

Call to Arts Organizations for Proposals

Fund for Public Health in New York on behalf of the NYC Mural Arts Project (NYC MAP)

Deadline: October 20, 2017 5PM EST

Section 1 – Introduction and Background Information

The purpose of this call for proposal is to invite arts-based organizations with expertise in public participatory mural making to submit proposals to manage the mural making component of NYC MAP.

NYC MAP started in 2016 and is modeled after the Philadelphia Mural Arts, Porch Light project. NYC MAP is a community-driven, place-based initiative that brings together mental health consumers (individuals receiving behavioral health treatment and/or recovery services at community based organizations/clinics), behavioral health organizations, families, friends, and the broader community to produce high-quality public murals. Artists and mental health consumers work together to dialogue and educate about mental illness and its perceptions by building interpersonal ties and social networks with the aim to reduce stigma, improve community cohesion, and transform the built environment.

NYC MAP engages with different behavioral health organizations for each mural. For the upcoming fiscal year (July 1 2017 – June 30, 2018), we have partnered with Community Access (1750 Davidson Ave Bronx, NY 10453), Acacia Network (915 Westchester Ave Bronx, NY 10459), and Services for the Underserved (1125 Fulton Street Brooklyn, NY 11238).

Minimum Qualifications:

The managing organization must demonstrate the following:

- 5 years of experience managing the execution and installation of community murals and public art installations.
- Demonstrated ability utilizing creative and arts-based practices to support mental health of diverse communities and/or traditionally marginalized groups.
- Demonstrated ability managing multiple artists working on diverse projects that are unified under broader and long-term community-building goals.

Team members must demonstrate the following:

- Experience working with mental health professionals and/or adult mental health consumers in an arts-based setting.
- Experience developing and/or collaborating on curriculums that utilize arts-based practices to support mental health outcomes of project participants.
- Experience incorporating arts-based and/or mental health themes into broader public events.

Section 2 – Goals & Objectives

The New York City Mural Arts Project seeks to:

- Improve **individual health** through engagement in weekly workshops and community engagement activities that enhances resilience and recovery (i.e. social skills, self-expression, esteem building, problem-solving, abstract thinking, or skills related to making art); and have impact on stigma and stress.
- Improve **community health** (i.e. family support, social support network, and neighborhood community) through engaging the community in all phases of the mural making process, thus stimulating narratives of cultural and community connection, beauty, resilience, and hope.
- Improve **public health** through increased awareness about mental health and wellness, and mobilize the community to find meaning and shared purpose, including action for social change.

Section 3 – Program Information

For a period of about nine months, muralists conduct weekly workshops with mental health consumers. At these workshops, the muralists teach about different art mediums, guide participants in developing meaningful themes, and help participants use their new or enhanced skills to create a collaborative mural that represents their mental health experiences. Members of the community, especially those living where the murals will be installed, are outreached and invited to participate in all phases of the mural making process.

NYC MAP uses a three-phased process: *Discover*, *Design*, and *Deploy*. Through this process, NYC MAP collaborates with muralists and behavioral health organizations to conduct art workshops and community engagement events, which allows for the community to participate throughout the mural-making process.

- Phase 1: Discover
Timeframe: November – December 2017
The muralist develops a clear, written curriculum and facilitates art workshops with a core group of approximately twenty (20) mental health consumers. The artist fosters a non-judgmental environment for participants to share and explore their experiences living with a mental illness. The weekly workshops are hosted at the behavioral health organization’s worksite during a time that works best for a large number of the project participants. The artist will also support community engagement activities, such as open studios with NYC MAP and relevant community groups. During this phase, NYC MAP will host 1-2 open studios in collaboration with each artist. The goals of this phase are threefold: *to build trust and stimulate dialogue among participants, to engage the surrounding community, and to identify themes that emerge from dialogues facilitated by the muralist.*
- Phase 2: Design
Timeframe: December, 2017 – April, 2018
Using the theme developed in Phase 1 as their foundation, the muralist continues to work with participants and gather community input, synthesizing people’s stories into a cohesive mural design. The muralist explores the mural’s visual narrative in the weekly workshops, and

