

FUND FOR PUBLIC HEALTH IN NEW YORK, INC.

**Request for Expression of Interest**

*for*

Community Based Organizations to partner with the New York City Department of Health and

Mental Hygiene

*on a*

**Mural Arts Project**

**Due Date: Monday, April 17, 2017**

**Request for Expression of Interest (RFEI)**

Becoming a New York City Mural Arts Project Partner

**New York City Department of Health and Mental Hygiene**

**Summary:**

The Fund for Public Health in New York, Inc. (FPHNY) on behalf of the New York City Department of Health and Mental Hygiene (DOHMH) is seeking expressions of interest from community-based mental health organizations to become partners in its mural arts initiative. The aim of the project is to use art in the form of murals as a communication tool for raising awareness and reducing the stigma associated with mental illness, and to get the broad community where the mural will be placed engaged in resiliency building and social cohesion, particularly around mental health.

FPHNY anticipates selecting five (5) community-based mental health organizations and five (5) muralists (a separate Request for Proposal for muralists is expected in May 2017) to work closely with mental health consumers and the community over a period of nine months to create and install five (5) mental health-themed murals installed in neighborhoods facing significant mental health disparities, health or substance use disparities and/or high rate of poverty and social challenges. Each NYC Mural Arts partnership will last from October 2017 through June 2018. This RFP is soliciting for up to five (5) community-based mental health organizations.

*The project period will occur from October 1, 2017 – June 30, 2018*

*Please read this Request for Expression of Interest (RFEI) thoroughly. Interested community-based mental health organizations must complete the application included in this packet.*

**Deadline for Submission of Expression of Interest:**

**Monday, April 17, 2017 at 11:59 pm**

## **Introduction**

In New York City, one in five adult experiences a mental health disorder in any given year. Research and experiences show that stigma of mental illness has serious negative effects on hope and on individual's sense of self-esteem, as well as it increases the severity of psychiatric symptoms and decreases treatment adherence. People's attitudes and beliefs about mental illness are often mediated by their knowledge, their interaction with a person with mental illness, stereotypes about mental illness, and media reporting. When these attitudes and beliefs are expressed positively, they can result in inclusive and supportive behaviors. But when expressed negatively, it leads to exclusion, isolation, discrimination, exploitation, and stigma of mental illness

## **Background information**

The NYC Mural Arts project is a place-based initiative that recognizes that a person's mental health is not limited to medical care but include simultaneous efforts with families and community engagement. Through working together, the goal is to change perceptions of mental illness and eliminate the stigma that keeps individuals suffering from mental illness from seeking treatment. Therefore, the project is a collaboration between mental health consumers, the community-based organizations they receive services/care from, their families, and the communities that they live, work, and socialize in.

## **Project Description**

For a period of five months, muralists will conduct weekly workshops with mental health consumers receiving services at partner organizations' site. The muralists will teach about different art mediums; guide participants to develop meaningful themes for the murals; and help participants use their art skills to create a picture of their mental health experiences. Families and members of the community especially those living where the murals will be installed will be invited to participate in the mural creating process during the monthly open studios and community paint days. The Fund for Public Health, New York has partnered with the Philadelphia Mural Arts Project/Porch Light to provide in-person training for partner organizations' staff. The training will expose staff to the experience participants are likely to have and help them gain a more personal connection to the project.

*Project Calendar:* A project year will consist of weekly art workshops, monthly open studios, and community paint days. Below is the timeline and description of each activity:

## Becoming a NYC Mural Arts Project (NYC MAP) Partner

Timeline:	Events:
October 2017– February 2018	<b>Weekly workshops:</b> are focused allotments of time when the muralist/artist and a core group of mental health consumers would work together to design and execute a mural. The weekly workshops will be hosted at organizations’ worksites during a time that works best for a large number of mental health consumers.
February—April 2018	<b>Open Studios</b> are an opportunity for the participants’ support networks and community members to participate in the mural production process. These events enable core participants to engage with the community and for the community to connect with individuals with mental health challenges, thus providing an opportunity for de-stigmatization. The monthly Open Studios are held during a time that enables as many community members to attend as possible.
April – May 2018	<b>Community Paint Days</b> are an opportunity for anyone interested in the mural to participate in the actual painting of the image.
June 2018	Mural installation and dedication.

### Scope of Services

Partner organizations are a critical component to this project as you provide the community connectivity and long-term sustainability of the project.

