND ART SITES**

The selected artists will develop their design ideas from a mixture of their own artistic practice and input/ideas generated through a stakeholder / artist orientation meeting. Artists should also be responsive to the site and how artwork will integrate with the site and the EV charging stations. The artists should also give special consideration to how the three EVgo charging stations work together as surfaces and how the public will see and interact with the artwork. The project sites are located at:

- Approximately 926 22<sup>nd</sup> Street: west side of 22<sup>nd</sup> Street, in between J Street and I Street
- Approximately 506 14<sup>th</sup> Street: east side of 14<sup>th</sup> Street, in between E Street and Eggplant Alley (near Shine Café and Penleigh Child Development Center)

More information about the project and project sites are in Attachment A. A vinyl wrap template for the specific charging station is in Attachment B. Dimensional drawings for the charging station are in Attachment C. The two sites have been selected due to the parking configuration of the area and determined need. Once selected, each artist will be assigned their site to design for.

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<sup>1</sup> Markusen,, Ann and Anne Gadwa, Creative Placemaking, white paper for The Mayor’s Institute on City Design, a leadership initiative of the National Endowment of the Arts, Markusen Economic Research Services and Metris Arts Consulting, 2010.

## **ART BUDGET**

The two selected artists will each be awarded a \$2400 design fee for the design of three car charging stations at each site. Finished designs will be submitted in jpg and pdf format through the online Submittable platform to OAC who will work with the artists and wrap vendor to finalize the designs for installation. No additional funds will be provided for travel or other expenses.

As part of the project, OAC will facilitate an online WebEx based orientation meeting where each artist will meet with a project stakeholder team to receive background information about the community, site, and EV charging stations to which each artist has been assigned. After completing their EV charger designs, the artists will each meet again with the same group to present their final design concepts.

Separate project funds have been allocated for the box vendor, maintenance, and a graphic design consultant.

## **OFFICE OF ARTS + CULTURE PROCESS**

OAC is managing the selection process and implementation of this project. A diverse selection panel will review submissions and identify two artists to undertake the project. The composition of the selection panel members may vary but will typically include a member of the Arts Commission, a curator or arts administrator, an artist, a neighborhood stakeholder, and a participating agency stakeholder. In this case, a member of DPW will participate as the agency stakeholder, and a member of EVgo will participate as the funding stakeholder. OAC will facilitate the panel discussion but does not vote in determining the selected artists.

If awarded the project commission, the artists will be required to attend periodic meetings in Sacramento, present concept proposals to the selection panel and Arts Commission, and attend stakeholder meetings as required. The selected artist or artist team will be responsible for overseeing the design and installation of the commissioned artwork and for working cooperatively with the project stakeholders, city staff, and consultants. The OAC will contract separately with a vinyl wrap vendor to print and install the artist designed wraps on each car charger.

## **ARTIST SELECTION CRITERIA**

The chosen artists will be selected according to the following criteria:

- Innovation, quality, and creativity in previous projects / artwork
- Demonstrated experience and professional practice with community engagement and collaboration
- Interest in site specific installations even if artist's previous work is mostly studio based
- Expresses interest in being an artist collaborator in City's EV program and sustainability leadership in Sacramento

## **PROJECT TIMELINE**

May 2020	Request for Qualifications to Sacramento artists to apply for the commission
June 2020	Selection panel / interview artists / choose selected artists / artist contract completed / online community stakeholder orientation meeting
July 2020	Artist works on designs
August 2020	Artist presents proposed designs to selection panel / community stakeholders /
August 2020	Vendor installs wraps on chargers / project complete

## ELIGIBILITY

The project is open to experienced professional artists. The final commission will be awarded based on the stated “Artist Selection Criteria”. Previous experience with public art or site-specific art is a benefit but is not required for selection. Professional artists living in the Sacramento area and studio artists interested in learning more about public art are encouraged to apply.

