CITY OF EL SEGUNDO
RECREATION, PARKS, AND LIBRARY
350 Main Street
El Segundo, CA 90245

REQUEST FOR QUALIFICATIONS

QUALIFICATION NUMBER:	
QUALIFICATION TITLE:	The Teen Center Public Art
REQUESTING DEPARTMENT:	Recreation, Parks, and Library
RELEASE DATE:	Wednesday, July 8, 2026
DUE DATE:	**Wednesday, September 30, 2026 – 11:00 AM PST**

Notice is hereby given that electronic qualifications will be received in the office of the **City Clerk's Office**, City Hall, 350 Main Street Room 5, El Segundo, CA 90245-3813 until **11:00 AM (PST), Wednesday, September 30, 2026.** Late qualifications will not be accepted.

Interested parties may obtain a copy of this RFQ by accessing the City of El Segundo website: https://www.elsegundo.org/government/departments/city-clerk/bid-rfp

All updates, addenda, questions and answers and changes to this RFQ will be distributed through the Bid/RFQ webpage. The city will not be held responsible or liable if interested bidders or proposals miss any information relevant to this RFQ

The specifications in this notice are a part of any contract awarded in accordance with this RFQ.

THE TEEN CENTER PUBLIC ART REQUEST FOR QUALIFICATIONS
El SEGUNDO CULTURAL DEVELOPMENT PROGRAM SEEKS ARTIST
DEADLINE: Sep 30, 2026

I. INTRODUCTION

The City of El Segundo is embarking on an exciting renovation of the Teen Center, Teen Plaza, and Skatepark. This initiative is designed to modernize the facilities, creating a vibrant, inclusive, and welcoming space that reflects the diverse interests of our teen community. The project aims to enhance both the functionality and aesthetic appeal of these spaces, providing teens with a safe, engaging environment for recreation, socialization, and creative expression.

As part of this comprehensive renovation, the City is seeking proposals from artists to contribute site-specific artwork that complements and enhances the updated facilities. The Teen Center public art will serve as a visual focal point, helping to inspire a sense of pride and ownership among teens, while reflecting the energy, creativity, and diversity of the El Segundo youth community.

Three (3) artists or artist teams (hereafter referred to as "artists") from the qualification pool will be selected to advance to the proposal stage. The selected artists will be invited to a site visit at The Teen Center and will each receive an honorarium of $750 to develop proposals for the Teen Center Public Art Project. The artist with the successful proposal will be awarded a contract to design, fabricate, and install artwork that reflects the Teen Center's role as a vibrant cultural hub for teens in El Segundo. The total project budget is $97,750.

II. BACKGROUND

The City of El Segundo is a vibrant coastal community located in the South Bay region of Los Angeles County. Spanning just 5.46 square miles and home to approximately 16,500 residents, El Segundo is cherished for its welcoming small-town character, where neighbors know one another, and community connections run deep. At the same time, the city is a center of innovation and opportunity, home to a dynamic business community that includes some of the world's most recognized companies and organizations, including the Los Angeles Lakers, Los Angeles Kings, Los Angeles Chargers, Raytheon Technologies, Boeing, The Aerospace Corporation, Mattel, L'Oréal, and the Los Angeles Times.

The El Segundo Cultural Development Program (ESCDP) plays a vital role in shaping and enriching the cultural life of El Segundo. In 2025, the City Council adopted the Cultural Arts Plan, establishing a bold vision for El Segundo to become "an internationally recognized arts destination where creative ideas take off." At the heart of this vision is a commitment to collaboration, bringing together artists, residents, and businesses to create inspiring public art and cultural experiences that reflect the city's identity and strengthen community bonds.

One of the key missions of the ESCDP is to support public art projects that activate and beautify civic spaces throughout the city. Recent efforts include the installation of the 108-foot mosaic mural at the beloved El Segundo Plunge indoor swimming pool. Through projects like these, the ESCDP seeks to expand the City's artistic, cultural, and creative resources by enhancing the environment and enriching quality of life for all residents and visitors.

Overall, the program is committed to supporting high-quality, site-specific artwork that increases public access to the arts, advances cultural equity and inclusion, supports local businesses and tourism, and strengthens the connection between people, places, and community.

