



DEPARTMENT OF
DEVELOPMENT

Solicitation Number: RFQ020695

**Request for Proposals for
EXAMINATION OF THE POTENTIAL RE-INSTALLATION OF
THE CHRISTOPHER COLUMBUS STATUE**

Version Dated: December 16, 2021

**Response Due Date and Time:
February 4, 2022
1:00 p.m. Local Time**

**Submit Proposal Electronically to:
hrtreanor@Columbus.gov**

PROPOSAL SIGNATURE FORM

This page, signed by an officer of the offering firm or a designated agent empowered to bind that entity in a contract with the Department of Development, is required to accompany the proposal submitted for consideration. If signed by someone other than an officer, complete and submit the Proposal Signature Affidavit along with this form.

I, the undersigned, having carefully examined the Request for Proposals (RFP) for **Examination of the potential re-installation of the Christopher Columbus Statue**, propose to furnish services in accordance therewith as set forth in the Scope of Services, as amended during contract negotiations.

I hereby certify that, to the best of my knowledge, this submission is complete and all statements made therein are true and accurate.

I also affirm I am duly authorized to sign and submit this response on behalf of the Firm named below.

I further acknowledge that by signing this form I am representing that, in the event this proposal is accepted, the Firm is willing and able to execute a contract in the form shown in the RFP (Appendix A), with the understanding that the project scope and compensation provisions will be negotiated and included in the final contract and that the terms and conditions of the attached contract are established.

By my signature below, I attest that I have read, understand, and agree to the terms, conditions, and requirements set forth in the RFP, including, but not limited to the Department’s standard contract terms and conditions (Appendix A) and any special terms and conditions incorporated in the solicitation documents.

Failure to sign and return this form shall result in the rejection of the accompanying proposal.

OFFEROR INFORMATION:

FIRM (Company Name):

ADDRESS:

CITY, STATE, ZIP:

PHONE: _____ EMAIL: _____

CITY OF COLUMBUS CONTRACT COMPLIANCE/VENDOR NUMBER: _____

AUTHORIZATION TO PROPOSE:

Signature (Manually signed in ink)

Date

Name (print)

Title

PROPOSAL SIGNATURE AFFIDAVIT

COUNTY OF: _____

STATE OF: _____

_____, being duly sworn deposes and says that he/she is

(NAME OF AFFIANT)*

of _____,

(TITLE)

(COMPANY)

a corporation organized and existing under and by virtue of the laws of the State of _____ and having its principle office at _____

(NUMBER AND STREET)

(CITY/STATE)

(ZIP CODE)

Affiant further says that he/she is familiar with the records, minute books and by-laws of _____

; Affiant further says that

(NAME OF COMPANY)

is

(NAME OF PERSON SIGNING PROPOSAL/CONTRACT)

(TITLE)

of the corporation, is duly authorized to submit a proposal for _____

(CONTRACT OR PROJECT NAME)

for said corporation by virtue of _____

(STATE WHETHER A PROVISION OF BY-LAWS OR A RESOLUTION OF THE BOARD OF DIRECTORS. IF BY RESOLUTION, GIVE DATE OF ADOPTION.)

(SIGNATURE OF AFFIANT)*

AFFIANT MUST BE AN OFFICER OR MEMBER AND SOMEONE OTHER THAN THE INDIVIDUAL SIGNING THE PROPOSAL/CONTRACT.

Sworn to before me and subscribed in my presences this _____ day of _____, 20____.

(NOTARY PUBLIC)

My Commission Expires: _____

PROPOSAL TERMS AND CONDITIONS

SUBMISSION OF PROPOSAL

Proposals must be submitted according to this proposal.

SUBMISSION OF RESPONSE

All proposals and other material submitted in response to this Request for Proposal (RFP) become the property of the City of Columbus. The City may choose to retain or return these materials to the Consultant, at the Consultant's expense.

The City is not liable for any cost associated with the preparation of the proposal or any other costs incurred by any Consultant prior to the execution of the contract. The rejection of any proposal in whole or in part, at the City's discretion, will not render the City liable for incurring any cost or damage.

ACCEPTANCE AND REJECTION

The proposal submitted by the Consultant to the City of Columbus will be accepted or rejected within a period of 180 calendar days from proposal due date. The City reserves the right to waive technicalities and to request new proposals (re-advertise) on the required material. The Request may be cancelled and that any proposal may be rejected in whole or in part when it is for good cause and in the best interests of the City.

