



Request for Proposals (RFP)

Local Community Mural Artist

Introduction

Child Parent Institute (CPI) is soliciting proposals from qualified local artists/ Art Instructor to design and install an interior community mural for its Southwest Santa Rosa Cooling Centers. The selected artist will collaborate with CPI and neighborhood residents to create nature-inspired artwork and facilitate a hands-on community painting experience. This solicitation relates exclusively to CPI's Extreme Heat and Community Resilience Program (EHCRP) cooling center project, supported through Integrated Climate Adaptation and Resiliency Program (ICARP).

Project Overview

The Cooling Centers will provide daytime relief during extreme heat for parents, young children, pregnant individuals, and other community members. The mural should celebrate the beauty of Santa Rosa and Sonoma County's outdoor spaces and help make the center welcoming, calming, family-centered, and reflective of the Roseland/Southwest Santa Rosa community. CPI encourages artists with strong local community connections to respond.

Community participation is essential in the development of the murals. The artist with CPI staff will facilitate a structured, hands-on painting session for local residents and families. Also the artist will provide accessible instruction, age-appropriate activities, with a clear division of artist-led and resident-led painting tasks.

Point of Contact/ Inquiries/ Request for Information

The point of contact for this RFP is Lizbeth Torres, Community Resilience Center Director. All correspondence and other communications regarding this RFP shall be directed to Lizbeth Torres, Child Parent Institute, 3650 Standish Avenue, Santa Rosa, CA 95407.

Proposers are prohibited from contacting any CPI staff, board members, or partners regarding this RFP other than the designated Point of Contact. Unauthorized contact may result in disqualification.

Inquiries and/or Requests for Information are due via email to lizbetht@calparents.org no later than the timeline stated in the anticipated proposals timetable below. Any request received after that time may not be reviewed for inclusion in this RFP. The request shall contain the requester's name, address, and telephone number.

CPI will issue a response to any inquiry if it deems it necessary, by a written addendum to the RFP, posted online at [\[weblink\]](#), and issued before the RFP's Delivery Deadline. The proposal shall not rely on any representation, statement, or explanation other than those made in this RFP or in any addenda issued. Where there appears to be a conflict between this RFP and any addendum issued, the last addendum issued will prevail.

Project Background



Child Parent Institute (CPI) is a nonprofit organization dedicated to strengthening the health and well-being of children, parents, and families throughout Sonoma County. CPI provides behavioral health, educational, family support, and community-based services to vulnerable populations.

As part of CPI's Extreme Heat Cooling Center Project in Southwest Santa Rosa, CPI is investing in safe, accessible, and welcoming spaces where families and community members can seek relief during periods of extreme heat.

CPI is seeking a qualified local artist to design and create a community-inspired mural that celebrates the natural beauty, identity, and character of Roseland and Southwest Santa Rosa. The mural will serve as a place-based, community-driven feature of the Cooling Center's interior, helping create an inviting and culturally meaningful environment.

The selected artist will be responsible for developing and completing the mural while engaging local residents and families through collaborative painting and hands-on learning opportunities, in coordination with CPI's construction schedule, safety requirements, and Extreme Heat grant guidelines.

Scope of Work

The selected artist shall furnish the labor, materials, equipment, supervision, design services, and community facilitation necessary to complete the approved mural, including:

- 1 Main Cooling Center Mural: A larger, nature-inspired mural celebrating Roseland, Southwest Santa Rosa, and the beauty of local outdoor spaces.
- 4 Small Play Areas: Coordinated, child-friendly artwork designed to create welcoming, engaging environments for children and families.
- Site assessment: Visit the designated indoor wall, verify dimensions and surface conditions, identify preparation and access needs, and coordinate with CPI on construction schedules. Final mural location and dimensions will be confirmed before contracting.
- Concept and design: Develop an original nature-inspired mural featuring local outdoor spaces and community identity; submit concept sketches, color palette, materials, and final design for CPI's written approval before painting.
- Community participation: Propose and facilitate a structured, hands-on painting session for local residents and families. Provide accessible instruction, age-appropriate activities, participant safety measures, and a clear division of artist-led and resident-led painting tasks. CPI will coordinate outreach and scheduling with the artist.
- Surface preparation and execution: Clean, protect, and prepare the approved wall; use durable, low-odor/low-VOC materials suitable for an indoor family-serving setting; execute the mural to the approved design and finish to a professional standard.
- Site safety and protection: Coordinate working hours and access with CPI; protect furnishings and circulation routes; maintain a safe environment around children and families; comply with applicable site requirements and clean up daily.



- **Documentation and closeout:** Provide progress and completion photographs (subject to participant photo permissions), a list of materials used, maintenance guidance, and final walkthrough/correction of punch-list items.

Proposal Requirements

Each proposal must include the following information

1. **Cover Letter** — Artist or firm name, address, contact information, local connection, and a brief statement of interest.
2. **Qualifications and Experience** — Relevant mural experience, examples or links to 3–5 completed works, experience teaching or facilitating community art, key team members, and availability.
3. **Licensing and Certifications** — Applicable business registrations, licenses or permits (if required for the proposed work), and evidence of ability to meet CPI insurance and site-safety requirements. Identify any subcontractors.
4. **Detailed Cost Estimate** — Itemize design, site preparation, artist labor, painting materials, supplies/equipment, community engagement planning, instruction/session delivery, finishing, cleanup, and any travel or other costs. Include estimated hours and rates where applicable and a total not-to-exceed price. Clearly identify assumptions, exclusions, and optional costs.
5. **References** — Contact information for up to three relevant past clients or community partners, preferably for similar mural or participatory arts projects.
6. **Proposed Approach and Schedule** — Provide a preliminary concept/theme, community participation and teaching approach, anticipated number/duration of sessions, estimated project timeline, and proposed measures for participant accessibility and safety.

