



Los Angeles County
Registrar-Recorder/County Clerk

Voting. Reimagined.

REQUEST FOR QUALIFICATIONS (RFQ)

**LA County Arts Commission and the
Registrar-Recorder's Office Seeks
ARTISTS AS CREATIVE STRATEGIST ARTIST-IN-RESIDENCE**

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SUBMITTAL DATE: MARCH 30, 2018 10:59 P.M. PST

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

Voting Solutions for All People (VSAP) is an unprecedented initiative aimed at creating a roadmap for the eventual overhaul of the County's aging voting systems with a focus on a voter-centered approach in Los Angeles County to increase voter turnout.

Project Overview

In June 2017 the LA County Board of Supervisors unanimously approved a [motion](#) to fund the placement of artists, arts administrators or other creative workers who are representative of diverse constituencies in paid positions as creative strategists in County departments to develop innovative solutions to social challenges. The LA County Arts Commission (LACAC) manages implementation of the AIR. This project is part of the Cultural Equity and Inclusion Initiative, a County initiative designed to ensure that everyone has access to arts and culture, and to improve inclusion in the wider arts ecology for all residents in every community.

This AIR is a year-long artist-in-residence that embeds an artist as creative strategist and art maker into the LA County Registrar-Recorder's Office (RR). The selected artist will work alongside RR staff, project partners and community stakeholders in a collaborative process to strategize and promote the VSAP through training, outreach and implementation of the County's VSAP through art interventions, projects and/or convenings.

About the Registrar-Recorder's Office (RR)

The RR is responsible for registering voters, maintaining voter files, administering federal, state, local and special elections, and verifying initiatives, referenda and recall petitions. LA County, with more than 500 political districts and 5.2 million registered voters, is the largest and most complex county election jurisdiction in the US. The RR provides voter registration forms in 10 different languages in compliance with federal and state laws: Chinese, English, Hindi, Japanese, Khmer, Korean, Spanish, Tagalog, Thai and Vietnamese.

Program Information: Voting Solutions for All People (VSAP)

In 2009, the RR launched the Voting Systems Assessment Project (VSAP). This innovative project seeks to develop a completely new voting experience for LA County voters, an experience that focuses on the needs and preferences of voters themselves. The department is currently in the procurement and manufacturing phase of the project and is rolling out a strategic implementation plan for the new voting experience. A large part of this effort includes developing and executing a communications strategy to educate more than 5.2 million voters in the County about new voting options and processes. Now that the project is in the implementation phase, it is known as Voting Solutions for all People.

The goal of the VSAP is to implement a new voting experience that meets the needs of the County's diverse electorate, while navigating a complex regulatory environment.

AIR

The artist will be embedded in the Media, Communication and Creative Services section to work collaboratively in formulating and implementing a creative strategy for marketing and educating Los Angeles County residents about VSAP. 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 an improved voting experience that is inclusive to all.

The AIR will develop and produce marketing collateral and artwork to engage civic discourse around VSAP goals. These activities will address multi-layered community objectives by using creative methods to engage staff, volunteers and the electorate in VSAP implementation and awareness building. Activities will include both community- and artist-initiated projects, workshops and convenings, happenings, events and site-specific artworks. The AIR will work with LACAC and RR/CC to develop an evaluation plan. AIR will document the process, approach and lessons learned to help transform County practices and responsiveness.

Eligibility

This residency is open to professional artists who live or work within Los Angeles County. The AIR must be available to participate onsite at the RR/CC office located in Norwalk on a part-time basis as well as at community locations in LA County for the duration of the AIR.

Budget

The artist will be given an all-inclusive budget of \$50,000 per year: artist fees and travel/mileage/parking (\$40,000); all costs associated with the development and execution of community-specific engagement, activities and art making (\$10,000).

Criteria for Selection

An artist as Creative Strategist is someone who can bring artistic methods to help County departments achieve clearly articulated goals.

This project requires a deep commitment. Artists must be driven by collaborative work and a commitment to electoral engagement. They must 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 stakeholders in diverse communities;
- 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.;
- Understanding of how government works, including principles of equity and fairness, transparency and public service;
- Basic knowledge of the electoral process and eagerness to learn more; and
- A sincere desire to work on the goals and directives of VSAP.

Selection Process

Up to five artists will be selected for interviews based on their qualifications and the criteria listed above. The selected 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: https://www.callforentry.org/festivals_unique_info.php?ID=5191

Applications must be uploaded to Call for Entries (CaFE) no later than

March 30, 2018, 10:59 p.m. Pacific Standard Time (or 11:59pm Mountain Time). Any

application materials received after the date and time specified above will be rejected and considered non-responsive.

1. A letter of interest addressing the following, including, where possible, examples of where you have done the kind of work you are describing:

Only letters that specifically address these points will be considered.

1. Why does the AIR interest you;
2. Your experience with engaging community members in creative and collaborative processes;
3. Your experience working with multiple stakeholder and interest groups;
4. Your connection to or interest in democracy, elections, accessibility and Voting Solutions for all People.
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; and
6. Describe how you intend to approach the scope of work and goals of this Creative Strategist 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) work 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, **however, only up ten (10) examples of your work are allowed, anything that exceeds this amount will not be reviewed.**
- Image information to include:
 - Title, date and location of artwork;
 - Very brief project description;
 - Medium and dimensions;
 - Budget; and
 - Commissioning agency or client, and project manager, if applicable.

4, Two letters of recommendations specifically addressing the strengths and outcomes of your work as creative contributor.

Tentative Schedule

RFQ issued	March 1, 2018
Deadline to reply	March 30, 2018
Finalist interview	April 2018
AIR	May 2018 -2019

For questions, please contact Pauline Kanako Kamiyama, Deputy Director of Civic Art, at 213-202-5920 or 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.

- *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/civicart_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.
- Artist will submit to a background check prior to start of the AIR.