



Request for Information (RFI)

For Arts and Cultural Planning, Training, and Research Services

Issue Date: Monday, May 1, 2017



Response Due Date: Tuesday, May 30, 2017

Metropolitan Area Planning Council (MAPC)
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Background

The Metropolitan Area Planning Council (MAPC)'s Arts and Culture Division is launching a three-year initiative to establish arts and culture as a core competency for planners. This initiative is a comprehensive effort to implement a multifaceted approach for planner engagement with arts, culture, and creativity. The initiative will accomplish this goal through three areas of activity 1) education and training; 2) planning, community development and procurement; and 3) regional data and policy.

Arts and culture is identified as a regional planning priority in MetroFuture, our 30-year regional plan. The Plan was adopted in 2008 through an extensive multi-year public engagement process. Over the last four years, MAPC has developed a track record of integrating arts, culture, and creativity into our work and, within the last five years, has allocated grant and discretionary funding towards projects and trainings that build staff expertise in arts, culture, and creativity. These efforts paved the way for a more robust arts and culture project, the Arts and Planning Toolkit, which was initiated in August 2015 and launched in September 2016. The Toolkit was MAPC's first comprehensive effort to provide municipalities with the tools needed to advance arts and culture goals and objectives in MetroFuture. The Toolkit presents planners with a comprehensive framework for identifying opportunities to engage arts, culture, and the creative community in ways that advance smart growth and livability goals. It presents a menu of strategies grounded in over 25 case studies of real projects within and outside of Massachusetts that are exemplary of how arts and culture can be an effective component of planning, land use, transportation, economic development, housing, infrastructure, public health, environmental, and public safety projects and initiatives. MAPC is now poised to implement the strategies outlined in the Toolkit.

In the next three years, the MAPC Arts and Culture Division aspires to deliver technical assistance in emerging practice areas including cultural planning, creative placemaking, and creative community development, and to support planning projects and policy work that advances conditions for arts and culture. The division will partner with other agency departments and divisions, including Land Use, Transportation, Clean Energy, Public Health, Data Services, Municipal Collaboration, Regional Plan Implementation, Community Engagement, and Government Affairs. Through this work, we will directly engage municipalities in the Metropolitan Boston region and diverse members of the public. In addition, MAPC will be delivering trainings for planners and local government officials to build competency in arts and cultural planning as well as documenting and evaluating the outcomes of the initiative.



Summary

MAPC is seeking information from individuals and firms with experience in the following areas of practice:

- a. Cultural Planning
- b. Creative Placemaking
- c. Creative Community Engagement
- d. Socially Engaged, Social Practice, and Civic Practice Art
- e. Arts and Cultural Policy
- f. Arts and Cultural Data Collection, Analysis, and Visualization

In addition, MAPC is seeking information from individuals and firms with professional expertise in the following:

- g. Trainings to Municipal Audiences on any of the topics outlined above
- h. Project Evaluation on any of the topics outlined above
- i. Case Study Research and Development on any of the topics outlined above

Interested parties are invited to respond to this Request for Information (RFI). Information that any respondent submits will be considered as voluntarily offered and with the understanding that this RFI is for information gathering purposes only. This information shall serve to assist MAPC to better understand the state of the practice in arts and cultural planning, placemaking, engagement, policy, data analysis, training, evaluation, and case study development.

This document is a Request for Information only. MAPC will not make any award of a contract, and may not take any further action on the basis of this Request for Information. Responses will be treated only as information to MAPC for whatever use MAPC deems appropriate.

MAPC shall not be liable for any costs or expenses incurred by any Respondent in connection with this RFI. The costs and expenses incurred by a Respondent in the preparation, submission, and presentation of the response are the responsibility of the Provider and not chargeable to MAPC.



Submission Instructions

Please submit your response electronically via e-mail to jerickson@mapc.org no later than 4:00 pm on **Tuesday, May 30, 2017**. MAPC may extend this this deadline for up to an additional sixty (60) days. Please address any questions in writing to Jennifer Erickson at jerickson@mapc.org.

