

## Request for Qualifications (RFQ)

### *The Payne-Phalen Community Plan: Collaboratively Creating a Shared Vision for a Bright and Equitable Future*

**RFQ response deadline: Sunday, March 1, 2020 11:59pm**

*RFQ Information sessions:*

Arlington Hills Recreation Center  
1200 Payne Avenue, St. Paul

- Tuesday, February 11th, 12 noon – 1:30 pm
- Tuesday, February 11th, 6:30-8 pm

The Payne-Phalen Community Council intends to hire two artists who have demonstrated experience creating socially- and community engaged art and the who also have the capacity to work collaboratively with diverse communities in a culturally sensitive environment. Springboard for the Arts will assist PPCC to select, hire, and support artists in the project.

Artists will work collaboratively with the Payne-Phalen Community Council (PPCC) to design, produce and facilitate project activities through a series of community activities and events meant to draw out and build upon community knowledge and experience. Our project is to carry out the re-creation and update of the Payne-Phalen district plan through a robust public engagement process that is deliberately designed to bring together the diverse communities within the district. The project will create a shared vision and develop the means for continued work toward attainment of that shared vision. By employing the talents of Artists to help design and carry-out that process – one that includes public participation in every step of the project – PPCC hopes to develop deeper understanding and respect between people of different races, ethnicities, cultures, ages, and income groups. The intention is to forge stronger ties and to build more enduring methods of collaboration for addressing challenges and opportunities in an equitable, culturally sensitive framework - for the life of the project and across the next generation. This is especially critical since the district was 70% white when the last plan was adopted and it's now 70% people of color.

A definitive *hallmark* of this project will be the opportunity for community members and the general public to take an active role in any or all phases of the actual city-planning work. As an organization that represents and advocates our many diverse communities, PPCC wants to avoid any perception that the public is expected to share their information so that it can be processed by “others” outside of the public eye. To that end, Artists will be using and developing their talents to actively create spaces and transparent processes that guide participants from the public through all facets of developing and refining a shared community vision and small area plan. Artists will

also be using their talent and skills to facilitate the work of articulating that vision Through the creation of a small area plan for the Payne-Phalen district.

**Work intentions, atmosphere, and environment:**

PPCC seeks Artists who are willing to work in regular relationship with the Payne-Phalen Community Council over the duration of this project to carry out each component of the project. PPCC is dedicated to working collaboratively to create, sustain, and follow through on a working process that offers Artists:

- The opportunity to use, develop, and expand their talents in and amongst diverse cultural communities.
- The opportunity to expand their understanding of the art, practice, and relevance of community engagement and city planning as disciplines and art forms.

The Payne-Phalen Community Council is committed to advancing equity, reducing disparities, and to improving access to district, citywide, and regional planning for communities experiencing inequities. No one will be denied the opportunity to participate in PPCC’s programs, employment, or promotions based on race, creed, religion, gender, gender identity, sexual or affectional orientation, color, national origin, ancestry, familial status, age, disability, marital status, membership on a civil rights commission, or status with regard to public assistance.

**Artist Salaries and Project Resources:**

The Payne-Phalen Community Council will pay for services related to this project with funds derived from foundation grants that *have already been secured*.

- An “Artist Salary Fund” of \$39,000 has been set-up to cover the cost of Artist salaries. Each selected Artist’s salary will be based on qualifications. PPCC is open to hiring artists working at all career levels artistically. PPCC is open to hiring artists working at all career levels in terms of experience working in social practice/community engagement settings.
- Artists will contract directly with the Payne-Phalen Community Council and be paid as professional consultants (not employees). PPCC’s expectation is that each Artist will be working on this project for 10 months, averaging 60-65 hours per month, per artist. The frequency of payments to artists will be based on qualifications, demonstrated experience, capacity, and intent. PPCC prefers to pay Artists on a monthly basis.
- A separate “Artists’ Production Fund” of \$9,000 has been set-up to cover the costs associated with supplies, materials, additional artists and ancillary services related to creating and producing public engagement activities throughout the project. PPCC’s expectation is that these resources are shared among and between the artists.
- In addition to the two funds noted above, PPCC has allocated and aligned additional funding and in-kind resources to cover the cost of supporting services for this project such

as communications, translation, and food/beverages for community events. In addition, PPCC will provide Artists with access to additional in-kind resources through [Catchafire](#) ©.

