

Request for Applications Crossing the Street: Building DC's **INCLUSIVE FUTURE** through **CREATIVE PLACEMAKING**

December 21, 2015

District of Columbia
Office of Planning



'Crossing the Street' Grant Overview

- The DC Office of Planning seeks to:
 - Undertake **creative placemaking** and **civic engagement** activities in select neighborhoods throughout the District
 - Promote **community-building** in neighborhoods that are experiencing rapid demographic & social **change**
- OP was awarded funding by the Kresge Foundation



Planning in the District of Columbia

- DC Office of Planning (OP)
 - OP's mission is to guide development of the District of Columbia, including the preservation and revitalization of our distinctive neighborhoods, by informing decisions, advancing strategic goals, encouraging the highest quality outcomes, and engaging all communities.



Overall Planning Approach



Washington DC is investing



cultural scene • pop-ups •
• diverse neighborhoods
• start-ups • experiential
shopping • social media •
transportation choices •
community gardens •
civic infrastructure

Creative Placemaking

- The intentional use of arts and culture to shape the physical, social and economic future of communities



Creative Placemaking Projects

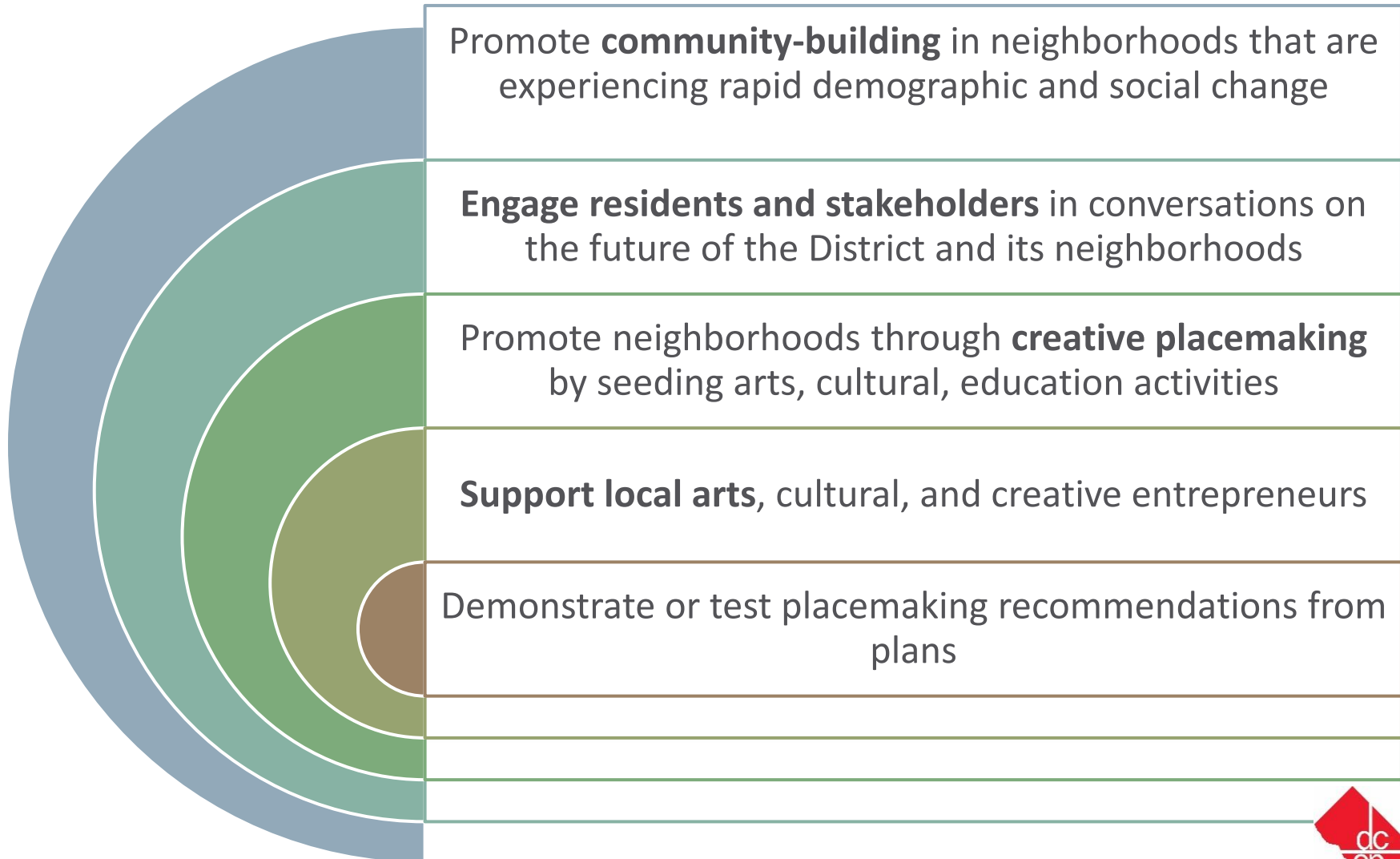
- **OP has completed 12 pop-up projects since 2010**
 - Pop-Up Digital Arts Lab, part of the 2010 Digital Capital Week (produced by iStrategy Labs) & powered by Affinity Lab
 - 3 Retail pop-ups—H St NE, Mt. Pleasant, & Shaw
 - 4 ArtPlace America-funded projects (LUMEN8Anacostia 2012, Deanwood, Brookland, Central 14th Street)
 - LUMEN8Anacostia 2013
 - Lobby Project with NoMa BID
 - Start It In 7 Entrepreneurship Week—Fashion pop-up
 - Joint OP/DDOT/DDOE planning initiatives exhibit (Comp Plan, Move DC & Sustainable DC)
- **Underway: ‘Playable Art DC’ & ‘Crossing the Street: Building DC’s Inclusive Future’**

