



CITY OF OAKLAND

Economic & Workforce Development Department

Cultural Affairs

**REQUEST FOR QUALIFICATIONS
(RFQ)**

For
Racial Equity Impact Analysis

Due Date: Thursday September 26, 2019 – 2:00 p.m. (Pacific)

INTRODUCTION

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

Deadline for Questions: 2:00 PM, September 19, 2019 by email to Roberto Bedoya, Cultural Affairs Manager, at rbedoya@oaklandca.gov

Due Date and Time: September 26, 2019 at 2:00 PM

Deliver To:

City of Oakland, Cultural Affairs Manager
1Frank Ogawa Plaza, 9thFloor
Oakland, CA 94612

Phone: (510) 238-2136

Or via email: 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 or (510) 238-2136

REQUEST FOR QUALIFICATIONS

EVALUATOR

The City of Oakland, Cultural Affairs Division is seeking a qualified individual or team to work with Senior Staff on a Racial Equity Impact Assessment of the Cultural Affairs Division's current programs, policies, and procedures. The individual or team will assess Cultural Affairs services for strengths and weaknesses in promoting cultural and racial equity, including program frames, eligibility and contracting requirements, applicant adjudication practices, outreach mechanisms, technical assistance content and relationships to governmental protocols.

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 patrons through various dialogues, conversations and a survey. More information is available here:

<https://cao-94612.s3.amazonaws.com/documents/Cultural-Plan-9.24-online.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 city. It is a narrative that offers up a different lens and a different approach to understanding Oakland and how an alignment of culture and equity is required for Oaklanders to realize their potential.

The plan’s section entitled “Strengthening the Cultural Ecosystem” states:

“Cultural Affairs has long supported a diverse range of non-profit cultural organizations and individual artists to enhance cultural vibrancy across the city.

But like many municipalities its funding programs, guidelines, and requirements tend to mirror those of much larger cities and even those at the national level, since such places often set the standards for government practice. But the cultural realities in Oakland do not always conform to the one-size-fits-all circumstances that make such programming templates appropriate or feasible.

A focus on equity that is based on the specific conditions in Oakland can be the impetus to recalibrate programs and policy to be more context-specific and driven by local circumstances and data. Taking an asset-based approach will entail nurturing community-initiated efforts and on-the-ground realities.”

To that end this RFQ is to support the plan recommendation that the Division:

“Perform a cultural and racial equity impact analysis of current programs, policies, and procedures and explore asset-based approaches.

BACKGROUND

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 429,082 as of 2018. 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.

The City of Oakland's Cultural Affairs Division is a unit of the Economic & Workforce Development 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 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 grantmaking 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 is the primary sponsor of 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 Oakland on a weekend in summer. Additionally, Cultural Affairs offers eight different guided itineraries via the 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 Cultural Affairs Division's services are managed by the Cultural Affairs Senior Staff with advice from the Cultural Affairs Commission, Public Art Advisory Committee and the Funding Advisory Committee.

QUALIFICATIONS/EXPERTISE

The ideal evaluator will possess the following qualifications and expertise:

- Experience in Program Analysis of Cultural Services
- Ability to identify and document racial inequities, via data points or ethnographic research methodologies
- An understanding of the root causes of racial inequities
- Ability to propose equitable results-based accountability outcomes
- An understanding of Oakland's cultural stakeholders
- An ability to engage the Oakland cultural stakeholder community
- Ability to work with Cultural Affairs Senior Staff on the coordination and communication associated with a racial equity analysis
- Ability to work with Cultural Affairs on Program designs related to our grantmaking, Public Art commissions, or professional development services, that will address racial disparities
- Demonstrated ability to work with communities most impacted by racial disparities in Oakland
- *Desired qualifications:* Bilingual in Spanish or Chinese – native speaker and multicultural a plus

SCOPE OF SERVICES

The Consultant's services are to include the following:

- Work with Senior Staff and the Cultural Affairs Stakeholder community on identifying, evaluating and documenting racial inequities in arts services and programs in Oakland.
- Work with Senior Staff and Stakeholder community on identifying goals, objectives and measurable racial equity outcomes of success that advance Oakland
- Work on the development of Cultural Affairs policies, products and processes that advance racial equity.
- Advance the goals of the Oakland Cultural Plan "Belonging in Oakland" that centers equity and assets-based approaches to the Division's services.
- Work with Senior Staff on integrating the analysis into the City of Oakland's Department of Race and Equity Indicators framework.

COMPENSATION

The total fee for this consultancy is up to \$25,000 which includes consulting fees, research expenses, outreach, and documentation. Estimated effective dates of contract: October 15 2019 through April 1, 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://www.oaklandca.gov/departments/contracts-compliance>

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 racial equity impact analysis
- Demonstrated knowledge of Oakland or an inclusive and thoughtful process to reach an understanding of it.
- Demonstrated knowledge of the development of racial equity action plans
- Demonstrated and applicable experience in:
 - leading, coordinating, and facilitating racial equity analysis including interfacing with multiple stakeholders;
 - devising and executing a communications strategy
 - 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 the project, experience, and qualifications, as they relate to evaluation.
- A narrative describing your approach to racial equity analysis. 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.
- Work sample of a similar project completed within a government context.