



## **REQUEST FOR QUALIFICATIONS (RFQ)**

### **LA COUNTY ARTS COMMISSION AND THE DEPARTMENT OF PUBLIC HEALTH SEEKS ARTISTS AS CREATIVE STRATEGIST ARTIST-IN-RESIDENCE PROGRAM**

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**DATE ISSUED: NOVEMBER 22, 2017 SUBMITTAL DATE: JANUARY 10, 2018, 5:00 P.M.**

## **Creative Strategist Artist-in-Residence (AIR): Embedding artists to solve real life problems**

Vision Zero requires a cultural shift away from the car-centric attitude prevalent in the County of Los Angeles towards a more multi-modal and safe transportation system to prevent and reduce the future loss of life to people walking or bicycling on roadways.

### **Project Overview**

AIR is a two-year artist-in-residence (AIR) that embeds an artist as creative strategist and art maker into Los Angeles County's Vision Zero Initiative to raise awareness and address real life traffic safety issues by fostering community interaction as a bridge builder, seeking out the community's creative spark in order to incubate and foster a diversity of creative solutions, ideas as well as innovative artist-driven programming. The creative strategist will serve as an AIR and reside within the Department of Public Health (DPH) **Policies for Livable Active Communities and Environments program (PLACE)** with a part-time commitment and flexible scheduling. The AIR will work collaboratively across County departments and staff.

AIR is designed in two phases: Phase 1: Asset Research and Community Engagement and Phase 2: Art Based Solutions. Selected artist will work alongside project partners and stakeholders to raise awareness and implement a plan that will engage residents in a collaborative visioning process that will inform the outreach and implementation of the County's Vision Zero Action Plan. The residency will evolve over the course of the AIR and at the conclusion, recommendations will be developed for long-term, sustainable creative awareness and communication strategies, projects, and/or public artworks that reflect and promote the attributes and aspirations of the Vision Zero initiative.

### **Project Area: Vision Zero**

In February 2017, the Los Angeles County Board of Supervisors approved a [motion](#) directing County staff to move forward with a Vision Zero initiative for unincorporated areas. The motion instructed staff to implement the strategies described in a February 2017 [Vision Zero Report](#) that presented data on traffic deaths and severe injuries in unincorporated areas and recommended specific actions for moving forward. The Departments of Public Health (DPH) and Public Works (DPW) are co-leading this initiative.

“Vision Zero” is a strategy that aims to reduce traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all. Vision Zero sees traffic deaths and injuries as predictable and preventable, and creates goals, measurable objectives, and timelines for eliminating them. These strategies include engineering, enforcement, education, engagement and evaluation approaches, which require collaboration between sectors including public health, public works, communications, law enforcement and community stakeholders. A number of U.S. cities including Los Angeles, San Francisco, New York, Portland, Seattle, and Chicago have established Vision Zero initiatives during the past five years.

More than 65 percent of Los Angeles County is unincorporated—2,630 square miles across 137 non-contiguous communities, home to one million people. From Marina Del Rey on the edge of the Pacific, to Altadena at the base of the Angeles National Forest and San Gabriel Mountains, to Lake Los Angeles in the heart of the Antelope Valley, the unincorporated communities are unique and diverse in landscape, history and people. They are a mix of rural, suburban, and urban communities with a related mix of traffic safety issues.

To date DPH and DPW have formed a Vision Zero Core Team and a Vision Zero Action Plan Advisory Committee to develop a Vision Zero Action Plan for the County which will outline specific engineering, enforcement, education, and evaluation strategies, timelines and budget. DPW is working on a geospatial database of collisions, analyzing the data and identifying focus corridors for the unincorporated County areas. In addition, DPH and DPW staff are coordinating meetings with key internal and external stakeholders.

### **Phase One: Research and Community Engagement Plan Development**

The artist will be embedded in the Department of Public Health (DPH) PLACE Program and work with other County departments and stakeholders in formulating and implementing an action plan for Vision Zero. The AIR will conduct field research and identify community assets and barriers to safe walking and biking in their communities. This research process will reveal the social, political and economic dynamics at play and the AIR will play an important role as an interpreter or bridge to communicate between the County and community. Through an iterative process, the AIR will develop artistic interventions, approaches, strategies and engagement plans that outline programmatic activities to raise awareness of traffic safety issues and the benefits to neighborhoods and the community at large of reducing severe injury and fatal collisions.

### **Phase Two: Art Based Solutions - Implementation of the Engagement Plan**

Over the course of the second year, the AIR will develop and produce art happenings and/or artworks in civic discourse around Vision Zero goals. These activities will address multi-layered community objectives by using creative methods to engage residents in Vision Zero implementation and awareness building. Activities will include community and artist initiated projects, workshops and convenings (including LA County Arts Commission (LACAC) led technical assistance), happenings and site-specific artworks. AIR will work with LACAC and DPH to develop an evaluation plan and processes. AIR will document process, approach and lessons learned to help transform County practices and responsiveness.

