



Economic & Workforce Development Department
Cultural Affairs

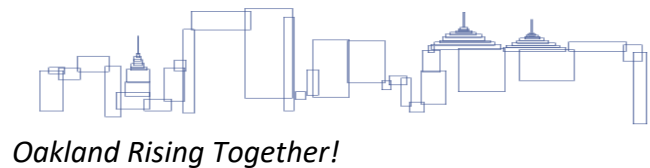
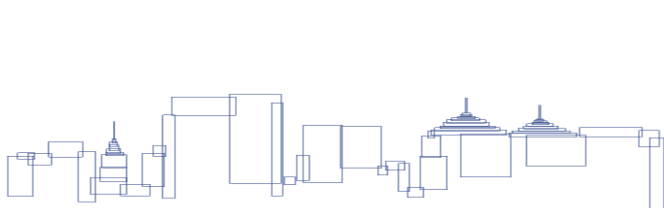
REQUEST FOR QUALIFICATION

(RFQ)

For

**Community Engagement Consultant for the
Cultural Planning Process for the City of Oakland**

April 2017



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, April 13, 2017 by email to the Cultural Affairs Manager, rbedoya@oaklnet.com

Due Date and Time: April 20, 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:

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

**REQUEST FOR QUALIFICATIONS
COMMUNITY ENGAGEMENT CONSULTANT FOR
THE CULTURAL PLANNING PROCESS FOR THE CITY OF OAKLAND**

The City of Oakland, Cultural Affairs Division is seeking a qualified consultant or team of consultants (hereafter “Consultant”) to conduct research and community engagement activities in conjunction with the development of a Cultural Plan for the City of Oakland.

Oakland is the largest city and the county seat of Alameda County, California. It is the eighth largest city in California and the 45th largest city in the United States, with a population of 419,267 as of 2015. Regularly ranked as one of the top ten most culturally-diverse cities in the nation, Oakland has more than 50 distinct neighborhoods that contribute to the cultural vibrancy of the city, along with its burgeoning creative sector.

PURPOSE

As a critical part of the Cultural Affairs Division’s development of a Cultural Plan for the City of Oakland, this consultancy will consist of research, and the design, implementation, and analysis of a community engagement process that will surface and glean the knowledge, ideas, and vision of Oakland’s diverse communities to inform the creation of a Cultural Plan that a) documents Oakland’s unique cultural assets, b) defines cultural priorities, c) fosters opportunities for economic benefit and community engagement, and d) enhances the quality of life for Oakland residents, businesses, and visitors.

The Consultant will be guided by the Cultural Affairs manager and will work collaboratively with the lead cultural planning consultant to align the community engagement process with overarching cultural planning goals, strategies, and activities. (Products from separate research and discovery activities, a cultural mapping process, and survey design conducted by the lead cultural planning consultant will be shared with the Consultant as they become available.) The Cultural Affairs Division is looking for community engagement activities that will help to animate the planning process and are grounded in an ethos of creativity, authenticity, inclusion, social equity, and transparency.

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:

- **Cultural Funding Program:** The Cultural Funding Program 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:** The Public Art Program 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.
- **Oakland Film Office:** 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 ideal consultant or team will possess the following qualifications and expertise:

- Experience in successfully designing and implementing community engagement processes, ideally for public agencies or organizations focused on public good;
- Ability to articulate a community engagement philosophy, methodology, and detailed implementation plan that clearly and systematically identifies the rationale and tasks necessary to complete the engagement process that is inclusive and representative of Oakland's diversity;
- Work experience in the cultural, arts, creative, and/or non-profit sectors that can substantively inform a cultural planning process;

- Demonstrated ability to build positive working relationships with public officials and entities; arts and culture organizations and creatives of diverse cultures, disciplines, and scales; and a broad demographic range of community members;
- Strategic and analytical orientation, demonstrated ability to work collaboratively, excellent written and oral communication, ability to make presentations to officials and/or other stakeholders as needed.

SCOPE OF SERVICES

The Consultant's services are to include the following (though the precise scope will be negotiated with the Consultant, as needed, in coordination with other cultural planning processes):

- Develop a community engagement process that aligns with overarching cultural planning goals and includes a clear methodology and rationale, accompanied by a detailed work plan, budget, and timeline indicating partners, activities, and deliverables.
- Ensure that input is gathered from:
 - A representative range of stakeholders from Oakland's arts and culture sector ecology;
 - Communities located in each of the seven Council districts of Oakland;
 - A culturally diverse range of community members representative of Oakland's demographic diversity who already access typical cultural amenities and those who do not;
 - Stakeholders from Oakland's creative/makers sector who contribute to Oakland's cultural vibrancy and economic vitality.
- In coordination with the Cultural Affairs Division, develop in-person and online strategies, tools, and partnerships necessary conduct community/stakeholder engagement activities, and document and analyze input; and create and implement appropriate communications strategies to reach and engage diverse community members/stakeholders.
- Research: Assist the Cultural Affairs Division in the gathering of data related to the economic and social impact of Oakland's cultural infrastructure.
- Facilitate the alignment and coordination of community engagement activities with other cultural planning goals, strategies, and activities, and partner with the lead planning consultant to ensure the successful execution of the overall planning process.

COMPENSATION

The total fee for this consultancy is \$27,500, which includes consulting fees, event expenses, outreach, and documentation. Estimated effective dates of contract are May 1 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 deep knowledge of Oakland or an inclusive and thoughtful process to reach an understanding of it.
- An innovative and effective approach to community engagement and a broad vision of the potential for a cultural plan to benefit all of Oakland.
- An ability to reach and engage a diverse range of community members, constituents from within Oakland's arts ecology, as well as other sectors.
- A willingness to involve local organization, agencies, and artists in fostering a process that is engaging and imaginative for Oakland residents and visitors.
- A proposal that fits the project budget guidelines.
- Demonstrated and applicable experience in:
 - creating community engagement plans for municipalities or other public agencies
 - engaging diverse communities thoughtfully in a public process;
 - leading, coordinating, and facilitating complex public engagement processes, including interfacing with multiple stakeholders;
 - devising and executing a communications strategy for outreach; and
 - working collaboratively with staff and other consultants.

As part of the proposal 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 your interest in project, experience, and qualifications, as they relate to developing a community engagement process as part of a citywide cultural planning process in collaboration with the Cultural Affairs Manager and a lead planning consultant.
- A narrative describing your approach to designing, implementing, and managing this project.

- a. The proposal should address the envisioned scope of services. In addition, include any steps/tasks not included in the “Scope of Services” that you feel would materially affect the quality of the project.
- b. Please include a brief explanation of how your work plan will ensure the community engagement process is appropriately inclusive, diverse, and representative: including who you believe are the key communities/stakeholders who must be reached in this process, how the different stakeholders should be engaged, what kind of outreach communication methods should be employed, etc.
- c. Please state your vision of a cultural plan with the potential to benefit all of Oakland.
- d. Please describe how you envision an ideal collaborative planning process in which your community engagement activities would fit.
- e. Please provide a written summary identifying the types of information, data, and administrative assistance you expect from the City to complete this project.

Supplemental Information

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