Building Base Conditions:

At E Grand Ave

At West Façade

The Teen Center's Building History and Renovation

The Teen Center, Teen Plaza, and Skatepark have been vital spaces for youth engagement in El Segundo. These facilities have historically served as hubs for recreational and social activities, hosting a wide range of programs such as basketball tournaments, skate competitions, community gatherings, and after-school programs. Over the years, however, the spaces have begun to show signs of wear, and the design no longer fully meets the evolving needs and expectations of today's teens.

The renovation seeks to address these challenges by updating infrastructure, improving accessibility, and introducing modern design elements that create a more welcoming and flexible environment. The vision for the rejuvenated Teen Center and associated spaces is to foster creativity, connection, and community; an environment where teens feel both inspired and supported.

The current $5 million architectural renovation project is set for completion in 2027. Public art will play a vital role in this project, serving as both a symbol of the community's investment in its youth and a tangible expression of teen culture and creativity. Artists are invited to develop concepts that are dynamic, interactive, and reflective of the vibrant energy of El Segundo's teens. Artwork will be integrated into building facades and bike rack features.

Teen Center Public Art Vision:

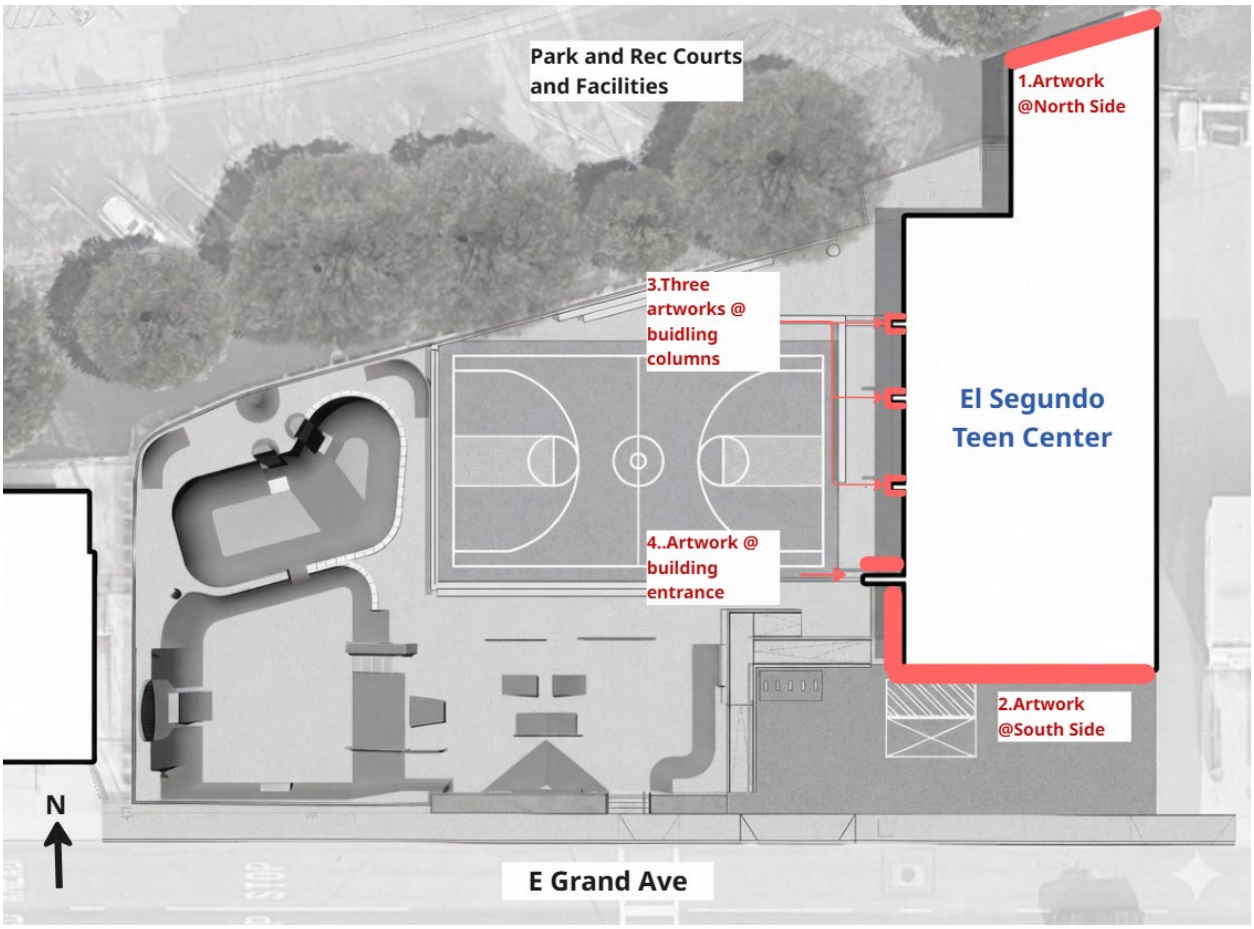
The Teen Center serves as a central community hub for teens in El Segundo. The proposed artworks will be a key feature of the facility's renovation, located in highly visible areas that welcome visitors approaching from both Recreation Park and East Grand Avenue.