WITHDRAWAL OF PROPOSALS

The Consultant may withdraw their proposal at any time prior to the time specified in the advertisement as the closing date and time for the receipt of proposals. This shall be done by contacting the Director of the contracting Department and requesting to have the proposal withdrawn. Notice to the contracting department must be received before the proposal due date and time. No Consultant shall withdraw or cancel his/her proposal for a period of 180 calendar days after said advertised closing date and time for the receipt of proposals. If the Consultant has been notified of the City's intent to negotiate a contract and the contract negotiation does not complete in 180 days after the due date and time of the proposal,

the Consultant is not allowed to withdraw or cancel the proposal.

SIGNATURE REQUIRED

The responses must be signed in ink. If the Consultant is a firm or corporation, insert the corporate name followed by the signature of a person authorized to sign said response; if a partnership, indicate partnership name followed by the signature of one of the partners; if a sole proprietorship the signature of the owner is required. Where the person signing for a corporation is NOT an officer or Member of the Company, an affidavit or a resolution of the Board of Directors showing the authority of that person to bind the corporation must be furnished.

APPLICABLE LAWS

The Revised Code of the State of Ohio, as applicable, the Charter of the City of Columbus, and all City ordinances insofar as they apply to the laws of competitive bidding, contracts, and purchases, are made a part hereof.

PUBLIC RECORDS REQUESTS

The City of Columbus, as a political subdivision of the State of Ohio, is subject to Ohio Revised Code Chapter 149, known as the Ohio Public Records Law. Consequently, the Consultant understands that ALL documents submitted in response to this RFP are considered public records and WILL be released when a public records request is made by news media, competitors, or other interested parties, in accordance with the law. If you contend that certain CLEARLY MARKED portions of your response constitute an exception to Ohio's public records law, you MUST submit your legal basis in support of that assertion with your response.

If a public records request is made for any portion of the documents that you have submitted and you have NOT clearly marked such documents as information constituting an exception to Ohio's public records law, your information will be released immediately.

If a public records request is made for such information and you HAVE clearly marked portions of your response as information constituting an exception to Ohio's public records law, AND you have submitted the legal basis supporting such claim, the City will release a redacted version of your information to the requestor and notify you that a request was made and that a redacted version of your response was released. Should the requestor indicate that the redacted version is not sufficient for their purposes, you then will be IMMEDIATELY responsible for obtaining an order from a Court of competent jurisdiction in Franklin County, Ohio enjoining release of your clearly marked information constituting an exception to Ohio's public records law.

If a public records request is made for such information and you HAVE clearly marked portions of your response as information constituting an exception to Ohio's public records law, but you have NOT submitted the legal basis supporting such claim, the City WILL RELEASE your information to the requestor and notify you that a request was made and that your response was released.

DO NOT mark your entire response/submittal as information constituting an exception to Ohio's public records law. If your entire response/submittal is so marked, the City of Columbus will not consider your offer.

CONFIDENTIAL INFORMATION

The director of the agency requesting proposals may choose to keep RFP information in confidence during the evaluation process and until the time a contract is executed. This information may include all proposal documentation, notes, including detailed prices, references, resumes, technical and cost information, etc. Thereafter, proposals and all submissions will become public information, as the City is subject to R.C. 149.43, the Public Records Act.

CONSULTANT'S PROPRIETARY INFORMATION

Consultant acknowledges that the City is subject to chapter R.C.149.43, the State of Ohio Public Records Law. The City agrees to keep any information confidential except as otherwise required to be disclosed by law including but not limited to the contract.

CONTRACT

The Consultant to whom an award is made will be required to execute a written contract with the City of Columbus, Ohio within ten business days after receiving such contract for execution.

An agreement which may result from this proposal shall not be modified or altered by any subsequent course of performance between parties or by additional terms contained in any subsequent documents unless said additional or differing terms are incorporated by contract modification authorized to be entered into by ordinance.

CHANGES AND ADDENDA TO PROPOSAL DOCUMENTS

Questions as to the interpretation of the Request for Proposal shall be submitted in writing to the Department of Development at hrtreanor@Columbus.gov. In order to receive consideration, questions must be received by the question cut-off date as indicated in the advertisement. Any interpretations of questions so raised, which in the opinion of the City or its representative require interpretations, will be issued to vendors on the City's Vendor Services web site. The City or its representative will not be bound by any oral interpretations which are not reduced to writing and included in the addenda.

