

San Francisco Fire Department Division of Training Public Art Project
RFQ Pre-Application Workshop | Thursday, August 14, 2025



INTRODUCTIONS

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LAND ACKNOWLEDGEMENT

The San Francisco Arts Commission (SFAC) acknowledges that we are on the unceded ancestral homeland of the Ramaytush Ohlone. We affirm the sovereign rights of their community as First Peoples and are committed to supporting the traditional and contemporary evolution of the American Indian community and uplifting contemporary indigenous voices and culture.

RACIAL EQUITY

SFAC is committed to creating a city where all artists and cultural workers have the freedom, resources and platform to share their stories, art and culture and where race does not predetermine one's success in life. We also acknowledge that we occupy traditional and unceded Ohlone land. Fueled by these beliefs, we commit to addressing the systemic inequities within our agency, the City and County of San Francisco and the broader arts and culture sector. This work requires that we focus on race as we confront inequities of the past, reveal inequities of the present and develop effective strategies to move all of us towards an equitable future.

AGENDA

- Welcome + Introductions
- Introduction to the San Francisco Arts Commission
- Art Enrichment Opportunity + Artist Selection Process
- How to Apply
- Q&A
- Resources





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What is the Public Art Program?

In 1969, the City and County of San Francisco was one of the first municipalities in the country to enact an Art Enrichment Ordinance.

The Art Enrichment Ordinance ensures that 2% of the gross construction cost of civic buildings, transportation improvement projects, new parks, and other above-ground structures such as bridges, be allocated for public art.



Mildred Howard, *Promissory Notes* (2022), Southeast Community Center.
Photo: Ethan Kaplan Photography

Role of Public Art

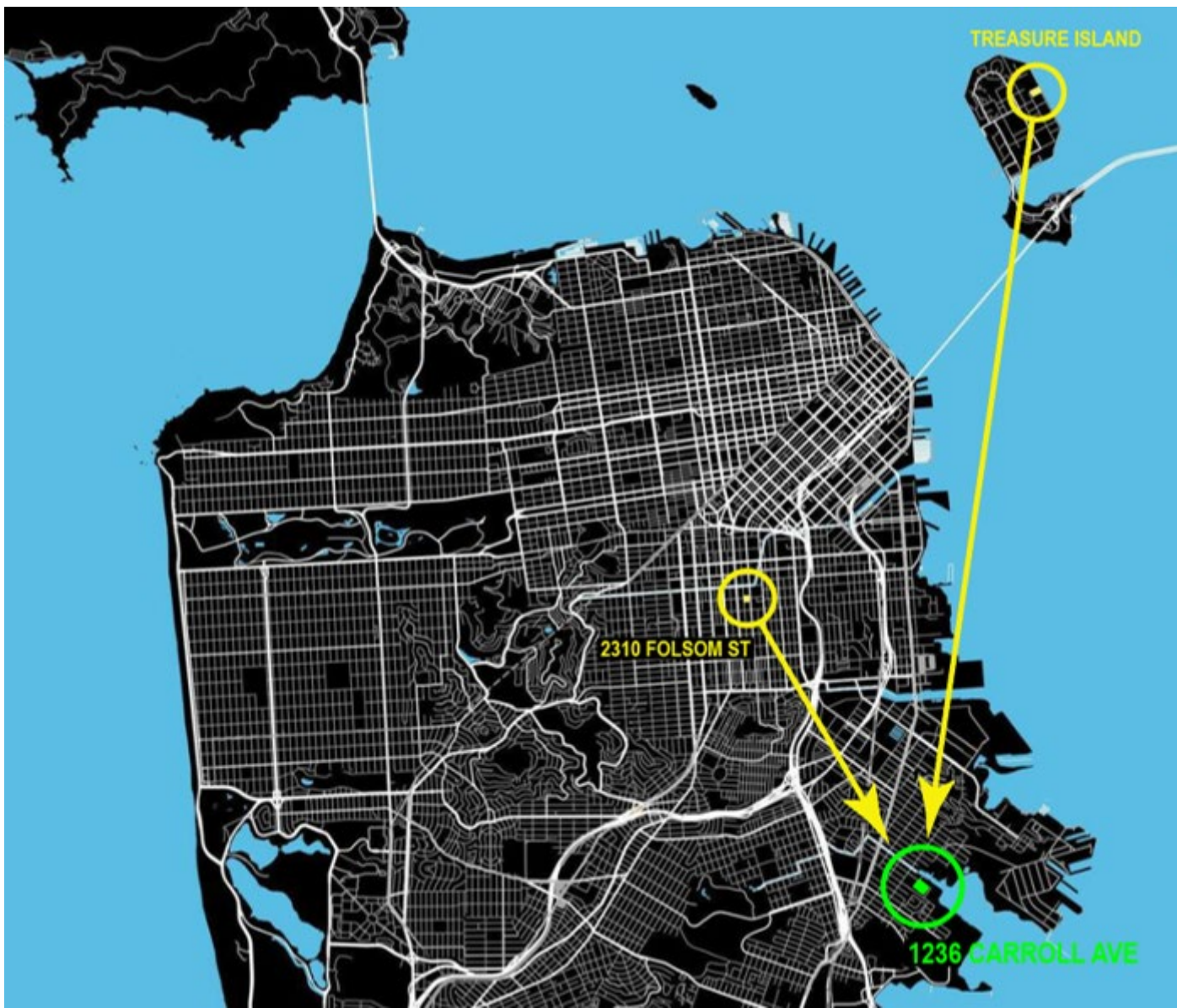
- Human connection in civic space
- Emotional, intellectual, or spiritual connection with the viewer.
- Unique sense of identity and place

