



Economic & Workforce Development Department

Cultural Affairs

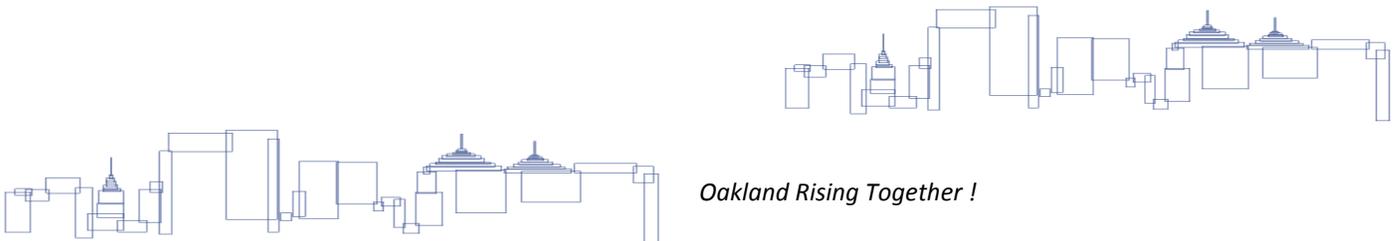
REQUEST FOR QUALIFICATION

(RFQ)

For

Consultant

January 2017



Oakland Rising Together !

INTRODUCTION

This Request for Qualifications (RFQ)/ is being issued by the City of Oakland, Office of the Economic & Workforce Development Department, Cultural Affairs Division

Deadline for Questions: 2:00 PM, January 30, 2017 by email to the Cultural Affairs Manager, rbedoya@oaklnet.com

Due Date and Time: Tuesday, February 7, 2017 at 2:00 PM

Deliver To: City of Oakland, Cultural Affairs Manager

250 Frank Ogawa Plaza 9thFloor,

Oakland, Ca 94612

Phone: (510) 238-2136

Contact Information: The following City staff is available to answer questions regarding this RFQ

1. Cultural Affairs Manager: Roberto Bedoya at rbedoya@oaklandnet.com or (510) 238-2136

**REQUEST FOR QUALIFICATIONS
CITY OF OAKLAND CULTURAL PLAN CONSULTANT**

The City of Oakland, Cultural Affairs Division is seeking a consultant to research and develop a Cultural Plan for the City of Oakland.

Oakland is the largest city and the county seat of Alameda County, California. It is the eight largest city in California and the 45th largest city in the United States, with a population of 419, 267 as of 2015. Oakland has more than 50 distinct neighborhoods and a diverse and active cultural sector.

PURPOSE

To support the undertaking of a cultural plan for the City of Oakland, Cultural Affairs Division that will engage with its diverse community in producing a guiding document that a) documents Oakland's unique cultural assets, b) defines cultural priorities, c) foster opportunities for economic benefit and community engagement, and d) enhances the quality of life for Oakland resident, business and visitors.

The cultural plan will be a community-wide public participation process that will develop a vision for the role the arts and culture plays in our City.

BACKGROUND

The City of Oakland's Cultural Affairs Division is a unit of the City's Economic and Workforce Department. Cultural Affairs forms strategic alliances between business, government agencies, private philanthropy and Oakland's cultural communities, so as to advance the city and currently supports programs and initiatives that provide accessible arts and culture experiences for its residents. These programs and initiatives include:

- The Cultural Funding Program: It is a competitive grant- funding process for Oakland-based art and cultural activities that reflect the diversity of the city. It focuses on the key areas of General Support, Neighborhood Arts, and Arts Education, through four grant making categories for Individual Artist Projects, Organization Projects, Organizational Assistance, and Art in the Schools.
- Public Art Program: Public Art provides an opportunity to enliven, enrich and enhance our visual environment and public spaces. Funding through the Public Art Ordinance, Capital Improvement Projects and Measure DD allows for new temporary and permanent installations throughout the city. Additionally, the public art program facilitates temporary, community and artist-initiated projects for City

property, as well as privately-funded public art projects in compliance with the City's municipal code.