CAMPAIGN CONTRIBUTIONS

Consultant hereby certifies the following: that it is familiar with Ohio Revised Code ("O.R.C.") Section 3517.13; that it is in compliance with Divisions (I) and (J) of that Section; that it is eligible for this contract under the law and will remain in compliance with O.R.C. Section 3517.13 for the duration of this contract and for one year thereafter.

REMEDIES

All claims, counterclaims, disputes, and other matters in question between the City, its agents and employees, and the Consultant arising out of or relating to this RFP and the Consultant’s proposal or its breach will be decided in a court of competent jurisdiction within the County of Franklin, State of Ohio.

CONTRACT COMPLIANCE

The City of Columbus encourages the participation of City certified minority and female business enterprises.*

The Consultant shall identify all Subconsultant(s) who will perform any type of subcontracting on City contracts. The Consultant shall include in their proposal response the anticipated scope of work that will be performed by all Subconsultants along with their contract compliance number(s).

The Consultant, including Subconsultants, who is party to a contract as defined in Columbus City Code Title 39, must hold valid contract compliance certification numbers.

This information is gathered and monitored by the Office of Diversity and Inclusion (ODI). Please contact ODI for assistance with identifying potential minority Subconsultants.

Office of Diversity and Inclusion
1393 E. Broad Street, 2nd Floor
Columbus, Ohio 43205
(614) 645-4764

M/FBE Certification/
Contract Compliance
Tia Roseboro 614-645-2203

*While the participation and or partnering of City certified minority and female owned businesses is encouraged the level of minority and female participation will not be a condition of the proposal award.

REQUEST FOR PROPOSAL

1. Project Information

1.1. **Project Name: Examination of the potential re-installation of the Christopher Columbus Statue.**

1.2. **Project Overview:** The City of Columbus is seeking proposals from a consultant firm or team specializing in the research and development of narrative content, its display, and associated community learning opportunities for the purpose of public education. Consultants should have expertise in writing complex exhibition or curatorial subject matter for broad community understanding, be skilled in engaging community discussion, and working with associated committees and commissions. Artist involvement in designing the display of the written narrative content is a plus, as is team members' experience in the development of engaging learning opportunities that supports our understanding of complex historical figures, stories and experiences of Native Americans and immigrants to this country. Pending City Council approval, there may be opportunities under a separate contract to retain the consultant team/firm through content fabrication and installation.

1.2.1. **Background:** In June of 2020, the Columbus Art Commission (CAC) approved the Administration's request to remove a Christopher Columbus statue from the south plaza of Columbus' City Hall. As with many cities across the country, historic sculptures and their representation in contemporary America are undergoing reevaluation. The actions of historic figures are becoming more broadly understood, and not just found lacking, but are recognized as catalysts for some of the worst human behaviors.

The actions of Christopher Columbus in what is today known as Haiti and the Dominican Republic, are seen by some to open the door to the start of European colonization of the Americas, including genocide, slavery, erasure of culture, and the exploitation of natural resources. The intent of Columbus may have been exploration, to spread Catholicism, and the discovery of resources and materials for trade in Europe. As impossible as it is to justify his treatment of indigenous populations, we are still left with a complex man who defied the odds in the late 1400's to secure the political support, funding and power to lead a trio of wooden ships into the unknown and become the namesake of this city.

A statue of Christopher Columbus was gifted to the City of Columbus, Ohio in 1955 by its Sister City, Genoa, Italy. This public art project started less than ten years after the end of World War II. The statue was placed in a prominent location on the grounds of City Hall. At the dedication of the piece, it was noted as being given in, "...light of the historical bonds of friendship and goodwill between the American and Italian peoples." The gift was accepted by the City of Columbus, "...as an expression of friendship and goodwill between two cities." Moreover, the sculpture by artist Eduardo Alfieri, has represented a tremendous point of pride, acceptance, and accomplishment by the Columbus Italian American community. Upon the Alfieri's death, his estate has gifted his drawings and art models to the Columbus Historical Society.

Still, how does one reconcile a more complex and unvarnished history of Christopher Columbus when the man is also the namesake of your city? That is the question at the heart of what the Christopher Columbus Statue Committee (CCSC) has been grappling with this year. The CCSC was seated by the CAC at the behest of the Mayor's Office. Among the four tasks assigned to the CAC upon the removal of the Christopher Columbus statue, the Administration asked that the CAC, "...determine the final disposition of the Columbus statue, working with appropriate stakeholders and leaving open the opportunity to display it elsewhere, in proper context, to help future generations better understand how the statue played a role into our country's ongoing and evolving conversation around race and equity, and why it was ultimately removed."