Funding Opportunity

- The DC Office of Planning (OP) seeks qualified curators and project managers to work closely with OP, District Agencies and community stakeholders to define and implement creative placemaking projects
- Projects may be of **varying scales**, and locations may include **public** as well as **private properties** and spaces
- All projects will be **temporary** in nature



Crossing the Street: Project Objectives



*See Section I.C for full list of project considerations



Highlights from RFA:

Creative Placemaking Phasing (Section I.C.III)

Phase 1

- Covers a **project concept development** process during which curators will work with stakeholders in generating, brainstorming and refining creative placemaking ideas, and then guide stakeholders in the identification of the project(s) and related “canvas” for implementation.
- Launched by March 1, 2016



Highlights from RFA:

Creative Placemaking Phasing (Section I.C.III)

Phase 2

- Covers the **project implementation** period during which curators will be responsible for all activities related to successful project management and execution
- Launched by June 30, 2016
- Concluded by December 15, 2016

Curators will balance the length of time the space is active with undertaking a successful intervention that includes programming and engagement



Highlights from RFA:

Project Considerations (Section I.C.I)

Services and activities to be carried out by each grantee shall include:

- Concept development
- Identification of priority project
- Manage project implementation
- Neighborhood & site selection
- Design priority project
- Engagement
- Selection and curation of creative projects
- Programming of space
- Successful execution of priority projects
- Coordination with local community, businesses and government
- Marketing and promotion
- Community notification
- Monitoring, project management & reporting

*See Section I.C.I for full list of project considerations



Highlights from RFA:

Project Considerations: **Neighborhood & site selection** (Section I.C.I)

- OP will match curators and project concepts to target neighborhoods identified during previous planning efforts. OP is selecting these target neighborhoods based on the following criteria:
 - 1) Recently completed planning studies that recommended arts & culture uses (e.g. Small Area Plan implementation, Vibrant Retail Streets Toolkit);
 - 2) Current community revitalization initiatives;
 - 3) Recently completed DDOT livability and/or transit corridor studies, and;
 - 4) Rapidly changing demographics and/or user groups with disparate demographics
- Curators will help select the specific sites and identify the canvas for the placemaking interventions.



