



ARTISPHL evaluator solicitation



Request for Proposals

Deadline:

5 pm Monday, August 7, 2023

PHDC ART Is PHL Evaluator - Solicitation

Philadelphia Housing Development Corporation (“PHDC”) is seeking a qualified consultant (each, an “Applicant”, and together, the “Applicants”) to conduct an evaluation of the ARTisPHL initiative. ARTisPHL was launched in the summer of 2020 by PHDC’s Percent for Art program with substantial support from the Knight Foundation. It funded temporary, community-informed arts projects by local artists. The program’s progressive grant selection process commenced with a widely publicized open call for arts-driven ideas responsive to the essential question: “What does engagement mean today?”

Overview

PHDC is Philadelphia’s full-service community development organization and works closely with Philadelphia’s Department of Planning and Development. The Philadelphia Land Bank and the Philadelphia Redevelopment Authority engage PHDC to conduct business operations on their behalf.

The Philadelphia Redevelopment Authority’s Percent for Art Program was the first such program in the nation, creating a model for the integration of site-specific art in the built environment that has since been replicated in cities across the US and internationally. Having commissioned over 350 works of public art in private buildings and public spaces throughout Philadelphia, the Program continues to be a leader in the public art field. PHDC assumed stewardship of the Program in 2020 and established the current Percent for Art Committee to oversee this program. The Committee continually works to advance the operations and goals of the Program in keeping with best practices in the field and in response to evolving civic discourse.

ARTisPHL Overview

ARTisPHL was designed to animate thinking about how the arts build connections within and across communities, expand conceptions of what public art is and can be, and to attract local artists who are not typically included in public art commissions, and inject financial support into the local arts/culture sector at a time that the COVID pandemic was stymying artists’ careers and financial opportunities.

ARTisPHL utilizes support from the Fund for Art and Civic Engagement (FACE) which developers contribute to when their projects trigger a Percent for Art obligation, but on-site public art is not feasible. FACE's mandate requires that its funds be used “solely for the purpose of commissioning original works of art that further the Percent for Art program’s mission of commissioning innovative and thoughtful works of art that inspire people to consider their surroundings in new ways.” (The Percent for Art Program Policy, as amended October 20, 2016). By opening the public art process to a greatly expanded pool of artists, and focusing the competition on demonstrating how public art can engage Philadelphians in their own communities, ARTisPHL sought to amplify the mission and vision of the Percent for Art Program and addresses the broad diversity within today’s array of local artists and within the geographic and cultural communities that Philadelphia’s public art programs serve.

ARTisPHL’s first program round concluded in December 2022. It drew 153 applicants, disbursed a total of \$150,000 to 74 local artists and artist teams, and culminated in three unique, community-embedded

projects that highlighted: (1) the role of public transportation in connecting people and communities; (2) the contributions of and challenges faced by businesses owned and operated by immigrants; and (3) the importance of memorial rituals and traditions in building and preserving community identity and social capital. ARTisPHL's second program round commenced in February 2022, and after a 3-stage review process, three project awards were announced in February 2023. The second group of projects focus on: addressing inequities in maternal health care experiences through collaborative performance works; community building through a monthly artmaking group; and site-specific participatory performances related to food, sculpture, and environmental justice. Those projects are scheduled for completion in Fall 2023.

PHDC is considering opportunities to continue the ARTisPHL program. To inform that work, the Percent for Art Committee and the PHDC Board seek to better understand the strengths and weaknesses of the current approach, evaluate the outcome of the prior rounds of funding and set clear future goals. The information gathered through this process will impact the design, format, and goals of a future ARTisPHL program.

Scope of Services

PHDC is seeking a qualified consultant to lead an evaluation process of the first two rounds of ARTisPHL (as described above). PHDC envisions the evaluation process including both surveys and interviews of prior applicants, funding recipients, community partners, Percent for Art Committee members, and staff involved in the management of the program. The consultant will produce a summary of its findings, to be shared via a draft memo and presentation before the Committee. The consultant will then produce a final report that can be used both internally by staff as well as adapted to use for fundraising to support future iterations and goals of the program.

