



## REQUEST FOR QUALIFICATIONS

### Bullion Pathway Public Art, Placemaking & Wayfinding Elements

#### STATEMENT OF PURPOSE

The City of Hailey (“City”) is requesting Statements of Qualifications (SOQs) from qualified multidisciplinary teams to design, fabricate, and install public art, placemaking, and pathway-specific wayfinding elements along the Bullion Pathway.

The Bullion Pathway is a priority initiative of the Hailey Urban Renewal Agency (HURA) and the City of Hailey. The pathway runs along the north side of Bullion Street from Main Street to Hop Porter Park and serves as a key pedestrian and bicycle connection between downtown and the Big Wood River corridor.

The pathway alignment, landscape framework, furnishings, and overall layout have been approved and are advancing into construction documentation. The City now seeks a lead creative team to develop cohesive identity elements integrated into the approved design.

This RFQ is open to a broad range of respondents, including but not limited to:

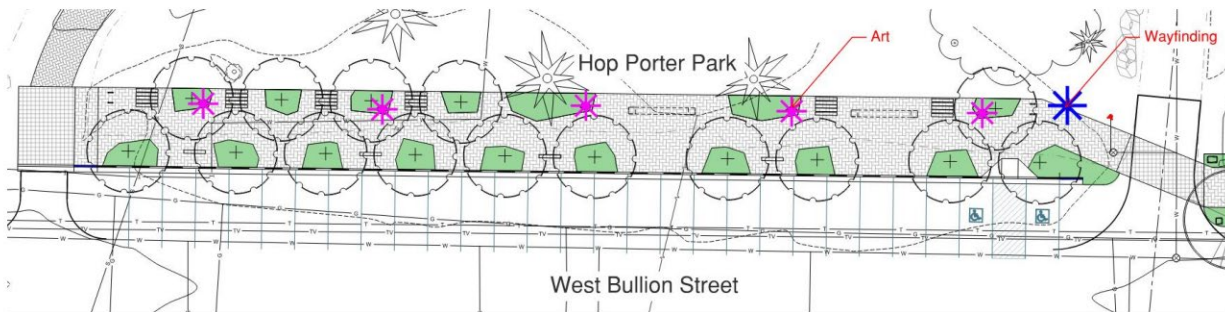
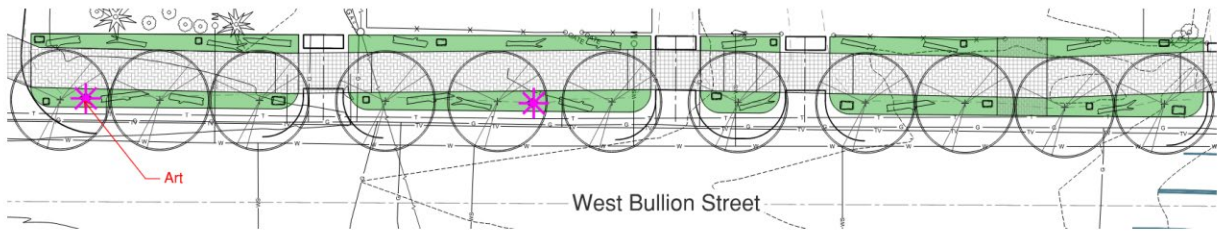
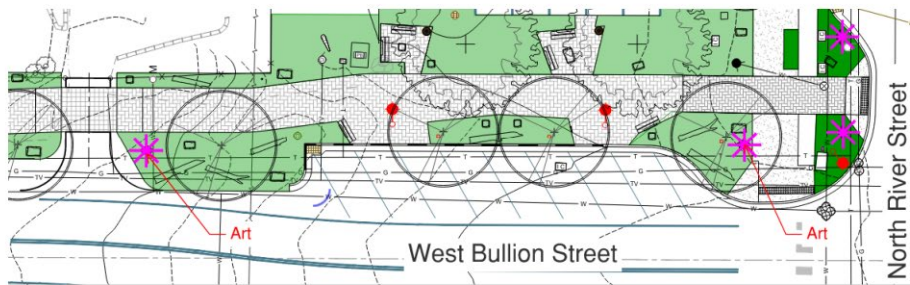
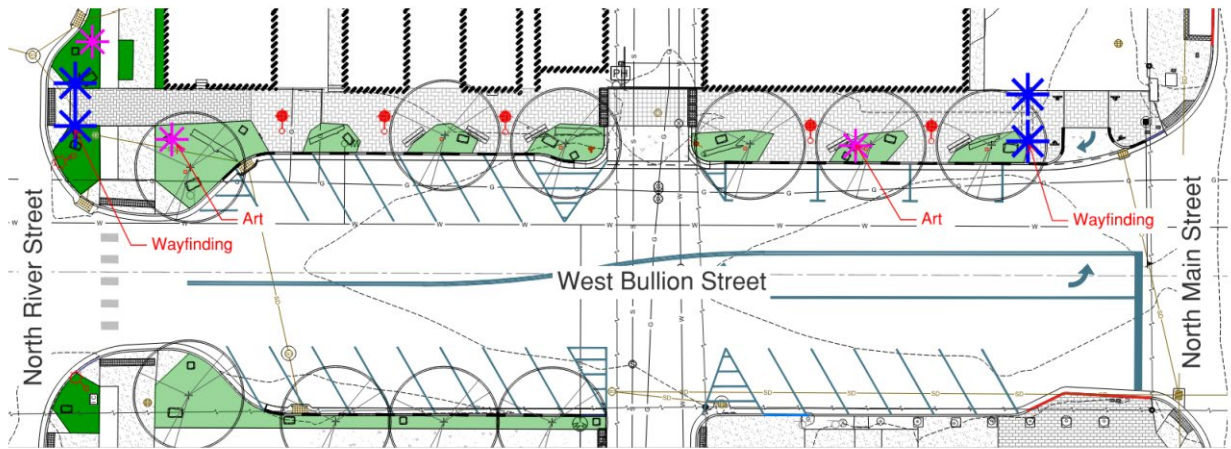
- Public artists
- Industrial designers
- Wayfinding designers
- Landscape architects
- Graphic designers
- Fabricators
- Multidisciplinary design teams

