



Mayors' Institute on City Design

REQUEST FOR QUALIFICATIONS (RFQ) 2017 MICD Regional Session Hosts

APPLICATION TIMELINE

RFQ announced:	Friday, January 6, 2017
Submission deadline:	Wednesday, February 8, 2017, 4:00 p.m. Eastern time
2017 hosts announced:	Monday, April 3, 2017

ELIGIBLE APPLICANTS

Professional Schools of Architecture, Landscape Architecture, and Urban Planning, as well as nonprofit design organizations.

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 United States Conference of Mayors (USCM) co-funds MICD and carries out the administrative, programmatic, legal, and fiscal responsibilities of the program, as well as providing additional program leadership and facilitate engagement with mayors who make up USCM's membership. Together, NEA and USCM form the MICD Partnership.

MICD will organize five Institute sessions in 2017. Three out of five sessions are designated "National Sessions" and are geared towards mid- to large-sized cities, cities of regional significance, and state capitals. The other two sessions are designated "Regional Sessions" and are geared towards small to mid-sized cities. The format for all five sessions is the same. This RFQ seeks partners for Regional Sessions.

Through a competitive RFQ process, MICD will select two universities and / or 501(c)(3) nonprofit organizations to serve as partners to host and organize the two Regional Sessions in 2017 using the MICD model. The MICD model convenes eight mayors and a team of eight interdisciplinary design professionals at a two-and-one-half day workshop to share ideas and find solutions to the most pressing design and development challenges that each mayor is currently facing in his or her city.

Eligible university partners are those with accredited programs in architecture, landscape architecture, and / or urban planning. Each university or nonprofit partner selected through this RFQ will work with MICD staff to host and organize one Regional Session using the MICD model. 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 direct MICD funding. Selected institutions are expected to provide additional support (cash or in-kind contributions) covering the time and benefits of any faculty, project managers, staff, and student assistants involved in planning the session. Additional institutional support provided directly by the partner, such as audio / visual equipment, local transportation, photography, facility rentals, or catering costs, is encouraged and will be taken into consideration in the applicant's evaluation.

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 at micd.org.

Applicants may submit qualification statements at any time before the submission deadline on Wednesday, February 8, 2017, 4:00 p.m. Eastern time. All materials must be submitted as a single PDF document and emailed to trinity@micd.org.

MICD will convene a public panel to review the applications based on the Evaluation Criteria (Section E) and announce the decision on Monday, April 3, 2017. Specific dates for the Regional Sessions will be determined by the selected institutions in consultation with MICD staff. We expect the Regional Sessions to be held in the summer or fall 2017. Selected institutions will enter into a contract with USCM to perform the tasks listed in the Scope of Work (Section B).

Serious applicants are advised to contact the MICD Executive Director Trinity Simons at trinity@micd.org for introduction and consultation before putting together the application.

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A. MICD HISTORY & METHODOLOGY

Since its inception in 1986 by former Charleston, SC Mayor Riley, over 1,000 mayors representing all 50 states, District of Columbia, and Puerto Rico have attended the Mayors' Institute on City Design (MICD) and gained valuable advice on how to deal with difficult urban planning and design issues in their communities. Many complex design topics have been addressed in recent years include downtown and neighborhood revitalization, transportation planning, creative placemaking, district visioning and branding, Main Street and commercial corridor redevelopment, affordable housing, historic preservation, and sustainable development.

MICD is dedicated to improving the design and livability of American cities by helping mayors understand their role as the “chief urban designers” of their cities. Using the MICD model invented by Mayor Riley, the Institute convenes eight mayors and a team of eight interdisciplinary design professionals at a two-and-one-half day workshop to share ideas and find solutions to the most pressing design and development challenges that each mayor is currently facing in his or her city. To encourage an open dialogue among participants, the MICD model limits participation at each session to eight mayors, eight design professionals, and no outside observers, including press. Selected hosts of Regional Sessions will replicate and adhere to the MICD model.

