



# Mayors' Institute on City Design

## **REQUEST FOR QUALIFICATIONS (RFQ)** 2014 MICD Regional Session Partners

### **APPLICATION TIMELINE**

RFQ Distributed:	December 20, 2013
Submission Deadline:	January 31, 2014, 4:00 p.m. Eastern time
2014 Partners Selected:	March 21, 2014

### **ELIGIBLE APPLICANTS**

Planning and design organizations and professional Schools of Architecture, Landscape Architecture, and Urban and Regional Planning

### **EXECUTIVE SUMMARY**

The Mayors' Institute on City Design (MICD) is a National Endowment of the Arts (NEA) leadership initiative designed to foster an understanding of and appreciation for the role of design in creating vibrant, livable cities, and the importance of mayors as advocates for good design. Through a cooperative agreement with NEA, the American Architectural Foundation (AAF) co-funds MICD and carries out the administrative, programmatic, legal, and fiscal responsibilities of the program. NEA and AAF have a strategic partnership with the United States Conference of Mayors (USCM) to provide additional program leadership and facilitate engagement with the mayors who make up this organization's membership. Together, NEA, AAF, and USCM form the MICD Partnership.

MICD hosts six Institute sessions each year. Typically, three of these sessions are designated "National Sessions" and are geared towards mid- to large-sized cities. The other three sessions are designated "Regional Sessions" and are geared towards mid- to small-sized cities. The format for all six sessions is the same.

Every year MICD selects, through a competitive RFQ process, up to three organizations or universities to serve as partners and hosts for Regional Sessions. Eligible university partners are those with accredited programs in architecture, landscape architecture, and/or urban and regional planning. Each MICD session consists of a two and one-half day workshop at which fewer than 20 participants—typically eight mayors and a team of eight interdisciplinary design professionals—discuss design and development issues that each city is currently facing.

Each university partner selected through this RFQ will work with MICD staff to coordinate and host one MICD Regional Session. Up to \$50,000 in funding will be awarded by MICD to each partner for approved direct expenses of the session. No overhead may be charged against the MICD funding. Selected institutions are expected to provide additional in-kind contributions covering the time and benefits of any faculty, project managers, staff, and student assistants involved in the planning of the session. Additional institutional support provided directly by the partner, such as audio/visual equipment, transportation, photography, facility rentals, or catering costs, is encouraged.

## **RFQ PROCESS**

All background information, application instructions, submission requirements, and selection criteria are included in this RFQ. The complete RFQ is also available for download on the MICD website.

Applicants may submit qualification statements at any time before the submission deadline on January 31, 2014, 4:00 p.m. Eastern time. All materials must be submitted as a single PDF document and emailed to [trinity@micd.org](mailto:trinity@micd.org).

MICD will convene a public panel to select the partners based on the enclosed criteria. After partners have been selected, specific dates for the Regional Sessions will be determined by the selected institutions in consultation with MICD staff. We expect the 2014 Regional Sessions to be held in summer/fall 2014. Selected institutions will enter into a contract with AAF to perform the tasks listed in the enclosed section on Scope of Work.

For more information, please contact Trinity Simons, MICD Director, at [trinity@micd.org](mailto:trinity@micd.org) or 202.463.1390.

## **RFQ CONTENTS**

- A. INTRODUCTION (page 3)
- B. SCOPE OF WORK (page 4-5)
- C. STANDARDS OF CONDUCT (page 6)
- D. SUBMISSION REQUIREMENTS (page 7)
- E. EVALUATION CRITERIA (page 8)

## **A. INTRODUCTION**

Since its inception in 1986, more than 950 mayors, representing each of the 50 states and Puerto Rico, have attended sessions of the Mayors' Institute on City Design and gained valuable advice on how to deal with difficult urban planning and design issues. Many complex design topics have been addressed in recent years, including downtown redevelopment, transportation planning, school/campus design, affordable housing, and sustainable development.