collaborates with NYC MAP to host four to five (4-5) open studios. The open studios are public events that allow workshop participants, their family and friends, and the larger community to guide the mural design and give valuable input, ensuring the mural is culturally relevant and appropriate for the mural's site location. During phase 2, the artist will submit a mural draft that will be presented at public events for the community design review. The artist must incorporate relevant feedback from community members and stakeholders into the final mural design. Each artist and NYC MAP will facilitate 1-2 community design reviews.

- Phase 3: Deploy

Timeframe: April, 2018 – June, 2018

Once the mural design is approved, the muralist translates the final design into a digital image that is printed onto a synthetic non-woven material (Polytab cloth). The artist and a team of assistants will prime the cloth with an acrylic gel and begin to paint the mural sections with acrylic paints. During this phase, each artist will prepare the cloth, using a color by number system, for community paint fests. The paint fest is a large public event that allows anyone interested in the mural to paint sections of the mural. After the mural painting is complete, the artist and his/her team of assistants will install and touch-up the mural on site. Upon completion of the installation, NYC MAP will host a ribbon cutting to celebrate the ideas, creativity, and work of the larger community.

Section 4 – Anticipated Calendar/Hours

A project year (November, 2017- June, 2018) will consist of weekly workshops, community engagement events (Open Studios and Community Design Reviews), and Community Paint Fests.

Hours: The minimum required workshop hours will be 1 ½ to 2 hours once a week. Workshop activities will be offered at a time that is convenient for workshop participants.

Section 5 – Tasks to be Accomplished by Art Organization

Task 1: Identification of Artists

The consultant will shortlist four to six (4-6) muralists or artist teams from its own pool of muralists or by releasing a “call for artists” based on the following criteria:

- Experience as a lead muralist/artist;
- Experience as a teaching artists and/or as a group facilitator;
- Experience planning and/or leading a participatory art making processes;
- Demonstrated management skills leading or participating in projects (including oversight of work plans, budgets, and supplies), and/or overseeing personnel;
- Experience incorporating participant, stakeholder, and/ or community feedback into designs or artwork;
- Experience working in New York City

NYC MAP will interview and select (3) three final lead muralists to work on the project, and will assign each muralist to a behavioral health organization.

Task 2: Management of Artists

The consultant will develop and pro-actively maintain and manage artist work plans in close collaboration with NYC MAP staff. Consultant will ensure that muralists meet project goals and deliverables and are able to engage workshop participants, community members and collaborate with key community stakeholders.

Task 3: Procurement of Supplies, Mural Installation, Equipment, and Insurance

The consultant will work with the muralists to develop a system for, and execute purchases of necessary materials for art workshops, community engagement events, and the mural installation (including but not limited to relevant insurance coverage, mural paints, brushes, gels, primers, and scaffolding equipment).

Task 4: Support Mural Wall Discovery, Authorizations, and Permits

NYC MAP Staff will scout and secure mural walls in collaboration with the consultant. The consultant will assist with a wall evaluation, ensuring the walls are of appropriate scale and condition given installation should be complete by June 30, 2018.

Section 6 – Funding

The consultant will receive up to \$175,000 upon successfully completing three (3) murals ranging from 1176 ft² to 4040 ft². Total amount will be payable on the basis of the contractor's ability to meet the deliverable targets.