In March 2026, the Park, Recreation, and Library staff conducted a community survey to gather input on the Teen Center art initiative. Results indicate that teens are seeking artwork that is playful, creative, and reflective of illustration and street art styles. The top three themes identified were music, community, and sports. The selected artwork should foster a welcoming atmosphere and inspire pride in the local community. Overall, the Teen Center artworks should:

- Foster a strong sense of belonging among teens in the city and create a space in which they can take pride
- Provide a welcoming presence that encourages visitors to access and engage with the facility
- Respond thoughtfully to the community context and the specific characteristics of the site
- Reflect community-driven values and highlight the site's significance as a place for sports, leisure, recreation, and play
- Be designed and installed using durable materials and appropriate methods to withstand exterior conditions while ensuring public safety
- Include content suitable for all ages and avoid the use of logos or commercial branding

III. PROJECT DESCRIPTION AND SCOPE OF SERVICES

El Segundo Teen Center Building Overview

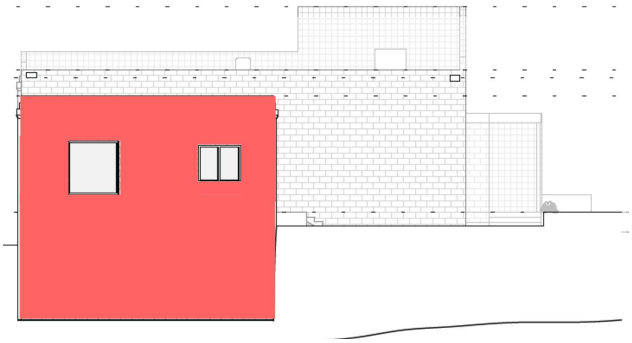


El Segundo Teen Center is located at 405 E. Grand Avenue, El Segundo, CA 90245. The building is adjacent to the El Segundo Parks and Recreation facilities, which include a variety of public sports courts and children's playgrounds. The site has two entry points: one from E Grand Avenue and another from the Parks and Recreation side.

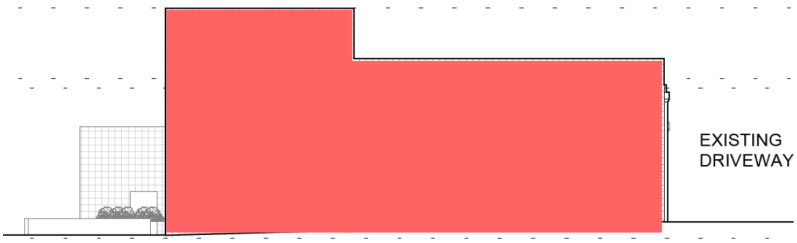
The overall scope contains several art pieces distributed throughout the building, totaling roughly 1,900 SF.