The selected Applicant will work directly with **Katherine Liss**, PHDC's Percent for Art Program Coordinator, City Planner III, Art & Design Division. The Applicant's proposal must include a workplan, with timeline and plan for check in-meetings with Percent for Art committee members. The proposal submission requirements are further described below. The Applicant must be available to start no later than August 28, 2023.

Phase I: Review Materials, Conduct Surveys, and Interviews

PHDC will provide the consultant with access to materials related to the design and operation of the program, the list of participants, and awardees. The consultant will design a survey tool and propose a plan for surveying and interviewing the parties noted above. The survey and interviews should be representative samples and include applicants from both funding rounds and each stage of the process. Because of the emphasis on community engagement, the survey should also include an invitation to share contact information for community partners that might also be contacted for input. From the

survey results the consultants should also propose a smaller number of subsequent “round” winners to be interviewed by the evaluator.

Through the survey and interview processes, the Committee seeks to understand:

- strengths, weaknesses, and areas for improvement,
- outcomes for the artist, whether they were able to secure outside funding and/or identified benefits for their artist practice and/or their capacity, and
- community engagement practices.

Phase II: Summarize Findings

The consultant will prepare a draft memo and presentation to synthesize the information gathered in Phase I with the Percent for Art Committee members. This meeting will provide an opportunity to identify gaps and review the findings to date. The consultant should allow for time after the draft presentation for revisions and potentially more interviews if there is ambiguity in the findings.

Phase III: Prepare a final report.

The final report will summarize the process for data collection and recommendations. All aggregated data and where appropriate interview and survey data will also be transferred to the Percent for Art Committee at the end of the engagement.

Proposal Submission Requirements:

Overview:

- Summary of Applicant’s Approach and Timeline
- Professional Qualifications of the applicant(s)
- Project Budget (not to exceed \$50,000)
- References (Names and contact information for 2-3 relevant professional references that can speak to the applicants work) If possible, an example of similar work conducted for a prior client.

The Committee will review the submissions and consider all proposal requirements to determine which applicant has the capacity to engage the constituencies involved with this program most effectively.

Deadline for Submission: Proposals submitted in response to this solicitation must be emailed as a single .pdf by **5:00 pm on August 7, 2023** to Katherine.Liss@phila.gov. If proposals are too large for submission by email, Applicants can provide an alternative means, but this must be requested and tested prior to submission date.

Submission Details:

Organization & Personnel Qualifications: Applicant's proposal must identify the Applicant's qualifications by education level, skill set (described in detail), experience level, and job title. Resumes of all personnel so identified should be included in Applicant's proposal. Prior experience with similar projects should be cited.

Scope of Work Description: The scope of work proposed by Applicant should include a general project schedule that identifies estimated time for all tasks, activities, deliverables, and milestones. The proposal should state the number of days following PHDC's authorization to proceed by which it will be ready to start the work, including any mobilization time.

Cost Proposal: Applicant must provide a detailed cost proposal, which must include 1) a line-item breakdown of the costs for specific services and work products proposed, and 2) a statement of staff hourly rates. The proposed price must include all costs that will be charged to PHDC for the services and tangible work products the Applicant proposes to perform and deliver to complete the project. Any contract resulting from this solicitation will provide for a not-to-exceed amount in the compensation section of the contract.

References: Include contact information for a minimum of two (2) references who can speak to the Applicant's experience with similar types of work as that described in this solicitation.

MBE/WBE/DBE: DPD seeks to promote opportunities for disadvantaged business. For all contracting efforts, each prime shall use its good faith and nondiscriminatory efforts to provide joint venture partnerships, sub-consulting and subcontracting opportunities for minority, women, disabled, and/or disadvantaged business enterprises (collectively, "M/W/DSBE") registered in the City of Philadelphia's Office of Economic Opportunity ("OEO") and/or any agency that the City recognizes as having bona fide certifying program. The Department's OEO goal is 35% for all contracting activities.