## APPLICATION REQUIREMENTS

The entire submission must be completed on Submittable at <https://sacmetroarts.submittable.com> . There is no application fee to apply or to use Submittable. To apply, register a username and password, and follow the instructions. The call is listed as the **City of Sacramento, EV Charger Wraps**. *All requirements listed below must be met or the application will not be considered.*

- **Artist Statement:** (Maximum 250 words) Include a general introduction to your work. Discuss the concepts and ideas you explore in your artwork and how these ideas and issues are presented.
- **Resume:** (Maximum 2 pages) Outline your recent experience and accomplishments as an artist, emphasizing accomplishments that qualify you for this type of commission.
- **Samples of your work - a maximum of ten (10) files:** digital images in jpg, pdf, and tiff format are all acceptable with corresponding titles to match the Support Description list. Each file should highlight only one project.
- **Support Description list:** (Maximum 2 pages) For each image/file submitted, list the title, date, size, and medium for studio work. For public art projects include a description, location, budget, and commissioning organization (if applicable). If the project included community outreach, list participating groups and briefly describe the role community played in the project.
- **References:** Include the name, title, phone number, email, and mailing address of three references who are able to speak about your work.
- **Interest in Sustainability:** (Maximum 250 words) Briefly describe your interest in sustainability both locally and globally. How could your design idea be responsive to the City’s sustainability efforts and your own artistic practice? While no preference is required, please also indicate if you prefer one of the two site locations and why.

## QUESTIONS

Donald Gensler, Project Manager, Sacramento Office of Arts + Culture, Art in Public Places, [dgersler@cityofsacramento.org](mailto:dgensler@cityofsacramento.org) or call 916-808-8493. <http://www.arts.cityofsacramento.org>

# Attachment A

## **Second Curbside Electric Vehicle Charging Pilot**

Sacramento is working to remove barriers to Electric Vehicle (EV) access and encourage residents to drive EVs. The City is also supporting employees and visitors charging in Sacramento throughout the day. With a high concentration of employees and multi-family housing in the Central City, allowing on-street EV charging “curbside” in the public right-of-way can support a more diverse array of EV drivers. Highly visible curbside chargers can provide charging in dense areas of the central city where charging options are limited, and for residents without a garage or dedicated off-street parking.

In May 2019, the City in partnership with EVgo, an EV charging station operator, unveiled the City’s first-ever curbside high-powered charging plaza for electric vehicles at Southside Park. This project serves as an early pilot to test and evaluate curbside charging and has been considered successful to date. In December 2018, the City released a request for proposals (RFP) for a second curbside charging pilot in the Downtown core. EVgo was selected from the RFP process to own and operate up to 15 curbside chargers as the second pilot. The contract with EVgo identifies minimum criteria for eligible site locations to ensure that future curbside charging projects would not conflict with other City projects or programs. Prior to development of the RFP, staff worked to identify site concerns and pre-screen streets with conflicts or potential conflicts for curbside chargers.

After careful consideration and collaboration, EVgo and City staff have identified two preferred sites in Downtown Sacramento located. Each site will have three curbside fast chargers:

- [926 22<sup>nd</sup> Street](#): west side of 22<sup>nd</sup> Street, in between J and I St
- [506 14<sup>th</sup> Street](#): east side of 14<sup>th</sup> Street, in between E and Eggplant Alley (near Shine Café and Penleigh Child Development Center)

## **Charging Equipment for Second Curbside EV Charging Pilot**



Topic	Detail
Configuration	Each site will feature 3 fast chargers
Charger Type	Each charger will feature a dual port (CCS and CHAdeMO) DC Fast Charger rated 50 kW
Product	ABB’s Terra 53 CJ UL 50 kW DC Fast Charging Station <i>(image to the left)</i>
Cord/Cable	20 ft. Cable Length
Dimensions	21 in. (W) x 30 in. (D) x 75 in. (H)
Other features	High brightness full color touchscreen; ADA Compliant RFID, PIN and credit card kit options
Time Limitations	Each parking space with a DC fast charger will have enforced time limits and be reserved for EVs

**Approximately 506 14th Street: east side of 14th Street, in between E and Eggplant Alley**

Example adjacent uses:

- Shine Café
- Penleigh Child Development Center
- Residential
- Barber Blues



**Approximately 926 22nd Street: west side of 22<sup>nd</sup> Street, in between J and I St**

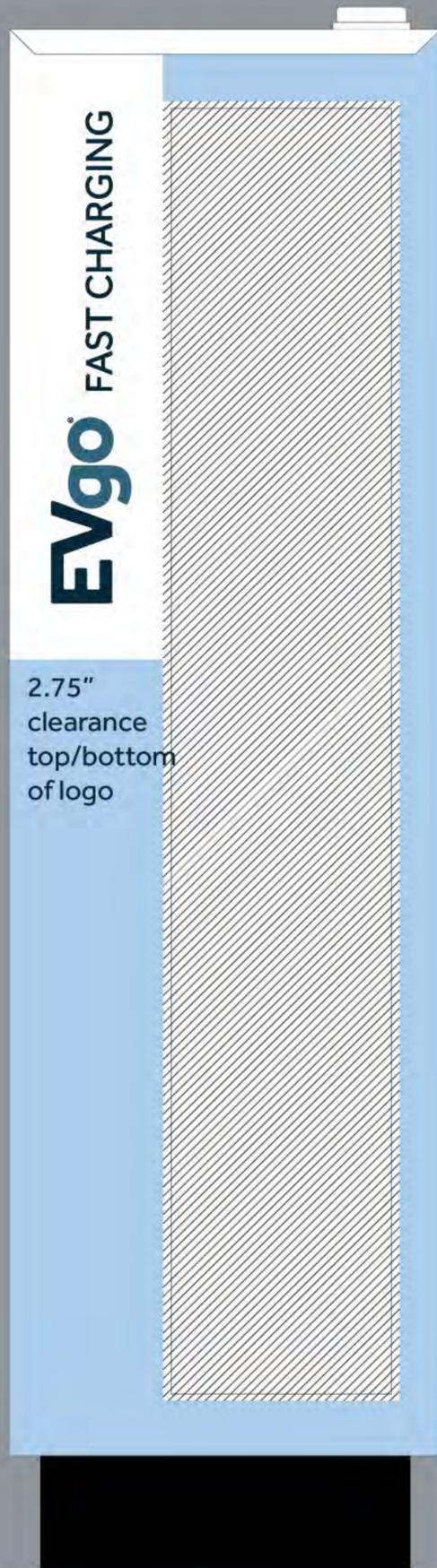
Example adjacent uses:

- The Corum (multifamily apartments)
  - A1 Driving School
  - Toro Sushi & Shabu
  - Mike's Camera



For more information, questions or feedback, please contact Jenna Hahn  
[jhahn@cityofsacramento.org](mailto:jhahn@cityofsacramento.org) or (916) 808-5016

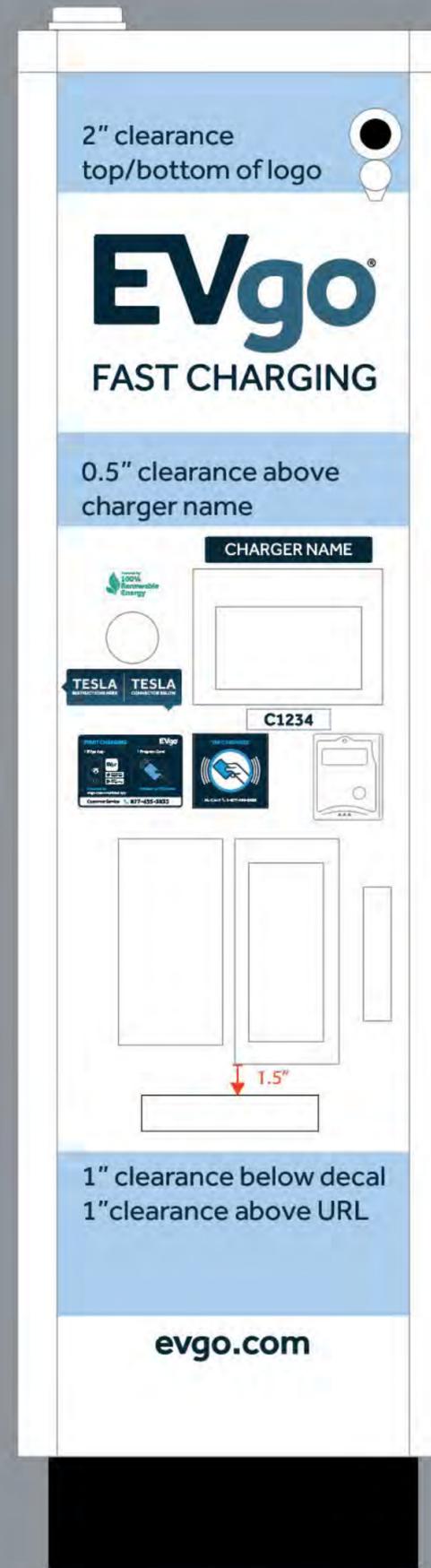
Learn more at [www.cityofsacramento.org/Public-Works/Electric-Vehicle-Initiatives/CurbSide-Charging](http://www.cityofsacramento.org/Public-Works/Electric-Vehicle-Initiatives/CurbSide-Charging)