1. One large-scale artwork facing the Parks and Recreation courts and facilities on the north side
2. One large-scale artwork facing E Grand Avenue on the south side
3. Three small-scale artworks integrated around the existing building columns and corner wall on the west façade.
4. One art project at the building entrance

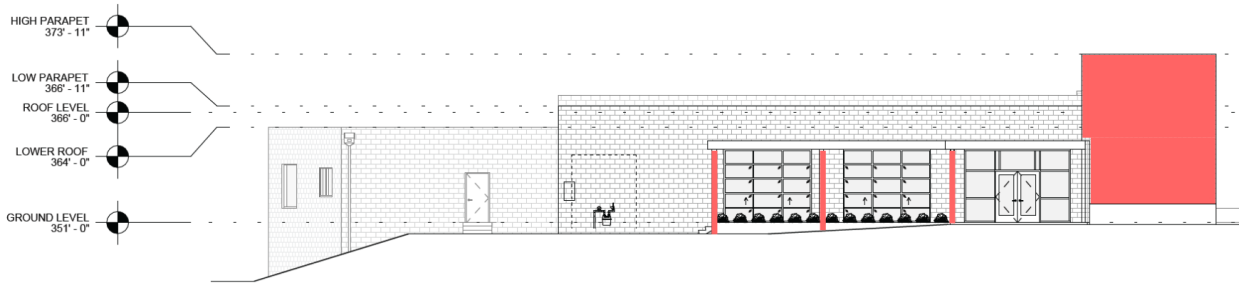
The following elevation diagrams use a red accent color to highlight the locations of the future artworks.



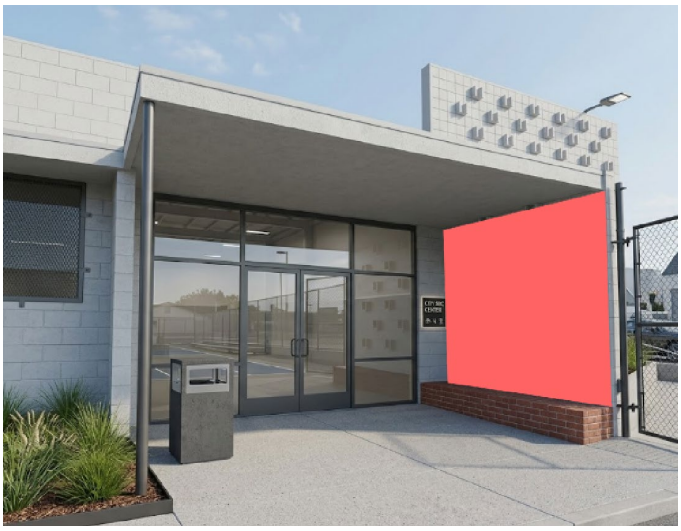
1. One large-scale artwork facing the Parks and Recreation courts and facilities on the north side



2. One large-scale artwork facing Grand Avenue on the south side



3. Three small-scale artworks integrated around the existing building columns and corner wall on the west façade.



4. One art project at the building entrance

Artists are encouraged to align their proposals with the "Teen Center Public Art Vision" outlined on page 4.

ESCDP invite artists to create bold, inspiring artworks at the designated locations. Your work should spark curiosity, invite interaction, and foster creativity, while remaining durable and resilient. Interactive elements should be designed to withstand regular use, allowing visitors to engage freely without compromising the artwork's integrity or condition.

Submissions may include 2D murals, 3D installations, or a combination of both. The incorporation of 3D elements is strongly encouraged, particularly at the building entrance. The wall at the main entrance presents a unique opportunity for interactive art. With high foot traffic, this space is ideal for engaging teens and visitors alike. We welcome proposals in any medium that invite direct interaction, transforming the entrance into a vibrant, welcoming, and dynamic environment.

Given that these walls are exposed to sun and weather, artists should carefully consider durability and maintenance when selecting materials and techniques. Proposed artworks should be visually cohesive, captivating, and designed for long-term impact.

PUBLIC ART APPLICATION:

Due to the conditions of this site, the artwork must be created and applied using materials and installation methods suitable for an environment that has high sun exposure and user interaction. The final installation must meet building and safety standards, present no danger or risk to the public, be able to withstand the elements of the site, and withstand regular cleaning using common custodial supplies.