#### *Role of the partner:*

1. Provide the physical space for weekly art workshops and monthly open studios.
2. Recruit and engage twenty (20) mental health consumers into the project.
3. Identify a staff member who will be the liaison for NYC MAP, who will be a member of the steering committee and assist NYC MAP staff to identify key leaders in the community and other community based organizations to engage in this project.
4. Collaborate to advance mutual goals and objectives, to include community outreach and engagement.

#### *Role of DOHMH/FPHNY:*

1. Recruit and hire muralists.
2. Provide all art supplies and resources.
3. Scout and secure approvals for appropriate community walls for mural installation.
4. Provide materials/equipment for wall preparations.
5. Provide training for partner organizations’ staff.

6. Outreach and engage the broader community in the project.

**Eligibility Criteria**

- Applicants must serve mental health consumers.
- Applicants must have 501(c)3 tax exempt status and be in good standing with the federal government, the State of New York, and the City of New York.
- Applicants must complete the application included in this packet.

**Evaluation Criteria**

Your narrative responses to questions in the application (refer to page 10) should address all of the following components below. Your responses will be reviewed and scored based on the weighting detailed below. The length of the narrative is a maximum of 5 pages, exclusive of attachments.

1. Identification of your organization location in any of the neighborhoods below and a clear description of the mental health, substance use and other health disparities and/or social challenges in the neighborhood. (Weight of 20)
  - a. East and Central Harlem
  - b. South Bronx (Mott Haven, Hunts Point, Highbridge and Morrissania)
  - c. Brooklyn (Bedford-Stuyvesant, Bushwick, East New York & Brownsville)
  - d. Staten Island
2. Demonstrated suitable physical space to support weekly workshops for up to 20 Mental Health consumers and 30-40 community members who may attend the monthly open studios. (Weight of 20)
3. Demonstrated capacity to recruit and retain 20 mental health consumers for the duration of the project. (Weight of 20)
4. Clear description of the services that your organization provides, the mental health consumers served, and your organizations level of involvement in the community to include memberships in coalitions and consortiums. (Weight of 10)
5. Clear explanation of potential benefits of the mural project to the mental health consumers you serve and the neighborhood you are based. (Weight of 15)
6. Demonstrated commitment and experience in fostering an organizational culture of community building and creating strong alliances with key political leaders. (Weight of 15)

**Evaluation**

All expressions of interest will be reviewed and scored by an evaluation committee based on responses to the narrative questions in the application, site visit results, and in-person interview responses.

**Considerations**

1. RFEI Format and Responses

Interested community-based mental health organizations must complete the enclosed application form. Applicants who wish to submit additional materials are welcome to do so; these materials may be considered during the evaluation process at the sole discretion of the Fund for Public Health.

2. Inquiries

We encourage inquiries and welcome the opportunity to answer questions from all interested applicants. Questions must be submitted to Melissa Stewart [mstewart@fphnyc.org](mailto:mstewart@fphnyc.org). Any oral communication with regard to this RFEI should be considered unofficial and non-binding.

3. Right to Reject Proposals

FPHNY may reject any or all proposals received, and may ask for further clarification or documentation. Submitted information that does not respond to all items in this RFEI may be excluded from further consideration, and alternative information may not be accepted. FPHNY may decline to review an application in the event the applicant submits a response after the submission deadline and/or any disparity is found during the evaluation process.

4. Costs

FPHNY is not responsible for any costs incurred by any vendor in preparing delivering, or presenting responses to this RFEI.

5. Fulfillment of Requirements

By submitting an information package, the organization acknowledges that it has read and understands this RFEI and is capable of fulfilling all requirements.

6. Submitted Information

Once submitted, vendor responses will be the property of FPHNY and will not be returned.

7. Right to Amend or Cancel this RFEI, or Solicit a New RFEI

FPHNY may amend or cancel this RFEI at any time, without any liability, at its sole determination. FPHNY may solicit new requests for information regarding the products and services addressed in this RFEI at any time.

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8. Amount of Business

FPHNY does not guarantee the recipients any specific amount of business, revenue, or contracts as a result of this RFEI.