- The Oakland Film Office facilitates filmmaking in Oakland to advance economic development and civic pride and to increase regional, national and international awareness of Oakland as a beautiful and culturally diverse city.
- Special Events: Cultural Affairs produces the annual “*Art & Soul Festival*”, Oakland's premier music and arts festival. This world-class event draws tens of thousands of festival-goers to downtown on a weekend in August. Additionally, Cultural Affairs offers eight different free Oakland Walking Tours.
- The Mayor's Artist Task Force on Affordable Housing and Workspaces: Mayor Schaaf recently convened this task force to identify strategies for stemming the displacement of artists from Oakland.

The City's arts programs are managed by Cultural Affairs staff with advice from the Public Art Advisory Committee and the Funding Advisory Committee.

QUALIFICATIONS/EXPERTISE

The selected consultant will possess the following qualifications and expertise:

- A strong background in cultural planning work, including guiding community input processes as well as inventorying cultural assets and cultural needs.
- Ability to develop a detailed work plan that clearly and systematically identifies tasks necessary to complete the plan ensuring that it is inclusive, diverse and representative.
- Work experience in the cultural and/or artistic fields that can inform a cultural planning process and demonstrated administrative experiences.
- History of building and maintaining positive working relationships with agencies, committees and constituents; excellent written and oral communication skills.

SCOPE OF SERVICES

The Consultant will do the following:

- In partnership with the Cultural Affairs Division, manage the work plan; conduct research and analysis on Oakland's cultural assets and cultural needs.
- Describe and implement a comprehensive strategy and methodology for citizen involvement in the cultural plan development that animates a planning process that is grounded in the ethos of engagement and supports social equity .
- In partnership with the Cultural Affairs Division, coordinate and facilitate city-wide and neighborhood specific meetings and present recommendations and findings to City Advisory committees, elected officials and/or staff.
- Analyze Oakland's uniqueness and identity as a wellspring of creativity as manifest in its cultural and art organizations, cultural events, cultural districts and support system for artists and arts organizations.
- Assess the City of Oakland's Cultural Affairs Division governance structure.
- Produce a city-wide cultural plan that will provide a policy framework, strategies and funding requirements that strengthen and advance Oakland's Art and Cultural sector with benchmarks for success.

COMPENSATION

The budget for this consultancy is \$50,000. Estimated effective dates of contract are February 24, 2017 through January 31, 2018. The selected contractor/organization will be required to enter into a Professional Services Agreement with the City of Oakland.

PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated by the Cultural Affairs Division based on, but not limited to, the following considerations and criteria:

- Demonstrated knowledge of Oakland or a process to reach an understanding of it.
- An innovative and effective approach to cultural planning and the development of cultural policy strategies.

- An ability to reach and engage a range of constituents from within the arts, as well as other sectors.
- A willingness to involve local arts organizations and artists in fostering a process that is engaging and imaginative for Oakland residents and visitors.
- Proposal of a planning process that fits the project budget guidelines.
- Demonstrated and applicable experience in:
 - creating strategy and implementation plans for municipalities or other public agencies
 - engaging diverse communities thoughtfully in a public process;
 - leading, coordinating, and facilitating complex public engagement processes, including management of multiple stakeholder committees;
 - devising and executing a communications strategy for cultural planning; and
 - building an accountable implementation and funding plan.

As part of the evaluation process, the consultant may be asked to participate in a phone interview or present his or her proposal to the Cultural Affairs Manager.

Submittal Requirements

- A cover letter summarizing the consultant’s interest in the plan, experience and qualifications, as it relates to developing a comprehensive cultural plan.
- A work plan describing your approach to designing, managing, and coordinating this project, (10 pages maximum).
 - a. The description should address the task in the scope of service.. In addition, include any steps/tasks not included in the “Scope of Services” that the consultant feels would materially affect the quality of the project.
 - b. Please include a brief narrative explanation of how your work plan will ensure Oakland’s cultural planning process is appropriately inclusive, diverse, and representative.
 - c. Please provide a written summary identifying the types of information, data, and administrative assistance expected from the City to complete this project.

Supplemental Information:

- Report and /or description of similar project you have completed
- Resume/CV
- Three professional references