Each mayor presents a case study of a critical issue from his or her city, and members of the Resource Team — nationally known architects, landscape architects, planners, real estate developers, artists, and public policy experts — identify issues, offer suggestions, and discuss paths toward a solution. The interchange among mayors and the Resource Team sparks a 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.

Each member of the Resource Team also gives a short presentation regarding the value of design in city development efforts. These presentations provide important information for mayors on the latest thinking in architecture, urban design, landscape architecture, transportation planning, sustainable development, community engagement, economic development, and more. Particular emphasis is placed on the positive influence mayors may wield over the form and economic vitality of their communities.

The host institution must demonstrate its concern for the real-life implications of design. The session can provide participating faculty and / 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, design professions, and local governance.

The selected hosts will enter into contracts with USCM to facilitate the planning, organization, coordination, and implementation of the 2017 MICD Regional Sessions. The requirements of the selected host 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 individuals who will serve as the Project Manager and Project Coordinator responsible for fulfilling the obligations of organizing a Regional Session. The Project Manager will conduct pre-session site visits to participating cities, supervise other paid staff and volunteers, and serve as a liaison to the host institution's administration and financial staff. The Project Coordinator will be responsible for overseeing logistical arrangements, including hotel and venue contracts, as well as travel arrangement for participants and local transportation for the group.
2. Develop and submit, for review and approval by the MICD Partnership, a written work plan and timeline for a Regional Session. MICD 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. MICD staff will provide an approved list of potential mayors. The Regional Session host will coordinate invitations to the approved list of mayors and secure attendance of the final participants.
4. Collaborate with the MICD Partnership to identify members of the Resource Team for Regional Session participation. Coordinate invitations to the potential Resource Team members and secure attendance of the final participants. Invitations to the potential Resource Team members shall only be made after receiving approval from the MICD Partnership. 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 details).
5. Make site visits to all confirmed cities prior to the session to discuss potential case study projects and session logistics with the mayor and to advise city staff regarding preparation for their mayor's participation. Consult with the MICD executive director on the selection of case studies. Gather relevant materials — such as maps, data, and photographs — for use in the briefing book and during the 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 faculty, staff, 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 a digital copy to participants at least one week prior to the session. Provide a hard copy of the briefing book to each participant at 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. 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 USCM upon request for up to three years after the submission of the final report.
12. 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 among students, practitioners of the design disciplines, scholars, and officials of public policy.
13. Document the activities of the session in audio format and in a written meeting summary of the recommendations made at the session. The MICD Partnership owns the rights to all such documentation. Both the digital and hard copy of the meeting summary and audio files shall be prepared and distributed to participating mayors. Additionally, a final report shall be submitted to the MICD Partnership. This final report shall include both the digital and hard copy of the meeting summary, an evaluation of the session, an accounting of expenses, and a report on any follow-up activities.

Serious applicants are advised to contact the MICD Executive Director Trinity Simons at trinity@micd.org for introduction and consultation before putting together the application.

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 United States Conference of Mayors 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 institutional interest and assets that make the institution uniquely qualified to host the 2017 MICD Regional Session.
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. A budget, including a statement of institutional and community support. This should include an overview of potential cash and / or in-kind contributions. Please use the provided sample budget format.
5. A statement outlining proposed meeting space, lodging, and dining venues, and opportunities for local tours and special events, including photos of such places where possible. Please also address accessibility accommodations.
6. Biographies of potential Project Manager, Project Coordinator, and / or key faculty members or staff.
7. Short biographies of potential Resource Team members that includes an ethnically and gender diverse group of individuals from each of the following disciplines: architecture, landscape architecture, city planning, urban design, transportation planning, public policy, and real estate development. Potential Resource Team rosters may include representatives from the institution's faculty or staff, as well as outside design experts. It is not necessary to inform the individuals they are being considered until after the applicant has been selected to host the Regional Session.

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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 the 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 in terms of discipline, gender, age, ethnicity, and affiliation.

CAPACITY

1. Project Manager, Project Coordinator, 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 MICD 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.

For more information, contact:

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