



**Economic & Workforce Development Department**

**Cultural Affairs**

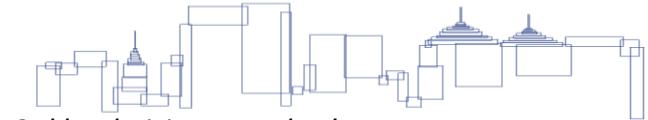
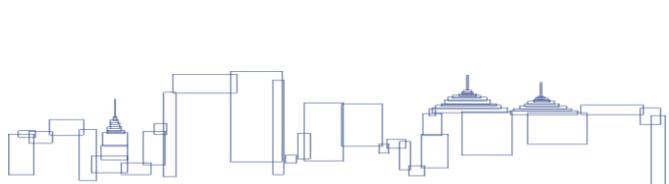
**REQUEST FOR QUALIFICATION**

**(RFQ)**

**For**

**Evaluator**

**February 11, 2019**



*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, February 28, 2019 by email to the Cultural Affairs Manager, [rbedoya@oaklandca.gov](mailto:rbedoya@oaklandca.gov)

**Due Date and Time:** March 6, 2019 at 2:00 PM

**Deliver To:** City of Oakland, Cultural Affairs Manager

1 Frank Ogawa Plaza, 9thFloor

Oakland, CA 94612

Phone: (510) 238-2136

Or via email

[rbedoya@oaklandca.gov](mailto:rbedoya@oaklandca.gov)

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

Cultural Affairs Manager: Roberto Bedoya at [rbedoya@oaklandca.gov](mailto:rbedoya@oaklandca.gov) or (510) 238-2136

## **REQUEST FOR QUALIFICATIONS**

### **Evaluator**

The City of Oakland, Cultural Affairs Division is seeking a qualified individual to work with Senior Staff on the evaluation of the Cultural Strategists-in-Government (CSIG) Pilot Program that supports five culturists-in-residence slots in City departments designed to infuse City policy-making and practices with new creative and culturally-competent thinking and problem-solving to promote civic belonging and well-being.

Oakland is the largest city and the county seat of Alameda County, California. It is the eighth largest city in California and the 45<sup>th</sup> 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**

The Oakland Cultural Plan “Belonging in Oakland: A Cultural Development Plan” was approved by the Oakland City Council in July 2018. The Cultural Plan’s shared values were informed by insight and feedback from artists, arts organizations and community members through various dialogues, conversations and a survey. More information is available here: <http://www2.oaklandnet.com/groups/ceda/documents/report/oak070756.pdf>

The tagline for the plan “Equity is the Driving Force, Culture is the Frame, and Belonging is the Goal” operates as a guide for how the plan was developed. The plan provides an overview of today’s Oakland and the planning process offers us a vision of culture for the City, and suggests pathways to lift up the role of culture in building a just and equitable Oakland. It is a narrative that offers up a different lens and a different approach to understanding our city and how an alignment of culture and equity is required for Oaklanders to realize their potential. The Cultural Strategists-in-Government (CSIG) program embeds cultural strategists within City departments and offices to work in partnership with staff, project partners, and/or community stakeholders to address community issues in creative ways and bring fresh perspectives to government practices and problem-solving.

### **BACKGROUND**

The City of Oakland’s Cultural Affairs Division is a unit of the City’s Economic & Workforce Department. Cultural Affairs forms strategic alliances between business, government agencies, private philanthropy, and Oakland’s cultural communities 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 grantmaking process for Oakland-based art and cultural activities that reflect the diversity of the city through four grantmaking categories: 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 art 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 the summer. 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.

### **Details on the Cultural Strategists-in-Government Program**

In the pilot phase of the Cultural Strategists-in-Government Program, the Cultural Funding Division has partnered with five City departments to address an issue unique to their mission or vision.

- The Human Services Department is looking to engage an artist to employ ways of creatively promoting resilience for their clients as well as their staff.
- The Mayor's Office for Housing Security seeks help exploring how to creatively address the challenges of creating Accessory Dwelling Units (ADUs), and then, how to communicate effectively with property owners who could create ADUs successfully.
- The Planning & Building Department seeks assistance to establish ongoing means of communicating, ideating and documenting concepts that capture value and increase support from a broader swath of Oakland's diverse constituents to enhance capacity to plan together.

- The Department of Race & Equity wants to engage an artist to build awareness of how anti-black bias and anti-black racism operate structurally to advance the dismantling of inequitable systems.
- The Department of Transportation will engage a cultural strategist to help reclaim a share of the public right-of-way for the express purpose of prioritizing community building in a public space through gatherings, public activities and local commerce.

## **QUALIFICATIONS/EXPERTISE**

The ideal consultant will possess the following qualifications and expertise:

- Experience in evaluation and program analysis - an understanding of developmental evaluation approach is desirable
- Experience in articulating theories of change
- Competencies in research, analysis and presentation
- An understanding of the theory and practices of cultural competency and racial equity
- An aptitude for working in situations of complexity and understanding of ongoing process of innovation as it relates to program development
- Knowledge of exemplary Municipal Artists in Residency programs regionally and nationally
- Work experience in the cultural, arts, creative, and/or non-profit sectors that can substantively inform an evaluation process
- Demonstrated ability to build positive working relationships with government leaders; arts and culture organizations and creatives of diverse cultures, disciplines, and scales; and a broad demographic range of community members
- Demonstrated ability to think strategically, excellent written and oral communication skills.

## **SCOPE OF SERVICES**

The Consultant's services are to include the following:

- Work with Cultural Affairs Senior Staff, the CSIGS and departmental partners to:
  - Design an evaluation and analysis of the CSIG program that is grounded in system thinking and supports innovation
  - Establish a developmental feedback loop among program stakeholders as part of the evaluation
  - Develop a learning frame for the CSIG program that builds the organizational capacity of the partners
- Provide program partners with a framework for emergent learning and possible course corrections throughout the process
- Work with Cultural Affairs Senior Staff on public communication activity in articulating the collective impact of the CSIG program
- Support Cultural Affairs Senior Staff on coordination and communications among of the program partners.

## **COMPENSATION**

The total fee for this consultancy is \$15,000 which includes consulting fees, outreach, and documentation. Estimated effective dates of contract: March 15, 2019 through March 15, 2020 The selected contractor/organization will be required to enter into a Professional Services Agreement with the City of Oakland.

Throughout the duration of the contract, the evaluator may be required to secure and maintain various types of insurance, including Automobile Liability, General Liability, and other insurance as required by the City. The following links has additional information regard the City's contact protocols:  
<https://cao-94612.s3.amazonaws.com/documents/dowd007704.pdf>

## **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 evaluation methodologies
- Demonstrated knowledge of Oakland or an inclusive and thoughtful process to reach an understanding of it
- Demonstrated knowledge of cultural competency and racial equity
- An ability to engage with City Departments on evaluation design
- Demonstrated and applicable experience in:
  - leading, coordinating, and facilitating evaluation processes, including interfacing with multiple stakeholders;
  - devising and executing a communications strategy and
  - working collaboratively with staff

As part of the proposal evaluation process, the evaluator may be asked to participate in a phone interview or present their qualifications to the Cultural Affairs Manager.

## **SUBMITTAL REQUIREMENTS**

- A cover letter summarizing your interest in project, experience, and qualifications, as they relate to evaluation
- A narrative describing your approach to evaluation. The narrative 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.
- Resume/CV