1.2.2. **The Christopher Columbus Statue Committee (CCSC)**

The CCSC is comprised of representatives from the Columbus Italian and Native American communities, Sister City representatives, Columbus Art Commissioners, and other unaffiliated members of the Columbus community. Committee members have expressed their differing points of view about the statue and whether it should be returned to a public location. Early in the process, committee members agreed to a basic framework for committee discussions, as follows.

The Christopher Columbus Statue:

- Will not be dismantled;
- Will not be given away;
- Will remain part of the city's art collection whether it remains in storage or is installed in a new location;
- Will not be returned to City Hall or be placed anywhere within the city's downtown campus; and
- Some issues transcend the physical sculpture. These issues are significant and may need an outlet beyond this committee to be properly addressed.

Through the course of their conversations, members of the CCSC have expressed their positions with regard to the statue, while striving to be empathetic to the concerns and positions others have expressed. Most of the discussion focused on the contextual information that the Committee felt needed to accompany the sculpture should it be returned to a public location. This criteria fell into five organizational groupings (not exclusive or ranked in order of importance):

1. The story of the artwork and Sister City gift from Genoa, Italy and the City

- The Artist – Eduardo Alfieri
- Artwork dedication
 - Role of the Columbus Italian Community
 - Events of the Day
- Sister City relationship with Genoa, Italy
 - Intent of Gift – gesture of goodwill
 - 1953– 1955 Italy

2. Christopher Columbus

- The time of Columbus (late 1400's/mid 1500's)
- State of Sail and Exploration
- Mythology/Symbolism
- Behavior toward indigenous people he encountered
- Exploration and Spread of Christianity
- Role in colonization of the Americas

3. Indigenous Communities

- History
- Experiences with European explorers and settlers
 - Colonization
 - Erasure of culture and stories
 - Marginalization and appropriation
- Contemporary experiences (20th/21st Centuries)
- Why the Christopher Columbus statue is seen negatively and has been a focal point for Native and Black American protest

4. Immigrant Experiences in America and Columbus

- Italian and experiences in the US during the 18th, 19th, 20th Centuries
 - Discrimination
 - i. Cultural, economic, political, social, etc.
 - Assimilation
- The immigrant story writ large
 - Focus on immigration experiences in Central Ohio
 - Columbus demographics/New Americans
 - The Great Northern migration of African Americans [to Columbus]

5. The City of Columbus/Unity

- How the city got its name
- Use of Columbus imagery over the decades
- Why the city is considering re-installing the Christopher Columbus Statue
 - Opportunity for truth telling and understanding that history is not a fixed point. It is always evolving
 - Gain an understanding of and culturally recognizing indigenous populations of Central Ohio
 - Recognize the immigrant experiences of New Americans
- What does the City of Columbus represents in the 21st Century –what do we aspire to as a city?
- Aspire to unity with all.

1.2.3. Communications Objectives

Communicate, using multiple media platforms and outreach activities, the city's re-examination of the Christopher Columbus Statue and its potential return to a new public location. This includes an examination and understanding of the gift of the statue to the citizens of Columbus, the history and myth of Christopher Columbus the man, the history and perspectives of immigrants and Native Americans, and what the City of Columbus represents and aspires to be in the 21st Century.

1.2.4. Audiences

- City of Columbus Citizens, including:

- Christopher Columbus Statue Committee (CCSC)
- Columbus Art Commissioners (CAC)
- Native American Community
- Columbus Italian American Community
- Elected Officials

1.2.5. **Communications Strategy**

- Stakeholder interviews
- General public meetings (2)
- Use of social media platforms
- Creation of narrative content
- Public meetings:
 - CCSC (2 minimum)
 - CAC (2 minimum)
- Administration and Council briefings, as requested
- Other communication strategies as jointly determined by the Department of Development and Consultant Firm/Team

1.3. **Scope of Work and Objectives:** The Department of Development seeks to contract with a firm on the examination of the potential re-installation of the Christopher Columbus Statue at a public location with associated contextual material, installation design and associated community learning opportunities on behalf of the Department of Development. This section provides a summary of the expected services to be delivered by the consultant. Variations may be proposed, but reductions in scope must be clearly justified for consideration.