A single lead team will be selected. The lead respondent may include subconsultants as necessary.

The total budget, including design, engineering, fabrication, and installation is up to \$225,000 depending upon availability of funds for all elements.

This RFQ does not commit the City to enter into an agreement or to pay any costs incurred in the preparation of a proposal.

The approved plan can be accessed [here](#).



## **BACKGROUND**

The Bullion Pathway is envisioned as a signature public realm improvement that strengthens multimodal connectivity while enhancing the character of downtown Hailey.

Through public engagement, the community selected the Big Wood River as the guiding theme for the corridor. As outlined in the master plan, the Big Wood River is characterized by:

- Organic, meandering form
- Layered vegetation and understory planting
- Cottonwoods and natural stone
- Seasonal change
- Textural, ecological richness

The approved pathway design includes:

- Repeating landscaped planter “rooms” along the corridor
- Natural stone boulders and cottonwood snags
- Standardized site furnishings and lighting
- Identified locations for art and wayfinding elements

The selected team will work within this approved framework and coordinate with the City’s design engineer and landscape architect. The scope is not to redesign the corridor, but to enhance it through integrated identity and placemaking elements.

## **PROJECT GOALS**

The City seeks a cohesive and durable public realm installation that:

1. Establishes a recognizable identity for the Bullion Pathway
2. Interprets the Big Wood River theme in a contemporary and context-sensitive manner
3. Creates moments of interest, pause, and discovery along the corridor
4. Supports pedestrian and bicycle movement between downtown and the parks/river corridor
5. Integrates seamlessly with approved landscaping, paving, and furnishings
6. Is durable, low-maintenance, and appropriate for Hailey’s climate and winter conditions

The City encourages proposals that incorporate elements which are engaging, tactile, or interactive, inviting meaningful public participation while remaining durable, safe, and appropriate for the public right-of-way.

## **SCOPE OF WORK**

The selected team will provide design, fabrication, and installation services for integrated public art, placemaking, and pathway-specific wayfinding elements.