SFAC Public Art Program Goals

- To promote a diverse and stimulating cultural environment
- To commission work that is site-specific and meaningful to the community



Walter Hood, *Bow* (2022), Fire Station 35. Photo: Ethan Kaplan Photography

















Division of Training Public Art Project Goals

- Connect viewers to the facility's functions and reflect the mission of the Fire Department, its history, and commitment to service
- Help integrate the facility into the neighborhood with meaningful connections to the community
- Durable and maintainable materials, suitable for an exterior location along a publicly accessible, pedestrian right-of-way (public sidewalk)
- Placement preserves pedestrian access and sightlines into the facility



Carroll Avenue looking North

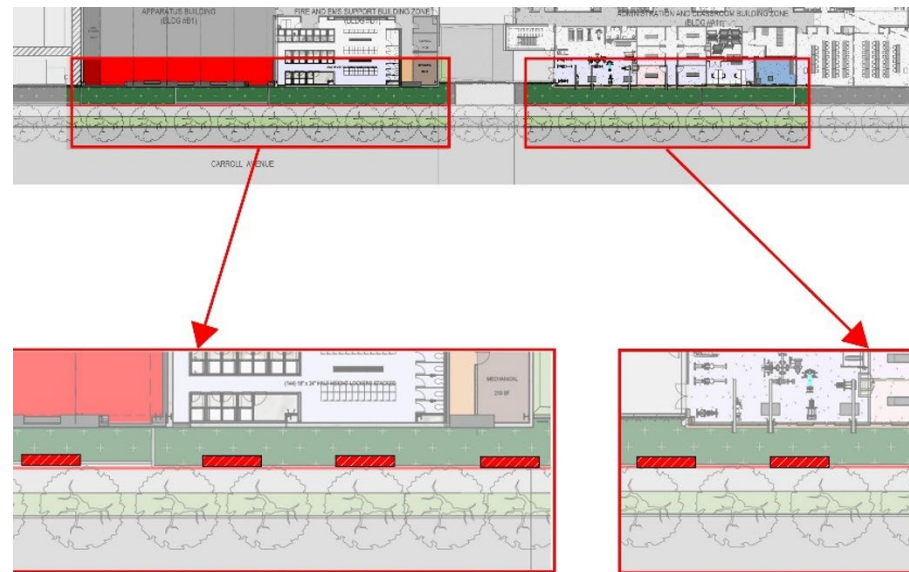
Division of Training Public Art Opportunity

Cohesive, integrated design that includes two components:

- a sculpture or grouping of sculptures located in the project's mid-block focus area along Carroll Avenue
- approximately 120 linear feet of sculptural or two-dimensional artwork integrated into wall niches within the concrete bioretention planter walls fronting the facility.