1.3.1 **Objectives:** The objective of the consultant contract will be to turn the context identified by the CCSC, research, interviews, and community input into a series of narrative content to be displayed with the Christopher Columbus statue, develop three potential installation designs for the sculpture and develop engaging learning resources that will further the community's understanding of the complexity of Christopher Columbus, Native American experiences, and the experiences of people immigrating to the United States.

1.3.2 **Scope of Work:**

- Consultants will provide a schedule noting the steps and timeframe needed to achieve project objectives and deliverables.
- Consultants will meet with the Christopher Columbus Statue Committee to introduce themselves and share the anticipated steps and timeframe for achieving project objectives and deliverables, and receive input from the CCSC on potential stakeholder interviews.
- Consultants will conduct stakeholder Interviews and interview all CCSC member.
- Consultants will be expected to facilitate up to two community meetings.
- Upon request, consultants may present their work product to elected officials for input.
- Consultants will regularly meet with city staff virtually or in person to advise on project's progress, and trouble shoot issues as they arise.

- Consultants will provide staff with the drafts of the proposed narrative content and its organization, three design proposals with estimated budgets, and community learning ideas for review and feedback.
- Consultants will present their draft narrative, design proposals and community learning ideas to the CCSC for review and input.
- Consultants will present their draft narrative, design proposals and community learning ideas to the CAC for review, input and if appropriate, conceptual approval.
- Consultants will review input on the draft work product with staff to determine input to be incorporated into the final draft work products.
- Consultants will present final draft work products to the CCSC. The committee will be asked to vote to accept the Consultant's narrative language, design proposal alternatives and community learning materials. The CCSC will also be asked to vote on the return of the Christopher Columbus statue to a public location with accompanying consultant work product. (The City will aim to have identified a location for the sculpture that will support accompanying narrative and at least one of the consultant design proposals.)
- Consultants will present final draft work products to the CAC. The Commission will be asked to vote to accept the Consultant's narrative language, design proposal alternatives and community learning materials. The CAC will also be asked to vote on the return of the Christopher Columbus to a public location with accompanying consultant work product. The vote will be conditional unless the city has identified a location for the installation. (The City will aim to have a location for the sculpture that will support accompanying narrative and at least one of the consultant design proposals.)
- In partnership with Department leadership, conduct outreach to partner organizations to explain the storytelling initiative and identify residents to participate in content capture. The City shall provide a list of partner organizations.
- Consultant shall act as an extension of the Department in being a responsive, considerate liaison to partner organizations and participating residents.

1.3.3 Produce the following deliverables:

- Provide a schedule with the steps and timeframe needed to achieve project objectives and deliverables;
- Meet with the CCSC at the start of the project to discuss approach and receive feedback;
- Conduct stakeholder and CCSC member interviews;
- Conduct up to two community meetings to discuss project and receive input -- at least one of which will present the draft work product (narrative content, three design proposals, and community learning ideas);
- Provide staff with draft work product (narrative content, three design proposals, and community learning ideas);
- Present the draft work product (narrative content, three design proposals, and community learning ideas) to the CCSC for review and input;
- Present the draft work product (narrative content, three design

proposals, and community learning ideas) to the CAC for review and input;

- Meet with staff to review input received and discuss final draft;
- Submit final draft work product to staff for review;
- Present the final draft work product to the CCSC for vote to accept;
- Present the final draft work product to the CAC for vote to accept; and
- Make final updates, if needed, and submit final report to City Project Coordinator.

1.4 **Budget**

1.4.1 Budget is not given. Consultant is expected to provide proposed budget for work.

1.5 **Fee**

1.5.1 Consultant is expected to provide a fee proposal with their submission.

1.6 **Agreement**

1.6.1 Attached to this RFP is a draft agreement. The Scope of Services will be inserted to the agreement after the Scope Meeting with the selected Consultant. The terms and conditions of the agreement are established.

2 RFP Schedule:

Pre-proposal Meeting:	None	
Questions Due:	January 26, 2022	12:00pm local time
Proposal Due:	February 4, 2022	1:00pm local time
Consultant Interviews:	Mid-February	
Consultant Selected:	Late February	
Scope Meeting:	Late February	
Notice to Proceed:	Late March	

3 Proposal Submittal Instructions:

3.1 Proposals will be received electronically, via email, by the City until **1:00 pm local time on February 4, 2022**. Proposals received after this date and time shall be rejected by the City.