## **1. Signature Art / Gateway Elements**

Design and deliver site-specific features at key nodes along the pathway. Elements must be suitable for a public right-of-way environment and engineered as necessary. These may include sculptural, interpretive, or functional elements inspired by:

- River movement and flow
- Local ecology and habitat
- Elevation or water measurement motifs
- Native materials and textures
- Cottonwood, stone, and riverine forms

## **2. Placemaking & Interpretive Features**

Develop integrated elements within planter areas and seating zones to complement (not replace) the approved site furnishings and landscape framework that may include:

- Sculptural seating enhancements
- Interpretive panels or markers
- Embedded paving graphics
- Educational or storytelling elements tied to the Big Wood River
- Subtle artistic interventions that reinforce corridor rhythm

## **3. Pathway Wayfinding (Corridor-Specific)**

Design a cohesive wayfinding approach specific to the Bullion Pathway that:

- Reinforces pathway identity
- Complements (but does not duplicate) the City's broader signage standards
- Provides orientation to downtown, Hop Porter Park, Lions Park, and Big Wood River access
- Is visually integrated with the overall public realm design

## **4. Fabrication & Installation**

The selected team will:

- Develop fabrication-ready drawings and specifications
- Provide stamped engineering as required
- Fabricate all approved elements
- Coordinate delivery and installation
- Provide maintenance and care documentation

All materials must be durable, vandal-resistant, and suitable for snow, freeze-thaw cycles, and public use.

## PROJECT TIMING/SCHEDULE

RFQ Schedule requirements:

- RFQ Issued March 4, 2026
- SOQ Submittal Deadline March 25, 2026 – 2:00 p.m.
- Staff Rankings/Interviews week of March 23, 2026
- Contract Agreement Negotiations by March 30, 2026
- Council Award & Approval of Contract April 13, 2026

Design coordination will occur concurrently with final pathway construction documentation. Installation is anticipated prior to or in coordination with pathway construction completion, anticipated in Fall 2026.

## OPTIONAL SITE VISITS

Site visits will be available by appointment only and will be limited to 1 hour each.

## SUBMISSION REQUIREMENTS

Respondents shall submit an SOQ including:

1. Team Overview
  - Lead consultant identification
  - Team structure and roles
  - Office location(s)
2. Relevant Experience (maximum six projects), demonstrating experience with:
  - Civic or streetscape public realm projects
  - Integrated public art
  - Durable outdoor installations
  - Wayfinding or interpretive systems
  - Fabrication and installation in public settings
3. Project Approach & Understanding
  - Understanding of the Bullion Pathway and Big Wood River theme
  - Approach to integration with approved corridor design
  - Approach to durability and maintenance
4. Fabrication & Technical Capacity
  - In-house or subcontracted fabrication
  - Engineering coordination
  - Installation experience
5. References
  - Minimum of three (3) professional references for comparable projects.

## SOQ FORMAT

- Maximum twenty (20) single-sided pages or ten (10) double-sided pages (excluding cover letter and resumes).
- 8½ x 11 paper, minimum 11-point font.
- One (1) original and one (1) copy plus digital PDF submission.
- Email submissions accepted; receipt must be confirmed by sender.

Submissions shall be delivered to:

City of Hailey  
ATTN: Brian Yeager, Public Works Director  
115 Main Street  
Hailey, ID 83333

Email submissions to:

[brian.yeager@haileycityhall.org](mailto:brian.yeager@haileycityhall.org)  
[lisa.horowitz@haileycityhall.org](mailto:lisa.horowitz@haileycityhall.org)

## EVALUATION CRITERIA AND WEIGHTING

SOQ's received will be numerically scored based on the weighting listed below.

SOQ's will be independently evaluated (scored) by each member of the selection committee. Scores will be compiled to produce a top ranked respondent. The City will engage with the top ranked respondent to develop a detailed scope of services and associated fee proposal that may lead to the execution of an Agreement for Professional Services with the selected firm.

SOQs will be evaluated and scored as follows:

### Section 1: Public Realm & Civic Experience – 25 Points

Demonstrated experience with projects of similar scope and complexity, reflecting direct, relevant experience in comparable municipal settings.

Evaluation will consider:

- Experience delivering civic or streetscape projects in active public environments
- Integration of art, placemaking, and infrastructure
- Experience working within public right-of-way constraints
- Demonstrated durability of past installations
- Experience coordinating with municipalities, engineers, and contractors
- Successful completion of projects within established public budgets

### Section 2: Fabrication & Technical Capacity – 20 Points

Demonstrated ability to execute design through fabrication and installation, reflecting demonstrated ability to deliver durable, buildable work, not conceptual-only experience.