Section 7 - Proposal Requirements

- **Approach and Timeline:** Project start date is November 2017, describe your approach to the project and indicate the timeline for each task, allowing sufficient time for collaboration with NYC MAP staff. Provide details of other recent, completed projects that will help inform your approach of this project.
- **Qualifications & Project Team:** Describe your organization and demonstrate your team's qualifications and experience, as listed in section one, including roles, skills and expertise of the staff that will be overseeing and supervising this project along with the percentage of their time that will be allocated to the project. Please indicate who will take the overall lead in communicating with NYC MAP.
- **Project Budget:** Provide a detailed budget of how you plan to allocate the \$175,000 funding, with an estimate of the fees to be charged across tasks, deliverables, and team members, and an estimate of expenses that will be incurred. The budget must be inclusive of all artist fees and costs including design, supplies, fabrication, permits, installation, documentation of process and artwork, maintenance provisions, insurance, and a contingency. Other potential costs to

consider are site preparation and restoration after project completion, and anti-graffiti treatments.

- Contractor will be required to have a valid Vendor Number in the New York City Financial Management System (FMS). Contractors that do not have a FMS vendor number may obtain one by completing the Payee Information Portal (PIP) Activation process at: <https://a127-pip.nyc.gov/webapp/PRDPCW/SelfService>

Section 8 – Submission

There's no page limit for the proposal. **The proposal due date is October 20, 2017 at 5 p.m. EST.** Proposals should be sent to zelalami@fphnyc.org. **Proposals received after the deadline may be disqualified from funding consideration.**

It is the responsibility of the bidder to ensure delivery of the application to FPHNY at the above email address by the submission deadline. A confirmation of receipt of the required electronic submission of proposal will be sent by email.

Section 9 - Review of Proposals

FPHNYC will convene a review committee to conduct review of each proposal accepted for review. Bidders must adhere to the instructions and requirements provided in Section 7. Proposals submitted that do not supply the required information will be considered non-responsive. This will result in delayed awarding of funds and may also result in prorated funding depending on the length of delay.

Scoring will be based on the following:

- Project Approach – 25%
- Timeline – 10%
- Relevant Experience – 25%
- Project Team – 20%
- Budget – 20%

Section 10 - General Disclosures

a. Right to Reject Proposals

The Fund for Public Health in New York 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 RFP may be excluded from further consideration and alternative information packages may not be considered.

The Fund for Public Health in New York may decline to review an application in the event the respondent submits a response after the submission deadline and/or any disparity is found during the evaluation process.

b. Costs

The respondent will be solely responsible for any costs incurred in preparing, delivering, or presenting responses to this RFP. Respondents will not be reimbursed for any costs incurred in preparing proposals.

- c. Fulfillment of Requirements
By submitting an information package, the respondent acknowledges that the respondent has read and understands this RFP and is capable of fulfilling all requirements.
- d. Submitted Information
Once submitted, responses will be the property of FPHNY and will not be returned.
- e. Right to Amend, Cancel this RFP, or Solicit a New RFP
FPHNY may amend or cancel this RFP at any time, without any liability to FPHNY, and/or DOHMH.
FPHNY or DOHMH may solicit new requests for information and/or proposals regarding the services addressed in this RFP at any time.
- f. Amount of Business
FPHNY does not guarantee to any specific amount of business or revenue as a result of this RFP.
- g. Security and Confidentiality
Respondents should give specific attention to the identification of those portions of their proposals that they deem to be confidential, proprietary information or trade secrets and provide appropriate justification for why such materials, upon request, should not be disclosed by FPHNY. Such information must be easily separable from the non-confidential sections of the proposal. All information not so identified may be disclosed by FPHNY.
- h. Insurance Certificate Selected institutions will need to provide proof of liability insurance (including Worker's Compensation).
- i. PASSPort
An up-to-date PASSPort account (this replaces the prior VENDEX process) must be in place prior to contracting where the subcontract dollar amount is \geq \$100,000 or where the aggregate business with the City is \geq \$100,000 during the preceding twelve months prior to contracting. <https://www1.nyc.gov/site/passport/index.page>
- j. Licenses
All required licenses must be submitted prior to contracting.
- k. Client Abuse
A Certification Regarding Substantiated Cases of Client Abuse or Neglect must be submitted prior to contracting.

To learn more about this program please click on the following links:

Website: www.nycmap.org

Social Media: [facebook](#) | [instagram](#)