Submit Proposal Electronically to:

hrtreanor@Columbus.gov

Subject: **RFP – EXAMINATION OF THE POTENTIAL RE-INSTALLATION OF THE CHRISTOPHER COLUMBUS STATUE**

3.2 Electronic Submittals

3.2.1 Proposals shall be submitted as a compressed, secure, PDF document. Make sure that the document is printable, but not editable.

- 3.2.2 Only the following information shall be included in the email: PDF document containing the Consultant's response to the City's Request for Proposals; firm name; Consultant's contact person's email address and phone number.

Emails SHOULD NOT contain a signature or firm logo that appears to be an attachment. While City staff shall review the email "inbox" to confirm that an attachment is included with the email, neither the email nor the attachment attached to said email will be opened before the deadline for receiving responses to the City's Request for Proposals. If an email is submitted without an attachment, the City will attempt to inform the Consultant, but the City assumes no responsibility or liability in the event it fails to do so. It is the Consultant's responsibility to ensure that an attachment containing the Consultant's response to the City's Request for Proposals is included with the email sent to the City. It is also the Consultant's responsibility to ensure that the correct PDF document is attached. If the City does not receive the correct PDF (response to the RFP as advertised) the proposal shall be deemed non-responsive and the Consultant shall be notified after the due date/time.

- 3.2.3 The date/time stamp of the City's email system constitutes the official date/time of receipt of proposal responses and those responses received after the specified deadline contained in the Request for Proposal are hereby deemed to be non-responsive and will not be considered for selection by the City. **The Consultant is solely responsible for ensuring that their proposal response has been successfully transmitted and received by the City before the deadline indicated in the Request for Proposal.** If a proposal is date/time stamped after the due date/time, the proposal shall not be accepted. Should this occur, the City shall notify the Consultant of the proposal's rejection by forwarding the email back to the Consultant, with the date/time stamp highlighted, to demonstrate that the Consultant did not meet the deadline for submittal.

3.3 Questions

Direct questions via e-mail only:

To: hrtreanor@Columbus.gov

Subject: RFP Question regarding Examination of the potential re-installation of the Christopher Columbus Statue

No contact is to be made with the City other than through e-mail with respect to this Request for Proposal or its status. The deadline for questions is **January 26, 2022, 12:00 p.m. local time.** Answers to questions received will be posted on the City's Vendor Services web site.

3.4 Proposal Format (only the following format(s) will be accepted)

- 3.4.1 Proposals may not exceed twenty (20) letter-size (8.5" x 11") pages, unless otherwise allowed, and shall include the information specified in Section 3.6. Due to the nature of the Scope of Services, responses may also

include links to work samples, including videos and social media content. Submission guidelines of these materials for individual firms and assembled consultant teams are as follows:

Individual Firm

Electronic submission may include links for up to five (5) minutes of video, and up to five (5) project examples.

Assembled Consultant Team

Each member of the team may include links for up to three (3) minutes of video, and up to three (3) project examples within the electronic submission.

- 3.4.2 Complete the required Proposal Signature Form. That document shall be signed by a person authorized to obligate the Consultant and be included as the first page of the Consultant's proposal. Failure to include this Form shall render the proposal nonresponsive. This does not count towards the 20 page limit described in section 3.4.1.
- 3.4.3 Page numbers must be centered at the bottom of each page.
- 3.4.4 Font must be 12 pt, Times New Roman or Arial.
- 3.4.5 Margins must be no less than one inch (1") on all sides.

3.5 Proposal Content

- 3.5.1 The Consultant shall limit the proposal to no more than twenty (20) total pages of written information (e.g. text, graphics, etc.), up to five (5) minutes of video and up to five (5) project examples for individual consultant firms or up to three (3) minutes of video and up to three (3) project examples for assembled consultant teams, and follow the format described in 3.4. The proposal shall include the Proposal Signature Form as the front page, which is not counted in the twenty page limit. A cover page, table of contents, letter, etc. will be counted as part of the 20 pages.

Proposals exceeding the twenty page (20) limit, or the below parameters related to individual firm and assembled consultant teams will be rejected.

Individual Consultant Firm

Up to five (5) minutes of video, and up to five (5) project examples linked within the electronic submission.

Assembled Consultant Team

Each member of the team may include up to three (3) minutes of video, and up to three (3) project examples linked within the electronic submission.