MICD is dedicated to improving the design and livability of American cities by helping mayors understand their role as the chief designer of their cities. MICD hosts a series of two and one-half day symposiums on city design organized around presentations and roundtable discussion. At each meeting, mayors and designers discuss specific problems facing cities and examine a broad range of ideas, precedents, and improvement strategies. Each mayor presents a case study of a critical issue from their city, and members of the Resource Team—nationally known architects, planners, designers, and real estate development experts—identify issues, offer suggestions, and discuss paths toward a solution. The interchange among mayors and designers sparks lively debate, opens new perspectives, and generates creative ideas. Many mayors have described their MICD experience as among the most influential and memorable events of their time in office.

Members of the Resource Team also make short presentations regarding the value of design in a city's development efforts. These presentations provide important information for mayors on the latest thinking in architecture, urban design, landscape architecture, sustainable development, consensus building, and economic development. Particular emphasis is placed on the positive influence mayors may wield over the form and economic vitality of their communities.

In contracting to organize a MICD session, a regional host must demonstrate its concern for the real-life implications of design. The session can provide participating faculty or staff with an opportunity to better understand and investigate the relationship between theory and practice. If conducted properly, it can invigorate the teaching of design and provide opportunities for fruitful discussion among the academy, the design professions, and local governance.

The selected partners shall contract with the American Architectural Foundation to facilitate the planning, organization, coordination, and implementation of the 2014 Regional Sessions of the Mayors' Institute on City Design. The requirements of the selected partner and the responsibilities of the MICD Partnership are listed in the following sections.

## B. SCOPE OF WORK

Under the agreements resulting from this RFQ, selected host institutions, in consultation with MICD staff, will be required to carry out the following tasks:

1. Identify an individual who will serve as the Project Manager responsible for fulfilling the obligations of hosting a MICD session. The Project Manager will conduct pre-session site visits to participating mayors, oversee logistical arrangements, supervise other paid staff and volunteers, and serve as a liaison to the host institution's administration and financial staff.
2. Develop and submit, for review and approval of the MICD Partnership, a written work plan and timeline for the Regional Session. The MICD Director will provide guidance, as needed, in preparation of the work plan. The work plan shall address participant selection, venues, agenda, logistics, publicity, background materials, and pre- and post-session activities.
3. Collaborate with the MICD Partnership to invite mayors for Regional Session participation. Coordinate invitations to the approved list of potential participating mayors and secure attendance of the final participants. Invitations to potential participating mayors shall only be made after receiving approval from the MICD Partnership.
4. Collaborate with the MICD Partnership to identify Resource Team members for the Institute participation. Coordinate invitations to potential Resource Team members and secure attendance of the final participants. Invitations to potential Resource Team members shall only be made after receiving approval from the MICD Partnership.
5. Make site visits to all confirmed cities prior to the session to discuss potential design topics and logistics with the mayor and to advise city staff regarding preparations for their mayor's participation. Consult with the MICD Director on selection of case studies. Gather graphic materials—such as maps and photographs—for use in the briefing materials and during the Institute session.
6. Plan and coordinate logistical arrangements, including selection of appropriate venues. Secure meeting rooms and services, as necessary. Services may include but are not limited to, audio-visual, catering, photography, local transportation, and administrative support.
7. Make arrangements for travel and accommodations for non-federal government participants. Arrange local transportation for participants as necessary.
8. Supervise paid staff and volunteers. Coordinate involvement of the staff, faculty, students, administration, and other representatives of the host institution.
9. Coordinate and prepare pre-session briefing materials, including profiles of participants and mayors' case studies. Compile materials in the briefing book and distribute to participants at least two weeks prior to the session. These materials shall be prepared in accordance with the standards for content and graphics as specified by the MICD Partnership.
10. Conduct follow-up activities, which may include development and dissemination of press materials, corresponding with participants, and documentation for archival purposes.
11. Ensure that all Resource Team members have signed an agreement acknowledging their acceptance of the MICD Standards of Conduct Policy (see Section C for more detail).

12. Maintain appropriate records of all financial obligations and transactions, and keep them safeguarded in such a manner as to make these records readily available to AAF upon request for up to three years after the submission of the final report.
13. To the extent possible, augment the host institution's design education curriculum or professional expertise by using the design topics raised during the session to bridge discussions between students, practitioners of the design disciplines, scholars, and officials of public policy.
14. Document the activities of the session in audio format and in a written Meeting Summary of the discussions following the presentations. The MICD Partnership owns the rights to all such documentation. A copy of the Meeting Summary shall be prepared and distributed to the participants. A final report shall be submitted to the MICD Partnership. This final report shall include the Meeting Summary, an evaluation of the Institute session, an accounting of expenses, and a report on any follow-up activities.