### **Eligibility**

AIR is open to professional artists who are residents of Los Angeles County and are available to participate onsite for a part-time flexible schedule in County offices in Koreatown and Alhambra as well as community locations in unincorporated LA County for the duration of the AIR.

## **Budget**

Each year the artist will be given an all-inclusive budget of \$35,000 per year for artist fees and travel/mileage/parking (\$25,000) and all costs associated with the development and execution of community-specific engagement, activities and art making (\$10,000).

## **Criteria for Selection**

This project requires a deep commitment. Artists must be driven by collaborative work and have a portfolio which demonstrates their ability to align creative practice with social and public need. To assure that the goals of the project are met, artists will be required to participate in a competitive selection process. Applications will be reviewed by a committee of stakeholders and evaluated on the following criteria:

- Artistic merit and professional qualifications demonstrated in a dynamic portfolio of past work;
- Experience working collaboratively with diverse stakeholders;
- Ability to communicate effectively and synthesize complex concepts related to regional and community development;
- A broad range of creative skills that are applicable to the development and execution of the residency program, including but not limited to: social practice, happenings, permanent and temporary artworks, convenings, pop-ups, etc.;
- Ability to thrive in a collaborative environment with multiple, cross-sector stakeholders and interest groups; and
- A sincere desire to work on the goals and directives of Vision Zero.

## **Selection Process**

Up to five artists will be selected for interviews based on their qualifications and the criteria listed above. The five artists will be required to develop a short presentation for a committee of County staff, project partners, community stakeholders and local residents. The committee will evaluate artist's applications and presentations to select the artist-in-residence.

## **To Apply**

Email the following application materials no later than **January 10, 2018, 5:00 p.m.** with Dropbox LINK to: [civcart@arts.lacounty.gov](mailto:civcart@arts.lacounty.gov). Do NOT send a "shared folder." See instructions below on how to create a Dropbox link.

1. A letter of interest that is no more than five (5) pages long addressing the following:  
**Only letters that specifically address these points will be considered.**
  1. Why this project interests you;
  2. Your experience with engaging the community in a creative and collaborative process;
  3. Your experience working with multiple stakeholder and interest groups;
  4. Your connection to or interest in traffic safety;
  5. How do you see your role as artist in fostering culture change? Please share examples of how your work has promoted or impacted culture change;
  6. How can art help bridge conversations between different sectors; and
  7. Describe how you intend to approach the scope of work and goals of this AIR.
2. Resume including name, mailing address, phone number(s), email and web page (if applicable). Resume should not exceed three (3) pages.

3. Up to ten (10) images or video clips of your work – total of ten (10) images/video examples
  - Submit digital images in JPEG format, PC compatible no larger than 1920 X 1920 pixel resolution (do not zip or stuff your files). Title each image with artist's name and a number which corresponds to the annotated image list – for example 01JaneJones, 02JaneJones.
  - Do not insert multiple photos into one image.
  - Optional: Artists may submit up to two (2) videos of relevant past work up to two (2) minutes and/or up to two (2) publications documenting past work.
4. An accompanying annotated image list including:
  - Thumbnail image of artwork;
  - Title, date and location of artwork;
  - Very brief project description;
  - Medium and dimensions;
  - Budget; and
  - Commissioning agency or client, and project manager, if applicable.
5. Two letters of recommendations specifically addressing the strengths and outcomes of your work as creative contributor.

**Dropbox Link Instructions:**

1. Sign in to dropbox.com, or sign up for an account if this is your first time using Dropbox.
2. Create a folder using the following naming convention “FirstInitialLastName-Application” (example: CLerch-Application). If you are applying as a firm, use your firm’s design instead of FirstInitialLastName (example: ArtsCommission-Application).
3. Upload the files per our application materials guidelines
4. Once you have created your folder and uploaded your application materials, share viewing privileges with the Arts Commission by hovering your cursor over the folder you want to share and click “Share.”
5. The next prompt or pop up screen will ask if you want to create a link (if you haven’t already designated your folder from the start as a “Shared Folder”). If a link hasn’t been created, click “Create a link.” If a link was already created click “Copy link.”

The link will be copied to your clipboard. You can then paste it to the body of an email addressed to [civcart@arts.lacounty.gov](mailto:civcart@arts.lacounty.gov)

**Deadline for Applications**

Application materials must be submitted **January 10, 2018 at 5:00 p.m., Pacific Standard Time (PST)**. Any application materials received after the date and time specified above will be rejected and considered non-responsive.