Evaluation will consider:

- In-house or subcontracted fabrication capacity
- Experience producing fabrication-ready construction documents
- Engineering coordination and stamped calculations (if required)
- Knowledge of materials suitable for freeze-thaw climates
- Installation logistics in active urban corridors
- Long-term maintenance considerations

### **Section 3: Project Understanding & Conceptual Approach – 25 Points**

Clarity of understanding of the Bullion Pathway project and the Big Wood River theme, showing contextual awareness rather than generic solutions.

Evaluation will consider:

- Demonstrated understanding of the approved pathway layout and framework
- Sensitivity to the corridor rhythm and identified art/wayfinding nodes
- Thoughtful interpretation of the Big Wood River theme
- Ability to integrate art, identity, and wayfinding cohesively
- Consideration of engaging or interactive elements (where appropriate)
- Compatibility with approved furnishings and landscape elements

### **Section 4: Team Structure & Project Management – 15 Points**

Organization and capacity to deliver the project successfully. Higher scores will reflect teams that show clear accountability and project leadership.

Evaluation will consider:

- Clarity of team roles and responsibilities
- Identification of lead consultant
- Coordination approach with City staff and consultants
- Schedule management
- Communication and responsiveness
- Demonstrated long-term client relationships

### **Section 5: Budget & Cost Control – 15 Points**

Ability to deliver the full scope within project budget, exhibiting practical, financially disciplined teams.

Evaluation will consider:

- Demonstrated history of delivering projects within fixed public budgets
- Understanding of full project costs (design, engineering, fabrication, installation, contingency)
- Realistic approach to scope relative to available funds
- Cost management and value engineering strategies

## CONTACT INFORMATION

For project-specific questions, contact:

Brian Yeager  
Public Works Director  
[brian.yeager@haileycityhall.org](mailto:brian.yeager@haileycityhall.org)  
208-788-9815 x 4224

All questions must be submitted in writing by 4:30 p.m. on Monday, March 23, 2026.

The City of Hailey reserves the right to reject any and all SOQ's.

Publish Idaho Mountain Express:  
March 4, 2026  
March 11, 2026

## SPECIAL CONDITIONS

**A. General Terms.** This RFQ does not commit the City to enter into an agreement, or to pay any costs incurred in the preparation of an SOQ or subsequent negotiation. All information furnished in the RFQ was gathered from sources deemed to be reliable. No representation or warranty is provided as to the accuracy or completeness of the information contained herein and the City reserves the right to alter or cancel this RFQ.

**B. Reservation of Rights by the City.** The issuance of this RFQ does not constitute an agreement by the City that any professional services agreement will actually be entered into by the City. The City expressly reserves the right to:

- Waive any immaterial defect or informality in any SOQ or procedure.
- Reject any or all SOQ's.
- Reissue the RFQ.
- Invite additional respondents to respond to the RFQ.
- Complete the services contemplated by this RFQ by any other means.
- Request additional information and data from any or all respondents.
- Extend the date for submission of the SOQ's.
- Supplement, amend or otherwise modify the RFQ, or cancel this request with or without the substitution of another RFQ.

**C. Negotiation Rights.** Final terms of any agreement will be subject to negotiation. Negotiations may be terminated for failure to reach mutually acceptable terms or for any other reason deemed appropriate by the City.

**D. Right to Disqualify.** The City reserves the right to disqualify any respondent who fails to provide information or data requested herein, or who provides inaccurate or misleading information or data. Further, the City reserves the right to disqualify any respondent on the basis of any real or apparent conflict of interest. By responding to this RFQ, the respondent agrees that any finding by the City of any fact in dispute related to this RFQ or the responses thereto shall be final and conclusive.

**E. Preparation Costs.** Each respondent will be responsible for all costs incurred in preparing a response to this RFQ. All materials and documents submitted by the respondents in response to this RFQ will

become the property of the City and will not be returned. As such, they constitute public records that may be delivered to a person making an appropriate request for public records. If a respondent claims that any portion of its response constitutes a trade secret as defined by Idaho Code § 74-107(1), that portion should be clearly marked. The selected respondent will be responsible for all costs incurred by it during negotiations and up to the date of the execution of the final agreement.

**F. Affirmative Action Requirements.** Respondent, by submission of a response, agrees to not discriminate against any worker, employee, subcontractor or any member of the public because of race, creed, color, religion, sex, age, marital status, national origin, or sensory or physical disability, or otherwise commit an unfair employment practice and further agrees to comply with all Federal, State, and City equal employment opportunity requirements.