Proposal Review and Selection Process: After PHDC reviews the proposals, they will determine if interviews are required. If interviews are held, they will occur virtually, during the second week of August at a mutually agreeable time. The successful Applicant will be selected based on a demonstration of knowledge, experience, ability, and capacity to perform the work effectively. The term of the contract between PHDC and the selected Applicant will be one (1) year, which may be extended at the sole discretion of PHDC.

Declarations and Other Information

Attachment A: Tax Clearance and Conflict of Interest Form

Applicants, upon request of PHDC, must provide evidence satisfactory to PHDC that all municipal taxes, including business taxes, real estate, school, water and sewer charges, if applicable, are current for both the individual Applicant and the Applicant's firm and neither is currently indebted to the City; will at any time during the term of the agreement be indebted to the City, for or on account of any delinquent taxes, liens, judgments, fees or other debts for which no written agreement or payment

plan satisfactory to the City has been established. Please complete the Philadelphia Tax Status Certification and Conflict of Interest form (Attachment A) and submit it with your proposal.

Attachment B: Campaign Contribution Disclosure Forms

Please complete the applicable disclosure forms (Attachment B) and submit with your proposal.

Attachment C: Insurance Requirements

Please submit a certificate of insurance evidencing the required coverages as outlined in (Attachment C) with your proposal. If, for any reason, you cannot comply with the insurance requirements, please provide the reasons for your inability to do so in your proposal and PHDC will consider any deviations from the insurance requirements on a case-by-case basis.

By submitting a proposal in response to this solicitation, an Applicant affirmatively acknowledges: (i) its acceptance of the terms and conditions of this solicitation; (ii) PHDC may exercise in its sole discretion the following rights and (iii) PHDC may exercise the following rights at any time and without notice to any Applicant:

- to reject all proposals.
- to supplement, amend, substitute, modify or re-issue the solicitation with terms and conditions materially different from those set forth here.
- to cancel this solicitation with or without issuing another solicitation;
- to extend the time period for responding to this solicitation;
- to solicit new proposals;
- to conduct personal interviews with any Applicant to assess compliance with the selection criteria;
- to request additional material, clarification, confirmation or modification of any information in any and all proposals;
- to negotiate any aspect of a proposal, including price;
- to terminate negotiations regarding any and all proposals at any time;
- to expressly waive any defect or technicality in any proposal;
- to rescind a selection prior to agreement execution if PHDC determines that the proposal does not conform to the specifications of this solicitation;
- to rescind a selection prior to agreement execution if PHDC determines that the specifications contained in this solicitation are not in conformity with law or that the process in selection of a proposal was not in conformity with law or with PHDC's legal obligations;
- in the event a contract is awarded, the successful Applicant shall procure and maintain during the life of the contract liability insurance in an amount to be determined prior to the award of any agreement;
- in the event an agreement is awarded, Applicant agrees to perform its services as an independent contractor and not as an employee or agent of PHDC;

- in the event an agreement is awarded, all Applicants agree that no portion of performance of the agreement shall be subcontracted without the prior written approval of PHDC; and
- each Applicant agrees to indemnify, protect and hold harmless PHDC and the City from any and all losses, injuries, expenses, demands and claims against PHDC or the City sustained or alleged to have been sustained in connection with or resulting from (i) the submission of the Applicant's proposal; (ii) the delivery by the Applicant to PHDC of any other documents or information; and (iii) any other conduct undertaken by the Applicant in furtherance of or in relation to the Applicant's proposal. Each Applicant agrees that its duty to indemnify and hold harmless shall not be limited to the terms of any liability insurance, if any, required under this solicitation or subsequent agreement.

Neither PHDC nor the City is under any obligation whatsoever to any Applicant as a result of this solicitation. This solicitation does not represent any commitment on the part of PHDC and/or the City to any Applicant. In no event shall PHDC and/or the City be responsible for any cost, expense or fee incurred by or on behalf of any Applicant in connection with this solicitation. Applicants shall be solely responsible for all such costs, expenses, and fees.

NOTICE: Any information provided in your response to this solicitation may be subject to disclosure to the public. Documents provided in response to this solicitation may also be required to be disclosed by applicable law, subpoena, and/or court order.