### **Background to the work:**

Like many urban neighborhoods, Payne-Phalen is going through a time of great transition. Since the 1970's when Payne-Phalen was 70% white working-class, the district has become a majority-minority community with almost 70% people of color – people from many different backgrounds and cultures. In recent years, new restaurants, art and music venues have been opening in the district and later this year, a for-profit developer is breaking ground on the area's first multi-story, mixed-use, transit-oriented development. Despite the many positive characteristics of a culturally rich, racially diverse district, the hard reality is that Payne-Phalen has many of the most economically challenged households in St. Paul. So, while change is generally welcome, fears of gentrification run high, especially in communities of color. The fledgling urban renaissance hailed by some is considered a warning of possible displacement by many more.

*The challenge:* Over the last few decades, the practice of community visioning and community decision-making hasn't been stretched to recognize, accommodate, and incorporate important cultural variations in civic participation and communal decision-making. Because District Plans in St. Paul eventually become embedded in decisions about investments by the City of St. Paul, this project is an excellent opportunity to expand and deepen the practice of community visioning and community decision-making - particularly in ways that recognize and respect important cultural variations within and across various communities working amongst and between one another.

### **Project Activities and Details:**

Artists are expected to have some level of experience working on socially engaged projects involving public participation and community engagement. This project is an opportunity for Artists of all disciplines, who are interested in gaining experience working on a large public art/community engagement project in an urban environment that is continually growing and changing.

The Artists role will be to lead community members and the general public and to support and encourage them to take an *active* role in all phases of the actual city-planning work:

- (1) Information collection and community input
- (2) Assessment and analysis of collected information
- (3) The creation and articulation of a collective vision

Likewise, Artists will also lead community members and participants through the preparation of the actual finished plan document. Throughout the project, Artists will be working cooperatively with PPCC staff. While artists will be expected to make contributions to the planning work and the contents of the final planning document, the Artists are not expected to actually write the final document on their own. The project is intended to be a collaborative effort where the talents of the community are drawn forth and all parties involved will bring their talents to bear for the good of the whole.

Transition Workshops: Periodically throughout the project, Springboard for the Arts will facilitate workshops where the hired Artists, PPCC staff, and leaders of the PPCC Board can meet to de-brief, consolidate learning, and fine tune as needed for the next phase of the project. The intention is to help our Board of Directors take a series of incremental actions throughout the project; actions that consolidate gains, set direction, and keep the project moving forward (instead of backloading all decisions until the end of the multi-phase planning process).

**Selection Timeline:**

**RFQ information session** at Arlington Hills Recreation Center, 1200 Payne Avenue, St. Paul

- Tuesday, February 11th, 12 noon – 1:30 pm.
- Tuesday, February 11th, 6:30-8 pm

**Responses to RFQ due: Sunday, March 1, 2020 at 11:59pm**

Phone call to select interviewees: Wednesday, March 11, 2020

Artist interviews: Wednesday, March 18, 2020, 6 pm

Artist selection finalized: Wednesday, March 25, 2020

Artist selection announced by Friday March 27, 2020

**Project Timeline for Design and Implementation:**

Once the Artists are hired, a multi-phase approach to the project will be devised in collaboration with the selected artists and carried out through a process designed to maximize public participation and integrity in community decision making. Specifically, as the community’s work in each phase is collected up, PPCC’s volunteer Board of Directors will take make public decisions (a) to memorialize the outcomes of each phase of the work and (b) provide advice offered as a point of information as each new phase of work starts. This iterative approach is intended to help the project gather steam, consolidate learning, and move forward in a transparent, timely and productive manner. Also, it will help strengthen the relationship between our Board and the public who elect them as their representatives.

Based on the artists selected and their input into the scope, cadence, and development of the public engagement strategy, the calendar and schedule for “work” may be bundled, compressed, stretched out, according to the needs of the project and with the understanding that artists will be working on other projects (beyond PPCC’s work) throughout and across the duration of the project. With that in mind, the following schedule is anticipated.

Anticipated project schedule, calendar, and touchstone dates:

*Early April 2020: Orientation & Planning Workshop (half day)*

- Contracting logistics, if needed
- Project orientation
- Brainstorm processes for community engagement (CE) in all stages of plan development
- Begin draft plan of community engagement (CE) process for data collection

*Late April/Early May 2020:*

- Artist submission of and the planned strategy for each phase of the community engagement (CE) process is due.

*May, June, and early July 2020:*

- Artists and project team conducts community engagement (CE) for data collection, assessment, and preliminary analysis.

*End of June/Early July: Progress/check-in meeting between PPCC, Artists, and Springboard*

- Data collection progress report
- Troubleshooting/course-correction if needed
- Reflections on community engagement (CE) process
- Draft community engagement (CE) CE process and schedule for all subsequent stages

*Late July/August 2020:*

- Artists write-up and produce draft document of preliminary findings
- Artists raft community engagement (CE) process and schedule for all subsequent stages

*September/October 2020:*

- Artists and project team conduct community engagement (CE) for data analysis, policy creation and articulation of the vision.