IV. BUDGET

The total, all-inclusive budget for this public art project is $97,750 USD. The fee includes (but is not limited to) the following costs associated with this public art project:

1. Artist fees (including artist design, research, administration, supervision and studio expenses);
2. Concept;
3. Detailed Design (to include material and installation specifications);
4. Professional Design Fees;
5. Community Engagement (If Applicable);
6. Travel and Accommodation (If Applicable);
7. Materials, Services and Equipment;
8. Artwork Fabrication and Creation;
9. Site Preparation;
10. Freight, Transportation, Shipping, Taxes, Customs and Brokerage Fees;
11. Artwork Installation
12. Contingency
13. Minimum Two (2) Year Warranty; and
14. Maintenance Plan

Disbursements will be made throughout the project as per a negotiated schedule of deliverables.

V. ELIGIBILITY

Artists may apply individually or as part of a team. Only one application per artist or artist team will be accepted.

An eligible applicant must:

- Be a resident of and have legal authorization to work in the US.
- Be 18 years of age or older. No preference will be given to race, color, religion, national origin, gender, military status, sexual orientation, marital status, physical or mental disability.
- Be a professional artist; The City of El Segundo recognizes a professional artist as someone who:
    - has specialized training in the artistic field (not necessarily in academic institutions).
    - is recognized as a professional by their peers (artists working in the same artistic tradition).
    - is active in and committed to their art practice.
    - has a demonstrated history of public presentation or publication of their artwork.

ELIGIBILITY RESTRICTIONS:

Individuals with conflicts of interest are not eligible for contract award under this solicitation. Elected officials, commissioners, board members, committee members, agents, officers, and employees of the City of El Segundo and their business partners and their immediate family members are not eligible for a contract award under this RFQ.

VI. APPLICATION SUBMITTAL REQUIREMENTS

Submission materials must be submitted as ONE SINGLE PDF (5MB Maximum) format document. Submittal is due no later than 11:00AM, Sep 30,2026. Please e-mail submissions with "RFQ THE TEEN CENTER PUBLIC ART" in the subject line to City Clerks Office, at clerks@elsegundo.org. It is the applicant's sole responsibility to verify that the electronic submission is received by the City Clerk's office by the due date and time. Late or incomplete submissions will not be considered.

1. Letter of Interest shall include full contact information and contain information for the selection panel that may not be conveyed through the resume or work samples.

   The Letter of Interest (**1000 words maximum**) should address the applicant's interest in the project and inspiration for their proposed concept. This includes, but not limited to, research of The Teen Center and El Segundo, preliminary Teen Center design concept, and how the applicant will align their proposed concept with the goals of the project.

2. Professional Résumé or Curriculum Vitae. The résumé should demonstrate the applicant's history of publicly presenting works of a similar nature and ability to manage a public art project of similar scope and budget.

3. Samples of Past Work. Submit 10 images of previous works that accurately reflect the applicant's art practice and demonstrate skill in the required medium for the public art project, must include total time dedicated to each completed works.

4. Three References. Submit the names, addresses, current telephone numbers and/or e-mail addresses for three authorities on your work. Do not submit letters of recommendation.

5. Any supporting documents, sketches, or illustrations that may help explain the preliminary artistic vision at Teen Center are welcome but not required.

VII. SELECTION CRITERIA

A panel of five members, comprised of the Arts & Culture Advisory Committee member, Teen Advisory Committee member, Rec & Park Commission member, Economic Development Coordinator, and Cultural Arts Coordinator, will convene to review The Teen Center Art applicant qualifications. The selection panel will recommend three (3) finalists to advance to developing proposals to the Arts & Culture Advisory Committee. The panel will convene to review the shortlisted applications before making a final selection.

A. <u>Qualifications</u>

Each application will be reviewed and evaluated based on the following matrix:

Item	Evaluation Criteria	Weight	Rating	Score
7.1	**Letter of Interest – Stated Interest and Approach**	**25**		
7.2	**Qualifications**	**20**		

7.3	**Demonstrate Excellence of Past Work in Conceptual, Aesthetic and Technical Terms**	**30**		
7.4	**Ability to Create a Work(s) of Art that Meets the Project Goals**	**25**		
			MAXIMUM POSSIBLE TOTAL SCORE	**/100**

B. <u>Proposals</u>

Three (3) artists from the qualification pool will be selected to advance to proposals. Proposals will be evaluated and ranked according to the outline below.