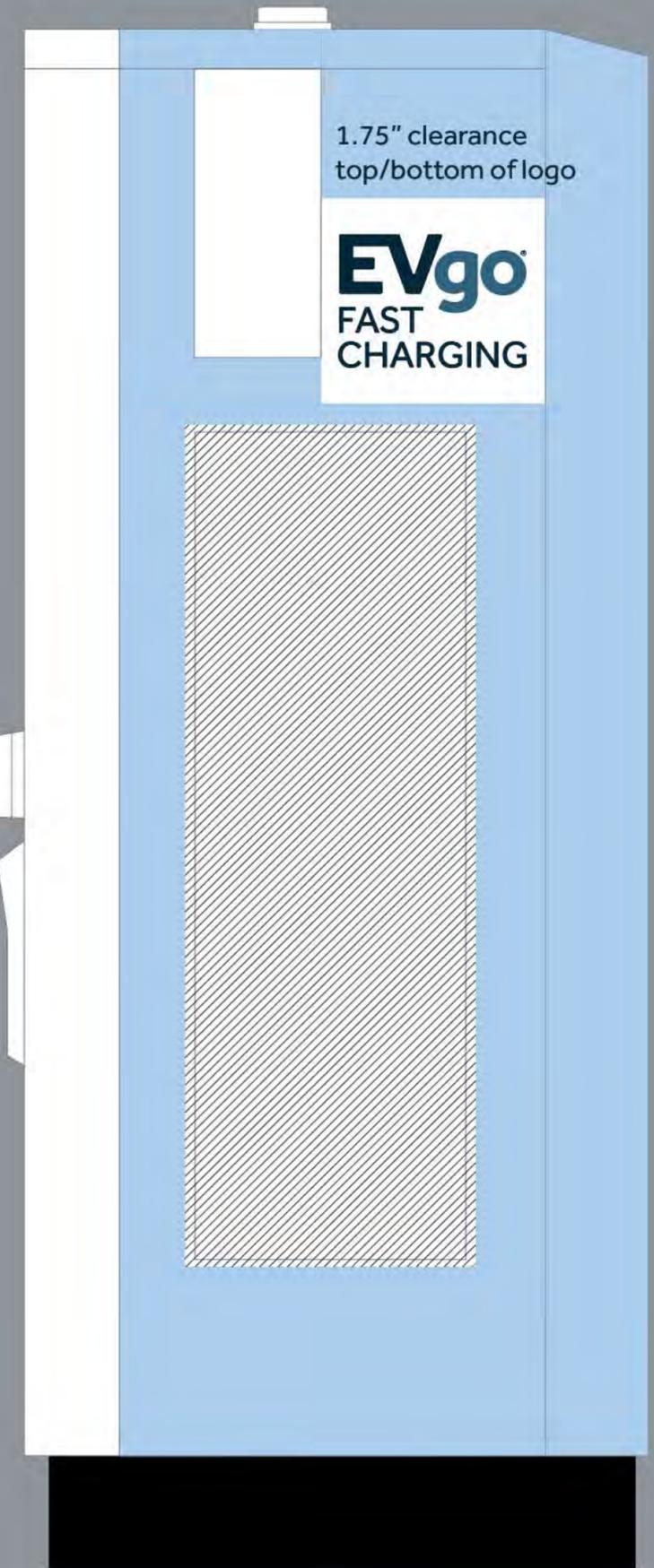
Back



Right



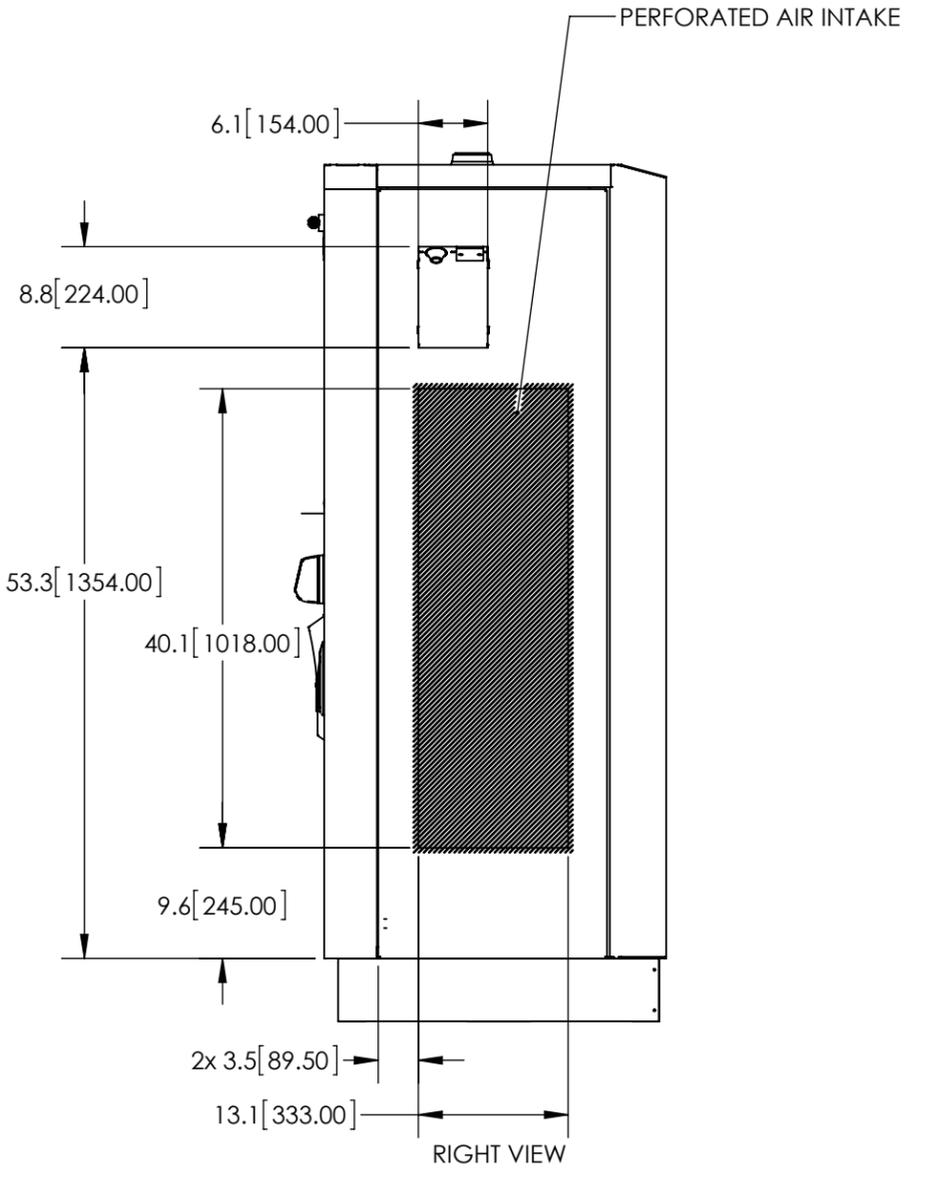
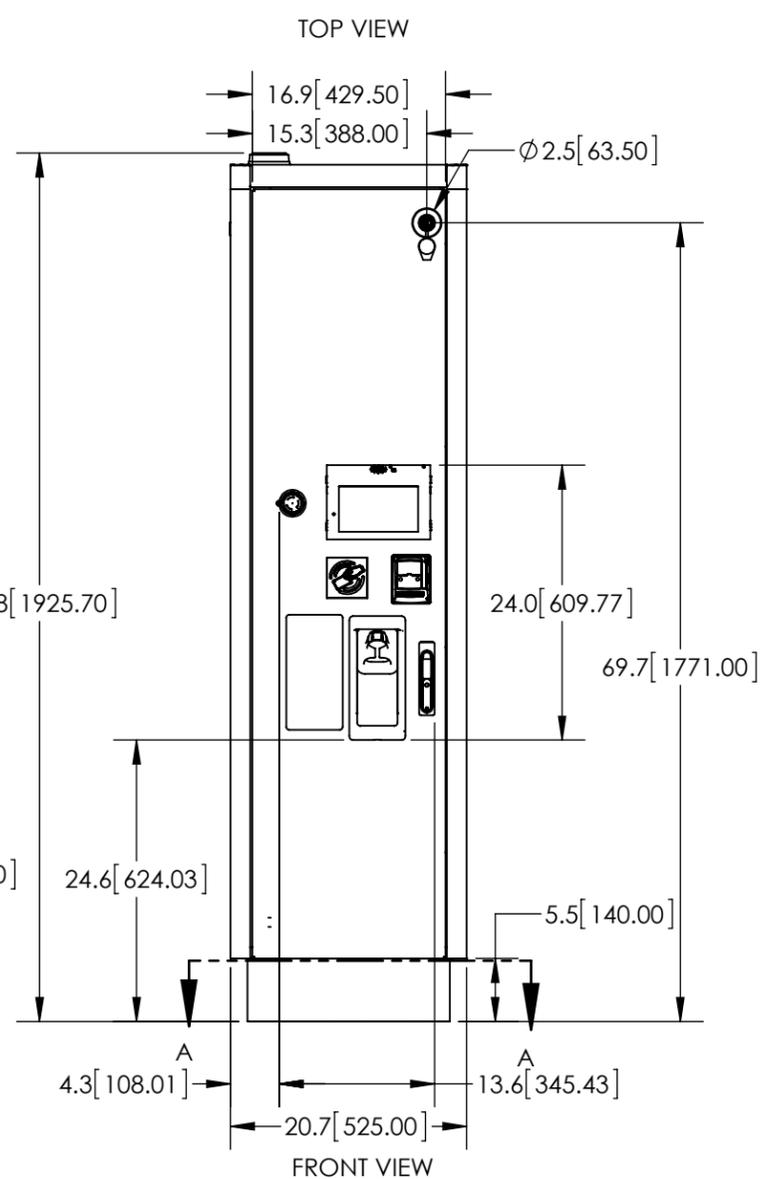
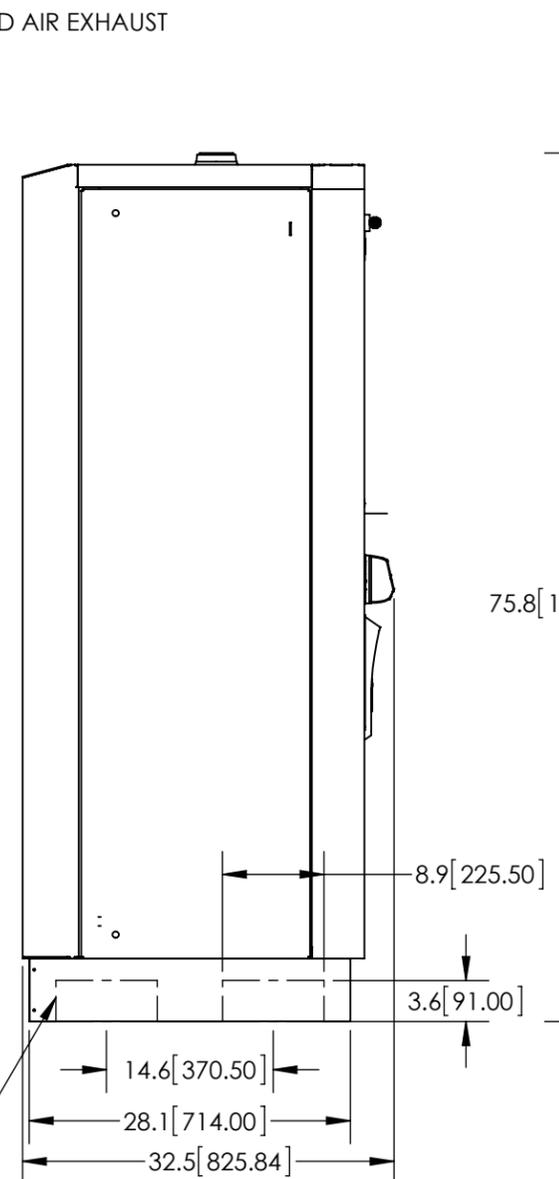
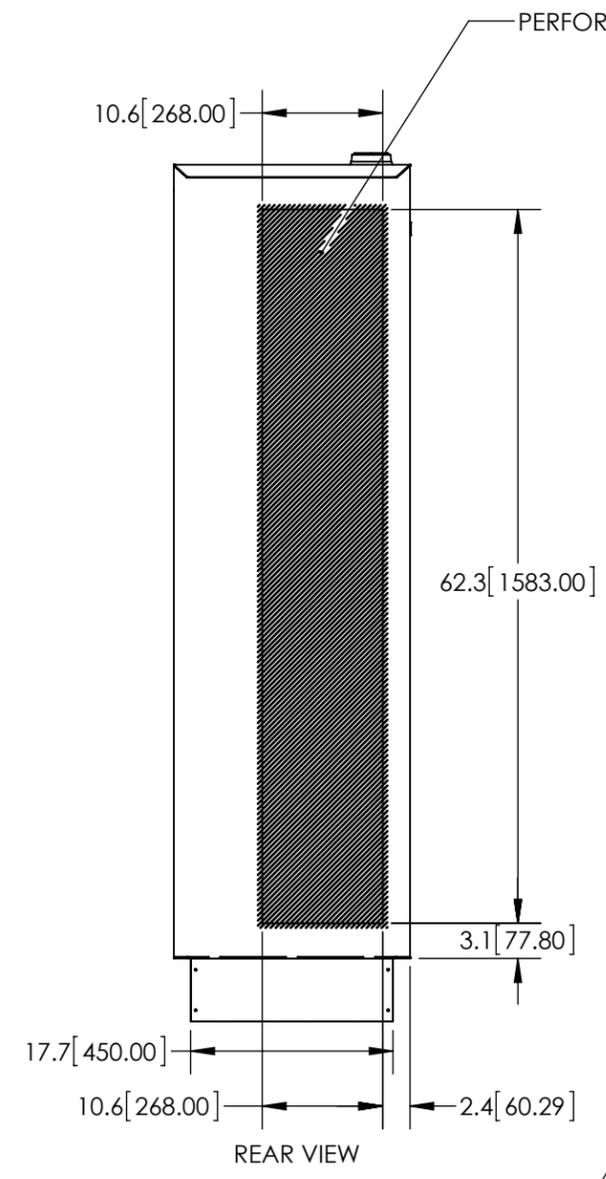