*End of October/Early November: Progress/check-in meeting between PPCC, Artists, and Springboard*

- Artists produce and present progress report on all phases conducted this far
- Troubleshooting/course-correction if needed
- Reflections on community engagement (CE) process
- Draft community engagement (CE) CE process and schedule for last stage

*November/December 2020:*

- Artists and project team conducts community engagement (CE) to take feedback on draft plan.
- Working with community participants and the project team, Artists finalize, write-up and produce the final draft document (based on the findings of all community engagement throughout the project).

*January 2021:*

- Create an event to unveil *The Payne-Phalen Community Plan!*

**Eligibility:**

- Artists of any discipline may apply.
- Demonstrated experience creating socially and community engaged art and working in a collaborative environment with other artists, community, staff, and volunteers.
- Artists who have demonstrated experience working with diverse communities in a culturally sensitive environment
- Artists must be able to meet in person in the Payne-Phalen area of Saint Paul over the duration of the project.

**Preferred Qualifications:**

- Artists who have demonstrated experience working on topics and issues related to city, neighborhood, and/or community planning.
- Artists of any discipline who have demonstrated experience/capacity living or working in the Payne-Phalen community are encouraged to apply.
- Artists of any discipline who have demonstrated experience/capacity living or working in any of other the communities on St. Paul's East Side are also encouraged to apply.

*NOTE:* Artists who have less experience but can demonstrate their interest in, and capacity for working on topics and issues related to city, neighborhood, and/or community planning are also encouraged to apply.

**Equal Opportunity and Access:**

The Payne-Phalen Community Council is an equal opportunity employer. PPCC will not discriminate against or harass any employee, contractor, or applicant because of race, creed, religion, gender, gender identity, sexual or affectional orientation, color, national origin, ancestry, familial status, age, disability, marital status, membership on a civil rights commission, or status with regard to public assistance.

**Selection Criteria:**

Artists will be evaluated on the following criteria:

- Quality of artist's past work as demonstrated in the submitted materials.
- Experience working collaboratively as part of a team.
- Artist's experience engaging diverse communities.
- Indication that artist is interested in engaging community and translating their artistic endeavors into a community planning process.
- Artists who have less experience will be evaluated on their demonstrated interest in and capacity for working with diverse communities in a culturally sensitive environment

## **Selection Process:**

From submitted responses to the RFQ, a panel of artists and representatives from the community will review proposals and select 4-6 artist finalists to interview in-person with the panel. The panel will interview finalists in-person on March 18th and select artists based on the RFQ submission, interview, and references.

## **Additional Background:**

### **Springboard for the Arts**

[springboardforthearts.org](http://springboardforthearts.org)

Springboard for the Arts is a national leader in creative community development. Our approach is rooted in the principles of community organizing and focuses on a "lots of little" strategy that surfaces unrecognized leaders in communities, builds public narratives from a multiplicity of perspectives and voices; and creates low-risk opportunities for collaboration. This equity-based model centers the lives and experiences of the people in and of the place; values the relationships, partnerships, and creative capacity that artists and communities build together and aims to build power and agency for individuals, neighborhoods and communities.

### **The Payne-Phalen Community Council:**

[paynephalen.org](http://paynephalen.org)

The Payne-Phalen Community Council's mission is "To improve our Payne-Phalen neighborhoods by engaging, educating and empowering all residents in our diverse community." As one of 17 district councils in St. Paul, PPCC exists to engage the community in advancing physical, social and economic development within our neighborhoods and commercial areas. Our organization is committed to advancing equity, reducing disparities, and improving access to district, citywide, and regional planning activities.

We are an independent MN 501(C)3 non-profit, charitable organization with a voluntary, unpaid board of directors composed of 17 community members elected by neighborhood residents. We have two full-time paid staff, one of whom is an urban planning professional. Our organization functions as our communities' *advisor* to the City of St. Paul government, but we are *not* a unit of the City's government.

Amongst St. Paul's 17 districts, Payne-Phalen has the largest population (31,000) and the most racial diversity (70% people of color). That diversity and cultural vibrancy is ever-present in the ethnic groceries, restaurants and specialty retail/services along our streets. It's found in the variety of education and training institutions and programs in our schools and parks, and in the variety of community non-profits and faith-based organizations throughout the district. It's a testament to the strength and resilience of our population despite some very serious realities: Payne-Phalen has the highest level of concentrated poverty in St. Paul with longstanding and present-day disparities in health, wealth, housing, education, and economic investment. Median household income is \$43K, 43% of our households live below the federal poverty guideline, and

many households in our district struggle with low levels of educational attainment and homeownership coupled with high levels of unemployment and transit dependency.