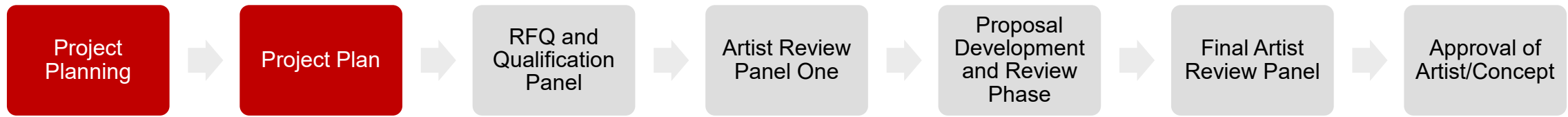






Division of Training Project Art Enrichment Budget

Art	\$ 2,030,000	(70%)
Administration	\$ 580,000	(20%)
Conservation	\$ 290,000	(10%)
ART ENRICHMENT TOTAL	\$ 2,900,000	
Artist Selection	\$ 19,200	
Site Work/Preparation	\$ 100,000	
Materials Assessment	\$ 1,000	
Field Expenses	\$ 1,500	
Photography + Signage	\$ 6,000	
Internal Contingency	\$ 298,500	
SUBTOTAL ART EXPENSES	\$ 426,200	
Artist Contract	\$ 1,403,800	
Installation Allocation	\$ 200,000	
TOTAL ARTWORK BUDGET	\$ 2,900,000	



Project Planning

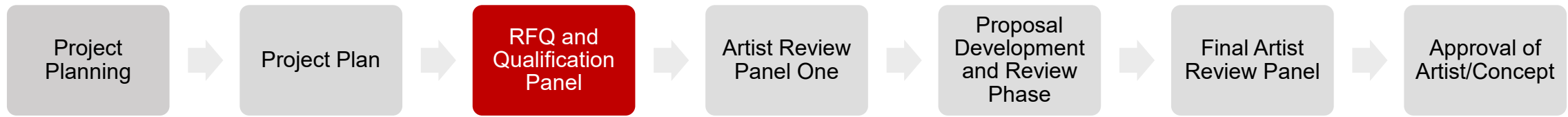
- SFAC meets with client and design team to review and discuss artwork opportunities, project goals, and community outreach.
- SFAC meets with community to receive input on artwork goals and opportunities.



Community Workshop for Bayview Arts Masterplan, Southeast Community Facility, 2018

Public Art Project Plan

- For each new public art project, the SFAC Project Manager in consultation with the Program Director shall develop a Public Art Project Plan.
- The plan identifies the art opportunities, project scope, budget, selection process, level of community involvement and timeline.
- Approval of the Public Art Project Plan by the Client Agency and Arts Commission authorizes staff to proceed with implementing the plan.



Division of Training Public Art Artist Request for Qualifications

<https://www.sfartscommission.org/find-opportunities/calls-for-artists/san-francisco-fire-department-division-training-request>

- RFQ is based upon the approved Project Plan
- RFQ is open from June 16 – September 1, 2025.
Applications will not be accepted after the September 1, 5:00 p.m. PST deadline.
- All professional, practicing artists living in the United States are eligible to apply for City public art commissions.

CALL FOR ARTISTS!

**SAN FRANCISCO
FIRE DEPARTMENT
DIVISION OF TRAINING: RFQ**

DEADLINE TO SUBMIT QUALIFICATIONS:
SEPTEMBER 1, 2025 BY 5:00 PM (EXTENDED)

VIRTUAL WORKSHOP: AUGUST 14, 2025, 5:30 PM

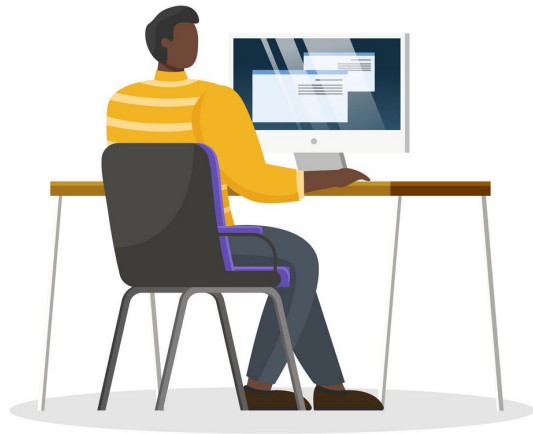
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SCAN QR CODE OR VISIT [BIT.LY/SFACRFQ](https://bit.ly/sfacrfq)
TO LEARN MORE AND APPLY

How to Apply

- Applications are available through SlideRoom, an online application system for calls for entry. There is no charge to artists for using SlideRoom.
- Application materials include:

1. **Letter of Interest**
2. **Resume**
3. **Ten images of previous work**
4. **Image Descriptions**



✓ **Letter of Interest**

- Brief bio that describes your artistic practice and career highlights.
- Skills and experience that are relevant to the needs of this project
- Experience engaging and working with multiple, diverse stakeholders in the development and implementation of artwork.
- If collaborating with another artist, describe the reason for this collaboration.