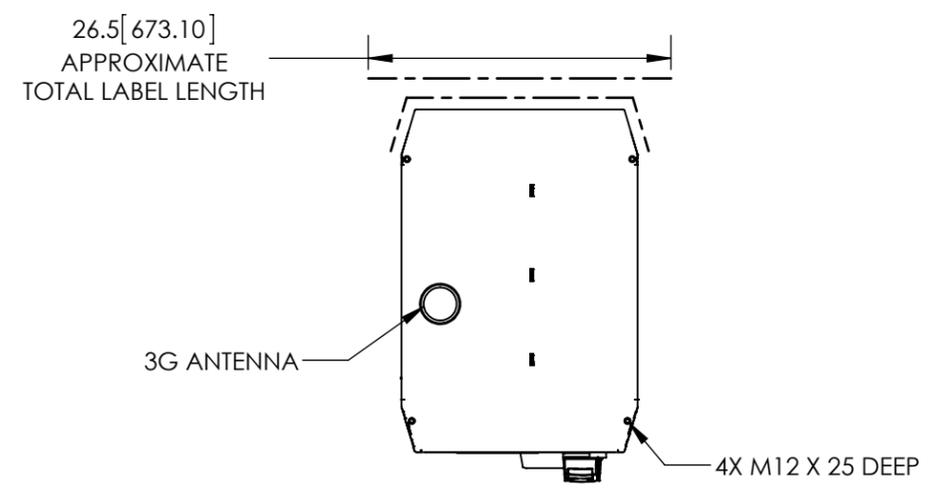
Front



Left

# Attachment C

- NOTES:
1. CHARGING CABLE NOT SHOWN.
  2. APPROXIMATE WEIGHT 850LBS.
  3. M12 THREADS MAY BE USED FOR LIFTING.



UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES [mm] AND TOLERANCES ARE:			DRAWN BY D. FALK		TITLE DIMENSIONAL OUTLINE, T53 ENCLOSURE		PROJECT EV		FORMAT B		PROJECTION First Angle	
FRACTIONS ± 1/16			DECIMALS .XX ± .02[.51] .XXX ± .005[.13]		CHECKED BY R. MARTIN		CUSTOMER NAME EV		SCALE NTS		REVISION 0	
APPROVED BY A. BARTOSH			ISSUED BY DEPT. ABB 8240154		DATE (m/d/y) 10/28/2013		DRAWING NUMBER 4EVM900A008		SHEET 1 OF 2			

0	INITIAL RELEASE	10/28/2013		D. FALK
REV	DESCRIPTION	DATE	ECO	APPROVED