In 2017, the PPCC Board adopted *The PPCC Equity Investment Rationale/Strategic Action Plan* to ensure focus on “advancing equity, reducing disparities, and improving access to district, citywide, and regional planning for communities experiencing inequities.” In 2018, the PPCC Board made the specific decision to hire a new Executive Director with professional experience in city planning; articulating their express interest in creating a robust public engagement process that brings together the district’s various cultural communities. In that process, the new ED brought forward the idea of collaborating with Public-Practice Artists based on his first-hand experience with (a) the NEA-funded *Creative CityMaking* pilot in Minneapolis and (b) his leadership in artist-led community engagement for *Minneapolis2040*. Also, in 2018, the Board adopted a preliminary project scope with the aim to create a durable, holistic plan based on a robust public engagement process led by social-practice artists.

### **Request for Qualifications**

*The Payne-Phalen Community Plan:  
Collaboratively Creating a Shared Vision for a Bright and Equitable Future*

**RFQ response deadline: Online submission due by Sunday, March 1, 2020 11:59pm**

#### **Application Submission Process:**

1. Read RFQ for background, eligibility and application process.
2. Complete and compile items A-F listed below (contact information, narrative, work samples etc.) to prepare for submitting the online application all at the same time. **The online form will not save your incomplete submission.**
3. Find the Application/RFQ form at: [springboardforthearts.org/jobs-opportunities/paynephalen](http://springboardforthearts.org/jobs-opportunities/paynephalen)
4. Apply to: [Payne-Phalen Call for Artists](http://Payne-Phalen Call for Artists)  
<https://www.dropbox.com/request/ClhVRQsGhb5o88imTeFc>
5. Please mark each item of your submission clearly with the Artists name and title of your file(s). See additional instructions below.
6. We will be in touch if there are any questions about your submission.
7. Questions via email will be answered on a best effort basis. Please contact Sam Buffington at [sam@springboardforthearts.org](mailto:sam@springboardforthearts.org) or Jack Byers at [jackbyers@paynephalen.org](mailto:jackbyers@paynephalen.org)

## Application Assistance

If you need assistance creating documents or preparing work samples to submit (for this or any artist call), the Springboard Resource Center is available. Appointments recommended.

## Application Questions

### A. Applicant info

- Contact information: name, email, phone, address
- In 3-5 sentences, explain your experience, interest and capacity in working with diverse populations in community/neighborhood settings in
- In 3-5 sentences, explain your experience, interest and capacity for working in a collaborative environment with other artists, community staff, and volunteers.

### B. Narrative - maximum 6,000 characters

*Please use the number and section headings in your response*

#### 1. Artwork and approach

Describe your medium(s), and approach to art making.

#### 2. Collaboration

Describe your experience working collaboratively and in teams, whether as part of your artistic practice or not.

#### 3. Engaging community

Has any of your previous artwork engaged community? If yes, tell us how. Examples could be from passive engagement such as audience viewing, to active engagement such as people directly co-creating the artwork.

If you have not yet used your art to engage community, what other experience do you have working with diverse communities and how could you see your art as a tool for community engagement?

### C. Availability

- Are you able to interview on March 18<sup>th</sup> in the evening? Yes\_\_ No\_\_
- Are you able to attend a cohort orientation meeting in early April? Yes\_\_ No\_\_

### D. Resume – Maximum 2 pages

**E. References** – Provide the names and contact information for 3 references who can speak to your experience, vision, work, and practice.

**F. Work Samples** – Provide 5-8 relevant work samples of your artistic practice.

## **File specifications:**

### **Visual and text work**

- Title each file in the order you wish it to be viewed <number\_lastname\_firstname>.
- Visual work: .jpg format at 72 dpi, no more than 1920 pixels on the longest side.
- Text work: .pdf preferred, 1 page = 1 work sample (ex: 4 page file = 4 work samples).

### **Video or audio work**

- Provide up to 8 links in the Work Sample list (F below) to online source (i.e. YouTube, Vimeo, MySpace, Bandcamp). 1 minute = 1 work sample (ex: 4-minute video = 4 work samples).

## **F. Work Samples List**

Create a work sample list that includes the following information for each sample:

- Name of file or link
- Title of work
- Year
- Materials
- Short description