**Tentative Schedule**

RFQ issued	November 15, 2017
Deadline to reply	January 10, 2018
Finalist interview	February 2018
AIR Phase 1	March 2018 -2019
AIR Phase 2	March 2019 – 2020

For questions, please contact Pauline Kanako Kamiyama, Deputy Director of Civic Art, at 213-202-5910 or [pkamiyama@arts.lacounty.gov](mailto:pkamiyama@arts.lacounty.gov). For additional information about the Civic Art Program, please visit the Civic Art Program online at [www.lacountyarts.org/civcart.htm](http://www.lacountyarts.org/civcart.htm).

- *Do not send original artwork.*
- *Late applications will not be considered.*
- *If artists are applying as a team, the team must be declared at the time of application in the letter of interest. Include resumes for all team members with application. Please submit a minimum of 5 images per team of completed or proposed projects, not per artist.*
- *The Arts Commission reserves the right to accept or reject any and all responses received, or commission an artist through another process.*
- *All artists who submit their materials for review will receive written notification of the results of the selection process, including identification of the selected artist(s).*
- *This request for qualifications does not constitute an offer to contract or a promise for remuneration, recognition, or any other thing. Submission of any materials in response to this request for qualifications will not constitute an express or implied contract. The information contained and/or any program or event described herein may be changed, amended, modified, canceled, revoked or abandoned without notice at any time and for any reason in the sole discretion of the Arts Commission or the County of Los Angeles.*
- *Artists will not be eligible for more than two County projects at any given time.*
- *Priority will be given to artists who have had no prior commission of the same or greater budget with the Los Angeles County Civic Art Program.*
- *If artist is selected for the AIR, artist will be required to enter into a contract with the County of Los Angeles. Because the AIR will partially take place on County property, artwork will be located on public property, and because the County of Los Angeles is a public entity subject to laws, rules and regulations which are not necessarily applicable to private persons or companies, the Arts Commission has prepared a form agreement for use in connection with artwork commissioned for the Civic Art Program. A copy of the form agreement can be found on the Arts Commission's website, at [www.lacountyarts.org/civcart\\_opportunities.htm](http://www.lacountyarts.org/civcart_opportunities.htm). If artist is selected, the artist acknowledges that he/she is willing and able to enter into a contract in the form made available on the Arts Commission website. The Arts Commission reserves the right to revise or change its form agreement at any time, for any reason, and to require artists to use the revised form for contracting purposes*
- *Artist is required to carry General Liability Insurance for 1 million and indemnify the County and Automobile Insurance meeting California minimum standards throughout the duration of the AIR.*

## CREATIVE STRATEGIST AIR APPLICATION

### Applicant Information

Name:		
Phone:	Mobile:	Email:
Current address:		
City:	State: California	ZIP Code:
Website:		

### Application Checklist

- Letter of interest (see attached form, no more than five pages in length)
- Resume (no more than three pages)
- Up to ten images or video clips of your work (total of ten examples regardless of images or videos)
- Annotated image list with thumbnail image or video still
- Two letters of recommendations

### Deadline for Applications

Application materials must be submitted **via Dropbox by January 10, 2018 at 5:00 p.m., Pacific Standard Time (PST)**. Any application materials received after the date and time specified above will be rejected and considered non-responsive.

### Dropbox Link Instructions

**Do NOT share a folder, rather share a LINK directly to the folder**

1. Sign in to dropbox.com, or sign up for an account if this is your first time using Dropbox.
2. Create a folder using the following naming convention "FirstInitialLastName- Application" (example: CLerch-Application). If you are applying as a firm, use your firm's design instead of FirstInitialLastName (example: ArtsCommission-Application).
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**CREATIVE STRATEGIST AIR APPLICATION**

**APPLICANT INFORMATION**

**NAME:**

**LETTER OF INTEREST – ADDRESS THE FOLLOWING SEVEN QUESTIONS  
USE 11 POINT FONT SIZE**

**QUESTION 1: WHY THIS PROJECT INTERESTS YOU**

**QUESTION 2: DESCRIBE YOUR EXPERIENCE WITH ENGAGING THE COMMUNITY IN A  
CREATIVE AND COLLABORATIVE PROCESS**

**NAME:**

**QUESTION 3: DESCRIBE YOUR EXPERIENCE WORKING WITH MULTIPLE STAKEHOLDERS AND INTEREST GROUPS?**

**QUESTION 4: DESCRIBE YOUR CONNECTION TO OR INTEREST IN TRAFFIC SAFETY**

**NAME:**

**QUESTION 5: HOW DO YOU SEE YOUR ROLE AS ARTIST IN FOSTERING CULTURE CHANGE? PLEASE SHARE EXAMPLES OF HOW YOUR WORK HAS PROMOTED OR IMPACTED CULTURE CHANGE**

**QUESTION 6: HOW CAN ART HELP BRIDGE CONVERSATION BETWEEN DIFFERENT SECTORS**

**NAME:**

**QUESTION 7: DESCRIBE HOW YOU INTEND TO APPROACH THE SCOPE OF WORK AND GOALS OF THIS AIR**

Any pages beyond the allotted space will not be reviewed by the selection panel