**Application Timeline**

<b>Event</b>	<b>Deadlines</b>
Release for Request of Expressions of Interest	Thursday, February 23, 2017
Pre-conference and webinar Attendance at the Pre-Proposal Conference and Webinar is <u>not mandatory</u> ; however, those organizations interested in submitting a proposal are strongly urged to attend.	Monday, March 20, 2017 from 1:00pm – 2:20pm EST  <i>The Pre-Proposal Conference location is: Department of Health and Mental Hygiene 42-09 28<sup>th</sup> St, Conference room 5-13, Long Island City, NY 11101 (Photo I.D. is required to enter building)</i>  <b>To participate in the Pre-Proposal via Webinar</b> please email Melissa Stewart <a href="mailto:mstewart@fphnyc.org">mstewart@fphnyc.org</a> . The webinar link and instructions on how to join the Pre-Proposal Webinar will be sent via email.
Submission of RFEI due to Melissa Stewart <a href="mailto:mstewart@fphnyc.org">mstewart@fphnyc.org</a> (Late applications will not be accepted)	Monday, April 17, 2017 by 11:59 pm
Proposals review process, site visits and interviews	Tuesday, April 18 – Monday, May 15, 2017
Notice of selected CBOs	Tuesday, May 16, 2017
Selected CBOs enter into agreement process	July 2017
Staff training sessions	September 2017

**Request for Interest Transmittal Sheet**

*The applicant must type their responses into this RFEI Transmittal Sheet. The certification section at the bottom must be signed by the Executive Director of the applying organization. Where possible, the transmittal sheet should be reproduced on the applicant's official letterhead.*

<b>Vendor's Legal Entity Name:</b>
<b>Vendor Federal Employer Identification Number:</b>
<b>Executive Director Name:</b>
<b>Executive Director Title:</b>
<b>Executive Director Mailing Address:</b>
<b>Contact E-mail:</b>
<b>Phone Number:</b>
<b>Certifications:</b>  As the Executive Director for the organization submitting this application, I am supportive of this application and commit my organization to fully engage in this project:  Executive Director Signature _____ Date:  <i>If said individual is not the applicant's Chief Executive Officer, this document shall attach evidence showing the individual's authority to bind the proposing entity.</i>

**NYC MURAL ARTS PROJECT (NYC MAP) APPLICATION**



BASIC INFORMATION			
Organization Name			
Street Address			
City		State	
Phone		E-mail Address	
Primary Contact		Phone	

Will Mural Arts programming occur at the address above? YES  NO

If no, please provide address: -

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Preferred days of programming (check all that apply)

Monday  Tuesday  Wednesday  Thursday  Friday

Preferred times of programming (check all that apply)

Mornings  Afternoons  Evenings

Anticipated program participant age range

16-21  22-42  42-62  62-82

Does the site currently offer any of the following?

Group Therapy YES  NO

Alternative therapeutic activities YES  NO

Methadone Treatment YES  NO

Creative art workshops YES  NO

Is the organization located in an economically disadvantaged community? YES  NO

Is the organization located near a commercial corridor? YES  NO

Does your organization have a wall for the mural installation? YES  NO

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**NARRATIVE:** Respond to each of the questions below. Please type and label your response. Your responses should total no more than 5 pages.

1. Identify whether your organization is located in any of the neighborhoods below and describe the mental health, substance use and other health disparities and/or social challenges in the neighborhood. (Weight of 20)
  - a. East and Central Harlem
  - b. South Bronx (Mott Haven, Hunts Point, Highbridge and Morrissania)
  - c. North and Central Brooklyn (Bedford-Stuyvesant, Bushwick, East New York & Brownsville)
  - d. Staten Island

(Weight of 20)

2. Describe the dedicated space for weekly art workshops for 20 mental health consumers and 30-40 community members who may attend the monthly open studios to include the following:
  - a) Does the space (1) have ample wall space (2) proper ventilation (3) have means to support activities such as painting, collaging, and conversation?
  - b) Does the space include easy access to a secure storage closet for storing the workshop and paint supplies?

(Weight of 20)

3. Describe your organization's proposed strategy for recruiting and retaining 20 mental health consumers for the duration of the project.

(Weight of 20)

4. Describe the services that your organization provides to mental health consumers; provide a demographic profile of the mental health consumers served; and your organizations level of the involvement in the community to include membership in coalitions and consortiums.

(Weight of 10)

5. Describe the potential benefits of the mural project to the mental health consumers you serve and the neighborhood you are based.

(Weight of 15)

6. Describe your organization's commitment to fostering a culture of community building and creating strong alliances with key political leaders. Provide examples of your community building activities.

(Weight of 15)