Proposals Evaluation Criteria

Proposals will be evaluated using a best-value approach. CPI will consider cost together with artistic quality, experience, community engagement approach, feasibility, schedule, and references. Proposed weighting:

- **Qualifications and Relevant Experience (25%)**
Proposers demonstrated experience and past performance on similar projects, including relevant expertise, capacity to perform the work, and successful completion of comparable scopes.
- **Approach and Methodology (25%)**
The proposed work plan and timeline, including the vendor's understanding of the scope of work, methodology, and ability to deliver services efficiently and effectively.
- **Cost Proposal (40%)**
Reasonableness of the proposed costs in relation to the scope of work, level of effort, and overall value to CPI.
- **References (10%)**
Feedback from previous clients regarding the vendor's performance, reliability, communication, and



ability to meet project expectations.

CPI may interview shortlisted artists, request clarification, and select the responsive and responsible proposer offering the best overall value, subject to grant and procurement requirements. Preference for local connection will be evaluated in a fair, consistently applied manner.

Submission Instructions

Proposals must be submitted no later than December 4, 2026 by 5:30pm to lizbetht@calparents.org. Late submissions will not be considered.

Mandatory site visit must be scheduled no later than November 16, 2026.

Submission Requirements

Proposals must be submitted electronically via email attention Lizbeth Torres

- Maximum electronic file size 250 MB's
- Please verify your submission has been received by emailing lizbetht@calparents.org no later than the submission deadline.
- Include "Proposals Response to RFP No. 2507" in the subject line of the email.
- All questions regarding this RFP should be directed to the point of contact in this RFP in writing by November 18, 2026 by 5:30pm

General Terms and Conditions

1. Right to Conduct Interviews

CPI reserves the right to conduct interviews with the top-ranked contractors as part of the final selection process.

2. Right to Reject Submissions

CPI reserves the right to reject incomplete or late submissions, to waive any informalities, and to accept the lowest proposals from a responsive and responsible contractor. Any proposals that do not fully comply with all the provisions of the "Submission Instructions" and the "Specifications" will be deemed non-responsive.

3. Appeals Process

CPI will not accept appeals for this Request for Proposals (RFP). However, proposals are welcome to submit requests for clarification or feedback by email regarding decisions made in the selection process.

4. Contract Award

CPI will enter into a written contract with the successful vendor. The contract will include this RFP, the contractor's proposals, and any mutually agreed-upon terms. If a contract is not executed by the successful vendor, CPI will attempt to negotiate a contract with the next responsive and responsible proposer.

The Contract may be awarded to a single vendor or to separate vendors, whichever should appear to be in the



best interest of CPI. If two or more vendors are received, equal in amount and lower than any other proposals, CPI reserves the right to evaluate the proposals and to decide which proposals will be accepted.

All proposal pricing shall remain firm for a period of ninety (90) days after the date of proposal opening.

5. Conflicts of Interest

The contractor must disclose any actual or potential conflicts of interest in compliance with federal, state, and local laws. The awarded contractor must sign the Strategic Growth Council CRC Program Conflict of Interest Form. See Attached.

6. Prevailing Wages

As a “public works” project in the State of California, the contractor must ensure workers are paid prevailing wages. The contractor’s duty to pay State prevailing wages can be found under Labor Code Section 1770 et seq.

7. Product Preference

The naming of a certain brand, make, or manufacturer, or definite specifications is used only to denote the quality standard of product desired and that the proposal is not restricted to a specific brand, make, manufacturer or specification named but that the brand, make, manufacturer or definite specification is used only to set forth and convey to prospective vendor the general style, type, character, and quality of product desired and that equivalent products will be acceptable.

8. Errors or Omissions

CPI will not be liable for any error in any proposals. Proposers will not be allowed to alter proposal documents after the deadline for proposal submission, except under the following condition: CPI reserves the right to make corrections or clarifications due to patent errors identified in proposals by CPI or the proposers. CPI, at its option, has the right to require clarification or additional information from the proposal.

9. Cost of Preparation

CPI is not liable for any costs incurred by prospective proposals or Contractors prior to issuance of or entering into a Contract. Costs associated with developing the proposals, and any other expenses incurred by the proposal in responding to the RFP, are entirely the responsibility of the proposer and shall not be reimbursed in any manner by CPI.

10. Confidentiality Clause

All data, reports, photographs, and findings generated through this proposal shall be the property of CPI and treated as confidential unless otherwise authorized in writing.

Schedule of Events



RFP Issued: October 30, 2026

Deadline for site visit : November 16, 2026

Deadline for Questions: November 18, 2026

Posting of Addendum for Questions: November 20, 2026

Proposals Submission Deadline: December 4, 2026

Anticipated Contract Award: December 11, 2026

Additional Information

All proposals must comply with applicable labor laws and safety regulations.

Child Parent Institute reserves the right to reject any or all proposals and to negotiate terms with the selected subcontractor.