### **C. STANDARDS OF CONDUCT**

Selected host institutions are required to ensure that all MICD activities and participants abide by the National Endowment for the Arts' Standards of Conduct:

1. Individuals serving as resource persons to the MICD may not take part in the discussion of any specific project or activity presented at the MICD in which the resource person has a material financial interest.
2. Those serving as resource persons to the MICD may not negotiate or enter into a consulting agreement or any other type of employment agreement with any participating city of the MICD with respect to any project or activity presented at the Institute, for a period of one year following such presentations at the MICD, except with the express written consent of the National Endowment of the Arts Director of Design after consultation with the Endowment's General Counsel.
3. Specific information obtained by individuals serving as resource persons to the Institute, through the performance of their responsibilities, may not be used to solicit business with any participating city for a period of one year from the time of the resource person's participation at the Institute, except with the express written consent of the National Endowment of the Arts Director of Design after consultation with the Endowment's General Counsel.
4. The selected host institution must incorporate these standards of conduct in its contracts or letters of agreement with resource persons. A sample letter of agreement will be provided by the MICD Partnership.
5. Breach of the foregoing may result in the termination of the contract between the American Architectural Foundation and the selected host institution.

#### **D. SUBMISSION REQUIREMENTS**

Applicants must submit the following materials as part of their qualification statements:

1. A cover letter or statement outlining the assets that make the institution uniquely qualified to host a Regional Session of the Mayors' Institute on City Design.
2. A letter of support from the institution's home city mayor.
3. A letter of support from the institution's administration and/or leadership.
4. Letters of support from local design organizations, if applicable.
5. A budget, including a statement of institutional and community support. This should include an overview of potential in-kind contributions.
6. A statement outlining proposed meeting, lodging, and dining venues, and opportunities for local tours and special events.
7. Biographies of potential project managers and/or key faculty members or staff.
8. A roster of potential Resource Team members that includes a diverse group of individuals from each of the following disciplines: architecture, landscape architecture, city planning, urban design, transportation planning, and real estate development. Potential Resource Team rosters may include representatives from the institution's faculty or staff, as well as outside design experts.

**Applicants may submit qualification statements at any time before the submission deadline on January 31, 2014, 4:00 p.m. Eastern time. All materials must be submitted as a single PDF document and emailed to [trinity@micd.org](mailto:trinity@micd.org).**

## E. EVALUATION CRITERIA

Response to this RFQ will be evaluated by an advisory panel composed of qualified outside experts assembled by the leaders of the MICD Partnership. Selection will be made based on the following criteria:

### EXCELLENCE

1. Overall quality of proposal. A demonstrated desire to make use of the MICD experience to generate an ongoing conversation among faculty, students, practitioners, and local government officials.
2. Evidence of adequate institutional resources to accomplish all tasks necessary for a successful MICD Regional Session.
3. A commitment to seek diversity among participants and faculty, in terms of discipline, gender, ethnicity, and affiliation.
4. A demonstrated commitment to provide continuing support to mayors following their participation in the MICD Regional Session.

### CAPACITY

1. Project Manager and support staff with exceptional qualifications who are able to make the substantial commitment of time necessary to ensure the successful completion of the work.
2. Appropriate facilities that reflect high standards of design excellence, including meeting space that can comfortably accommodate up to 25 participants in a conference setting; lodging that promotes close interaction among Institute participants; and adequate regional transportation access.

### SUPPORT

1. A demonstrated commitment of support from the prospective host institution's administration and leadership.
2. A demonstrated commitment of support from local government officials.
3. A demonstrated commitment of support from local design organizations.

---

#### **For more information, contact:**

Trinity Simons, Director  
Mayors' Institute on City Design  
2101 L Street, NW, Suite 670  
Washington, DC 20037  
Office: 202.463.1390  
Email: [trinity@micd.org](mailto:trinity@micd.org)