- 3.5.2 Provide information requested below in the order outlined or the proposal may be rejected. These subjects correspond to the evaluation criteria noted in Section 4.
- 3.5.3 Proposals must address each of the subjects in Section 3.6 (starting with 3.6.2) in the order specified below, using the headings provided or the proposal may be rejected.
- 3.5.4 If the firm submitting a proposal is a subsidiary of a parent firm and has a

separate federal identification number, the Proposal Signature Form shall be in the name of the subsidiary and all information provided in Section 3.6 shall relate to the subsidiary. If the parent firm will provide additional resources to the subsidiary, be sure to list the parent firm as a subconsultant.

- 3.5.5 Do not submit any of the contract pages with the proposal. They, and other contract documents, will be submitted at the time the contract is executed.

3.6 Proposal Evaluation

- 3.6.1 Proposals will be evaluated by an evaluation committee made up of City representatives and will be based on the enclosed selection criteria and in accordance with Columbus City Code, Title 3, Section 329.28.

- 3.6.2 **Location of Lead Consultant (Consultant) (Maximum 10 points) Omitting this section shall result in a score of zero (0). Provide all of the following information:**

Location of the Consultant office where the majority of the work will be performed.

Points shall be assigned as follows (assuming the information above is completely provided) based upon the location of the lead Consultant's office where the majority of work will be performed:

Within City of Columbus corporate limits:	10
Within Franklin County:	8
Within counties contiguous to Franklin County:	6
Within the State of Ohio:	4
Outside the State of Ohio:	2

- 3.6.3 **Competence to Perform (Maximum 10 points) Omitting this section shall result in a score of zero (0).** Provide all of the information below:

- Identify the Project Manager (defined as the daily point of contact) for each firm participating in the project. Describe each Project Manager's experience in their disciplinary field. Please include an organizational chart for the team.
- Describe each Project Manager's current workload/availability to perform the work necessary for this contract.
- Describe the Project Managers skills in project management, including the ability to manage budgets, meet deadlines, and maintain a professional presence.

- 3.6.4 **Past Performance and References (Maximum 25 points). Omitting this section shall result in a score of zero (0).** Provide all of the following information:

- Describe a project that the Consultant's Project Manager(s) led that had challenges (e.g. schedule, communication, funding, etc.) and how the Project Manager(s) dealt with the challenges and the outcome of the project (on time, on budget, etc.).
- If the Consultant has provided prior services to or has existing contracts

with the City of Columbus, list the Department and Division name, Contract Name/PO number, year contract was executed and completed, dollar amount, and brief project description. List up to five most recent contracts.

- Present the firm or team member's past performance on specific projects relevant to this project. For each project identified, include: project name, client, client contact information, contract amount, and date the contract was awarded and completed. Also provide a summary of the project's objectives, audiences, execution, and measurable outcomes.

3.6.5 Understanding of the Project/Project Approach (Maximum 55 points). **Omitting this section shall result in a score of zero (0).** Provide all of the following information:

Present a project proposal that demonstrates the Offeror's understanding of the scope, objectives, strategy, audiences, and deliverables. Do not copy/paste from the RFP. Outline initial ideas for achieving our unique objectives. This may include preliminary thoughts for research, development and display of the contextual narrative that will accompany the statue, ideas on engaging and educating the community, gathering community input, and the format for additional community learning opportunities.

- Recommendations and past experience for managing and facilitating public meetings and using social media platforms in a culturally competent manner fostering community building and empathy.
- Recommendations and past experience of strong verbal, written, visual/graphic skills, and expertise in skillfully using social media platforms.
- Recommendations and past experience for using art and creativity to facilitate challenging cultural and social justice conversations between groups and individuals.
- Evidence of an understanding of current practice in the critical evaluation of memorials and monuments.
- Consideration will be given for creativity of proposed approaches as well as for presentation of additional creative approaches to project objectives not explicitly outlined within this RFP.

4 Selection Process:

A Selection Committee consisting of three (3) members of the CCSC, one (1) member of the CAC and one (1) Department of Development employee shall make a recommendation based upon the proposal submitted, interviews of the Consultant's clients, and research of City records and other public documents.

Each proposal received shall be evaluated, scored, and ranked according to the criteria described herein and the Consultant Selection Committee will make a recommendation to the Director of Development for final determination. Consultants may be interviewed as a part of the process. Once the selection process is completed, the selected Consultant will be contacted by the Department of Development to participate in a meeting to discuss the final scope of services.