A note on 'Canvas'

- Curators will identify the “**canvas**” for each project
- The project “canvas” provides the **spatial** and **community backdrop** for the creative placemaking intervention in that it:
 - Frames the physical setting
 - Is influenced by the sociodemographic and planning issues facing the community and
 - Informs the engagement approach



Creative Requirements (Section I.C.II)



*See Section I.C.II for Creative Requirements



Project Considerations & Creative Requirements:

Innovation (Sections I.C.I. and I.C.II)

Innovation is embedded in -

- Project **concept** development & brainstorming process
- Selection and curation of at least two **DC-based artists** & creative entrepreneurs
- **Unique project theme** and build-out in visually engaging way, **inventive** use of materials
- Engagement, programming and special activities/events (at least one) in order to attract visitors, engage residents and local businesses

Projects should not replicate or greatly resemble previous or current projects undertaken in the District



Project Considerations & Creative Requirements: **Placemaking** (Sections I.C.I. and I.C.II)

Placemaking approaches are relevant to -

- Curator will help define canvas and determine creative placemaking intervention that will be most impactful, **promote vibrancy** and community-building
- Design of priority project, build-out and **transformation** of spaces into showcases for arts, cultural and creative activities
- Engagement approach should enhance the placemaking **experience** and elicit feedback on the intervention including as a space for testing concepts



Project Considerations & Creative Requirements: **Engagement** (Sections I.C.I. and I.C.II)

- Robust engagement with residents and stakeholders; help build **community cohesion** in diverse communities
- Test of concepts for future implementation, facilitate conversations on the future of neighborhood & a **shared community vision**
- Use of **non-traditional approaches**, strategies for hard-to-reach populations
- Marketing and promotion of project, community notification

Engagement shall be customized to the specific activity and neighborhood context



Award Information (Section II)

- The maximum amount available per grant award is \$125,000, covering:
 - Phase I (project concept development & identification process)
 - Phase II (project implementation)
- OP has discretion over the total amount awarded to each grantee



Award Information (Section II)

- The funding is available for costs associated with:

Curator &
Artist Fees

Design
Production &
Installation

Securing
Space

Maintenance

Promotion &
Engagement

Project
Planning &
Reporting

Project Management & Implementation

- Overall project management, event preparation, planning and execution
- Coordination with local community, businesses and government
- Adherence to grant performance guidelines
- Curators will be responsible for all permitting and licensing of creative placemaking interventions, and ensuring any interior locations are suitable for occupancy
- Project monitoring and reporting



Highlights from RFP:

Reporting Requirements (Section II. B)

The grantee shall track project objectives and metrics

- Required metrics include
 - Number of stakeholders participating in process
 - Number of local artist and creatives
 - Media coverage: social media, print
 - Perception based indicators: e.g. surveys to gauge experience
 - Other meaningful metrics relevant to both phases of project

Reports

- Monthly progress reports that include programmatic and financial updates
- Final report

*See Section II.B for full description of Reporting Requirements



Highlights from RFP:

Reporting Requirements - Final Report

(Section II. B)

Provide a **final report** summarizing the project

- ✓ Summary of the project activities and processes
- ✓ Results and summary indicators of project success
- ✓ Key lessons learned
- ✓ Highlight key components of the project, including:
 - How it was creative, furthered placemaking, and it engaged

Report should be:

- Accessible to range of stakeholders and communities
- Graphically laid-out
- Include visual images
- May be supplemented with video

*See Section II.B for full description of Reporting Requirements



Scoring Criteria

The RFA is open to all professional organizations with site-specific curatorial and/or creative placemaking experience



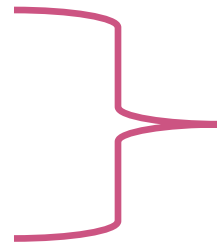
*See Section III.A for eligible applicants and section V for application review information



Application Content

Required

- Cover letter
- Narratives describing –
 - Demonstrated experience
 - Project concept development process
 - Project implementation
 - Approaches in managerial capacity & project feasibility
- Resumes of key staff (up to five)
- 3-5 images of exhibits/creative placemaking projects along with curatorial statements
- Current Board list
- Review and compliance with terms of the **Citywide Grants Manual and Sourcebook (Section 7.2)**, and submittal of all required information
 - <http://opgs.dc.gov/book/citywide-grants-manual-and-sourcebook/70-nofa-and-application-process>



Aligns with scoring
criteria

Supplemental / optional

- Additional resumes
- Letters of endorsement
- Review or press coverage of previous exhibits / creative placemaking projects

A note about timing

- Applications are due by 4:00pm on January 11, 2016
- OP plans to announce the selection of grantees in February 2016. This date may change.
- All grant activities must conclude by December 15, 2016



Questions and Contact Information

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