Response Preparation

Respondents are asked to limit responses to 10 letter (8.5" x 11") size pages of 1.5 line spaced 11 point text in Arial font and a maximum of 5 pages of supporting graphics.

Please respond to each of the following, as applicable:

1. Please identify and describe your professional experience or your firm's experience in any of the six areas of practice and three areas of professional expertise. In each case, please summarize the type or types of technical assistance you or your firm has offered, for example, directly completing the work, training others to complete the work, evaluating the work, providing advisory services related to the work, and/or providing remote support or on-site support services.

Six Areas of Practice:

- Cultural Planning (e.g., cultural asset mapping, cultural district planning, public art master plan development, etc.)
- Creative Placemaking (e.g., public art interventions, tactical urbanism, design charrettes and community design workshops, design guidelines, streetscape and signage projects with arts and cultural elements, etc.)
- Creative Community Engagement (e.g. artist-led community outreach, culturally inclusive outreach strategies, artist-designed public education campaigns, etc.)
- Socially Engaged, Social Practice, and Civic Practice Art
- Arts and Cultural Policy (e.g., zoning for artist live/work space, percent for art agreements, etc.)
- Arts and Cultural Data Collection, Analysis, and Visualization (e.g., arts and cultural asset database generation, creative economy data analysis, mapping and other data visualization tools, etc.)



Three Areas of Professional Expertise:

- Trainings to Municipal Audiences on any of the topics outlined above
 - Project Evaluation on any of the topics outlined above
 - Case Study Research and Development on any of the topics outlined above
2. For each area of practice with which your firm has expertise, please provide a brief definition or an overview of your firm's definition of the practice and describe your or your firm's understanding of the elements that are within the purview of the practice.
 3. Please note specifically whether you or your firm has experience providing trainings to governmental organizations and officials in any of the six practice areas. Describe your training development approach and your experience adapting trainings to be suitable for different audiences, e.g. government officials, non-governmental entities, or the general public.
 - How would you approach training local government planners and officials in your field or fields of expertise related to any of the six practice areas? Please be specific related to how you or your firm would approach such a training conceptually, how information might be disseminated regarding the training, an estimated timeline, the resources you or your firm (in general terms) would dedicate to such a project, and any other information that would provide MAPC with a clear understanding of the thoughtful approach you would use.
 4. Please also note specifically whether you or your firm has experience completing project evaluations in any of the six practice areas. Describe your project evaluation approach and your experience adapting that approach to projects in different practice areas and led by different entities, e.g. municipal governments, state agencies, non-governmental entities, or individual artists and community activists.
 - How would you approach evaluating projects in your field or fields of expertise related to any of the six practice areas? Please be specific related to how you or your firm would approach such an evaluation process conceptually, how information would be collected and analyzed, how you would communicate the evaluation results, and any other information that would provide MAPC with a clear understanding of the thoughtful approach you would use.
 5. If your firm has experience researching and developing case studies related to any of the six practice areas, please describe that experience and your approach to case study development related to your field or fields of practice.



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- How would you approach developing case studies related to your field of expertise? Please highlight your or your firm's understanding of the value case studies bring to your field of expertise; how you identify relevant case studies; what key information you collect about the case studies; what research methods you use, e.g. interviews, archives, internet research, etc.; and any other information that would provide MAPC with a clear understanding of the thoughtful approach you would use.
6. What differences might you anticipate regarding approach and timeframe when engaged in a cultural planning project or training initiative for small, moderate and large population communities? Would there be a difference among rural, suburban and urban communities?
 7. Please provide any additional information that might aid MAPC in making a decision regarding retaining your firm to provide services or training in support of their arts and cultural planning goals in the six practice areas described above.

Prospective Respondent's Interviews

MAPC may elect to interview respondents by phone or in person to obtain further information and gain a better understanding of their qualifications and experience.

Disclosure of Information

Ownership of all data, materials, and documentation originated and prepared for MAPC pursuant to this RFI shall belong exclusively to MAPC and shall be subject to public inspection in accordance with the Massachusetts Public Records Law. Trade secrets or proprietary information submitted by the Provider shall not be subject to public disclosure under the Massachusetts Public Records Law, unless otherwise required by law or a court.