Item	Evaluation Criteria	Weight	Rating	Score
7.5	**Concept Narrative**	**15**		
7.6	**Visual Aesthetic and Quality of Proposal**	**30**		
7.7	**Demonstrate Relevance to Project Goals and Appropriate to Site**	**30**		
7.8	**Feasibility to be Created Within Project Timeline and Budget**	**25**		
			MAXIMUM POSSIBLE TOTAL SCORE	**/100**

The evaluation will be based on a 0 to 10 scale.

Rating	Description
10	Exceeds expectations; Proponent clearly understands the requirement, excellent probability of success.
8	Somewhat exceeds expectations; high probability of success
6	Meets expectations; Proponent has good understanding of requirement, good probability of success.
4	Somewhat meets expectations; minor weakness or deficiencies, fair probability of success.
2	Does not meet expectations or demonstrate understanding of the requirements, low probability of success.
0	Lack of response or complete misunderstanding of the requirements, no probability of success.

VIII. ADMINISTRATION

The final selected applicant must enter into an agreement with the City. The applicant must coordinate their schedule with ESCDP staff and adhere to project timelines and deliverable deadlines.

The selected applicant will be asked to obtain, at the applicant's sole cost and expense, all insurance required by the City.

The selected applicant may be asked to obtain, at the applicant's sole cost and expense, a City of El Segundo business tax license.

Any changes, alterations, or modifications of conceptual design must be approved by ESCDP staff and the Arts & Culture Advisory Committee. Applicant must agree to submitting required documents and designs for approval as outlined in their scope of work before commencement of activities.

ESCDP reserves the right to terminate the applicant's agreement at any time, with or without cause.

IX. ADDITIONAL TERMS AND CONDITIONS

- Questions regarding this RFQ must be submitted to Em Gan, Cultural Arts Coordinator, by email to egan@elsegundo.org no later than 5:00 p.m. on Aug 19, 2026. The e-mail subject line must be titled "RFQ The Teen Center Public Art." Answers to all questions will be published and distributed through the City website by 5:00 p.m. on Aug 26, 2025

- ESCDP staff reserves the right to accept or reject any applications or portions thereof without stated cause.

- In selection of a finalist, ESCDP staff shall attempt to negotiate and reach a final agreement with the finalist. If the ESCDP, for any reason, is unable to reach a final agreement with the finalist, the ESCDP then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable proposal. The ESCDP staff may also reject all proposals and re-issue a new RFQ or RFP.

- ESCDP is not responsible for the loss or damage of any submitted materials. All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change without notice at any time and for any reason in the sole discretion of the ESCDP.

- ESCDP is committed to fostering a diverse and inclusive workforce. Diverse applicants are encouraged to apply.

X. TENTATIVE SCHEDULE

RFQ Issued	July 8, 2026
RFQ Questions Deadline	Aug 19, 2026, 5:00 p.m. PST
RFQ Answers Posted	Aug 26, 2026, 5:00 p.m. PST

RFQ Deadline	Sep 16, 2026, 11:00 a.m. PST
Review of Qualifications (Art Jury Panel)	Sep 24, 2026
Notices to Selected Shortlist	Sep 28, 2026
Shortlist Service Agreement Executed	Sep 30, 2026
Site Visit	Oct 1, 2026, 1:00 p.m. PST
Shortlist Proposals Due	Nov 9, 2026, 11:00 a.m. PST
Final Selection	Nov 27, 2026
Council Approval of Contract	Dec 15, 2026
Agreement Executed with Final Scope	Jan 20, 2027
Project Start Date	Feb 1, 2027
Project Completion	May 1, 2027

XI. SIGNATURE BLOCK

Please return this page with your application or duplicate the information in your cover letter.

The undersigned hereby certifies:
( ) familiarization with all terms, conditions, and specifications herein stated,
( ) artist/organization is qualified to perform work and services as proposed,
( ) that the application submitted is valid until _____(date).

Name	Authorized Signature
Mailing Address	E-mail Address
City, State, Zip	Phone Number