✓ **Resume**

- Copied and pasted in area provided. Formatting will not be retained.

✓ **Ten Images of Previous Work**

- SlideRoom accepts all image file types up to 5MB. Images should at least 72 dpi and no larger than 1280 x 1280 pixels
- For team application, please indicate the lead artist for each project

✓ **Image Descriptions**

- Include the title, medium, dimensions, and year for each work. You may also include a brief statement (2 sentences maximum) about each work.

RFQ and
Qualification
Panel



Artist Review
Panel One



Proposal
Development and
Review Phase



Final Artist
Review Panel

Artist Qualification Panel

- Artist Qualification Panel reviews all RFQ applicants to develop a short list of applicants deemed most qualified for the project opportunities.
- The qualified list is submitted for further review to the Artist Review Panel.
- The reviewers who served on the Qualification Panel (other than SFAC staff) serve on the Review Panel for continuity.



Artist Review Panel for Southeast Community Center Plaza Sculpture Project (2019)

Panel Composition

- One (1) SFAC Staff
- Two (2) Arts Professional

Scoring Process + Criteria

- Artistic Merit
- Professional Skills + Experience
- Appropriate to Project Goals

Round One: Yes/No

Round Two: Numeric Scoring

RFQ and
Qualification
Panel



Artist Review
Panel One



Proposal
Development and
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Final Artist
Review Panel

Artist Review Panel One

- Reviews and scores ~20 artist applications shortlisted by Artist Qualification Panel based on the criteria provided.
- Identifies three (3) finalists who will be invited to develop site-specific conceptual proposals for the project.



Rúupaywa: Songs of the Watershed (2023) by Walter Kitundu
at the Alameda Creek Watershed Center

Panel Composition

- One (1) SFFD Representative
- One (1) Project Design Team Representative
- Four (4) Arts Professionals
- One (1) Community Representative

RFQ and
Qualification
Panel



Artist Review
Panel One



Proposal
Development and
Review Phase



Final Artist
Review Panel

Artist Orientation Meeting

- Artists Finalists will attend an Orientation Meeting arranged by Commission staff with representatives of the Client agency, Architect Design Team, and Community Representatives.
- All Review Panel members are invited to participate in the orientation meetings. Participation is voluntary.
- Orientation meetings involve a site visit and review of project background materials. The orientation meeting is typically 1-2 hours in duration.



Artist Orientation Meeting for Alameda Creek Watershed Project (2019)

- To ensure that artists propose feasible and durable artwork of the highest aesthetic quality, staff reviews the development of artwork proposals prior to any public display or submission to the Review Panel.
- Proposals are posted on the Arts Commission website for 2 weeks to allow for public comment. Proposal boards may also be placed on public view at an accessible public location near the project site.
- Public comment will be provided to the Review Panel for their consideration. Public comment is not a vote and is not intended as an accurate representation of the community's preference.

RFQ and
Qualification
Panel



Artist Review
Panel One



Proposal
Development and
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Final Artist
Review Panel

Artist Review Panel Two

- Artist Finalists present their proposals and are interviewed by the panel.
- SFAC Public Art Project Manager presents a summary of public comments received on the proposals and results of artist reference checks.
- After deliberation and scoring, one (1) artist finalist/proposal is selected for recommendation to the Arts Commission for each artwork opportunity.



Number 69S (2019) by Leonardo Drew at SFO Harvey Milk Terminal One

Scoring Process + Criteria

Each panelist will provide numeric scores based on the following criteria:

- Artist Merit
- Relevant Skills + Experience
- Meets Project Goals
- Appropriate to the Project Site
- Feasibility and Maintainability

Artist/proposal with highest score will be recommended to the Arts Commission for approval.

Community Involvement

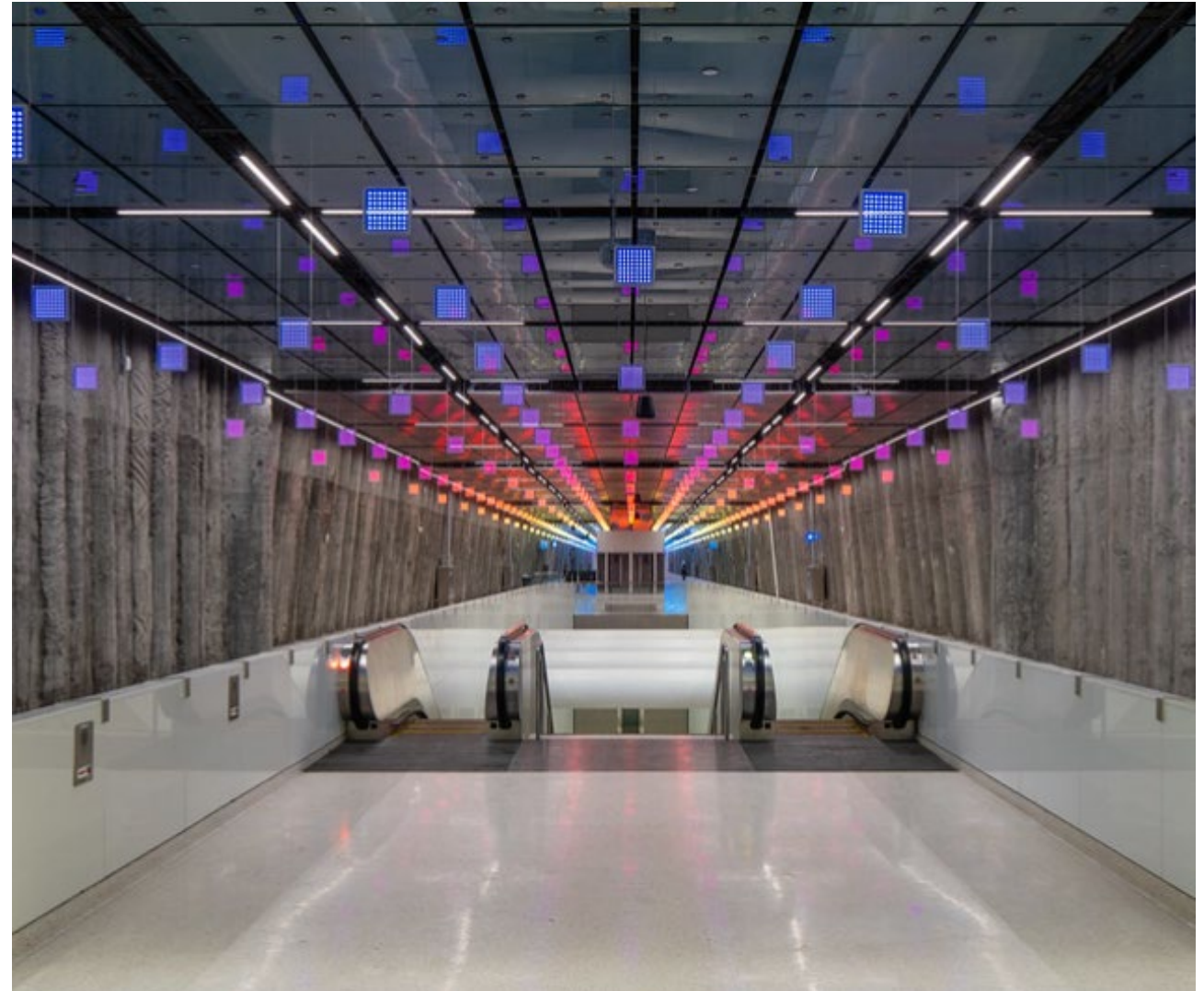
- SFAC public art project updates to project Community Events and Meetings (Ongoing)
- One community representative will serve on the Division of Training Project Artist Review Panel and will participate in the Artist Orientation meetings.
- Finalists' proposals will be on display for public comment on the SFAC website and in a physical location in proximity to the site for two weeks prior to the final artist review panel meetings.
- All review panels, Visual Arts Committee (VAC) and Commission meetings are held virtually and are open to the public.



Pacific Transit, Jesse Schlesinger, (2024) Judah Streetscape Project

Division of Training Project Next Steps *(subject to change)*

RFQ Issued	June 16, 2025
RFQ Deadline	September 1, 2025
Qualification Panel	September 2025
Artist Review Panel One	September/October 2025
Artist Finalist Orientation	October 2025
Finalist Proposals Due	November 2025
Artist Review Panel Two	December 2026
VAC Approval	January 2026
Arts Commission Approval	February 2026
Artist Under Contract	February 2026



Erwin Redl, *Lucy in the Sky* (2022) Central Subway Union Square-Market Street Station..

1. Select ***Q & A Window***
2. Follow prompt to add your question
3. Select ***Send Message*** or press **Enter** to send your message



Further Questions?

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