

## REQUEST FOR QUALIFICATIONS (RFQ)

2020 MICD Regional Session Hosts

### APPLICATION TIMELINE

RFQ announced: November 12, 2019

**Submission deadline: January 21, 2020, 4:00 p.m. Eastern time**

2020 hosts announced: March 23, 2020

### ELIGIBLE APPLICANTS

Universities with accredited Schools of Architecture, Landscape Architecture, and/or Urban Planning, as well as nonprofit design organizations.

### EXECUTIVE SUMMARY

Since 1986, the [Mayors' Institute on City Design \(MICD\)](#) has helped transform communities through design by preparing mayors to be the chief urban designers of their cities. MICD brings together eight mayors and a team of eight interdisciplinary design professionals at two-and-one-half day workshops to share ideas and find solutions to each mayor's most pressing design and development challenge. Up to six Institute sessions will take place in 2020: three "National Sessions" geared towards mid- to large-sized or regionally significant cities, and up to three "Regional Sessions" geared towards small to mid-sized cities. This RFQ seeks partners for the up to three 2020 Regional Sessions.

Selected through a competitive RFQ process, each university or nonprofit 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, including travel costs for all participating mayors and design professionals, for whom participation is cost-free.

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.

MICD is a leadership initiative of the [National Endowment of the Arts \(NEA\)](#), 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.

## 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](http://micd.org).

Applicants may submit qualification statements at any time before the submission deadline on **Tuesday, January 21, 2020, at 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 review the applications based on the Evaluation Criteria (Section E) and announce the decision on Monday, March 23, 2020. 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 of 2020. 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 MICD Executive Director Trinity Simons at [trinity@micd.org](mailto: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 Joseph P. Riley Jr., the Mayors' Institute on City Design (MICD) has hosted over 1,200 mayors representing all 50 states, the District of Columbia, and Puerto Rico. Mayors have 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, including 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 empowering mayors to be the “chief urban designers” of their cities. Using the MICD model created 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 leadership from MICD and the host institution, with 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, and Resource Team members — volunteers who receive a modest honorarium — often remark that they learned as much from the mayors as the mayors learned from them.

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 2020 MICD Regional Sessions. The requirements of each selected host and the responsibilities of MICD staff 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. **Staffing:** Identify two individuals who will serve as the Project Director and Project Coordinator, responsible for fulfilling the obligations of organizing a Regional Session. The Project Director will conduct pre-session site visits to all participating cities, write the briefing materials about each city's case study, 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, travel arrangements for participants and local transportation for the group, and production of all required briefing and follow-up materials.
2. **Work plan:** Develop and submit, for review and approval by MICD staff, 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, site visits, venues, agenda, logistics, publicity, background materials, and pre- and post-session activities.
3. **Mayor invitations:** Collaborate with MICD staff 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. **Resource Team invitations:** Collaborate with MICD staff 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 MICD. 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. **Case studies:** 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. **Session logistics:** Plan and coordinate logistical arrangements, including selection of appropriate venues for the opening reception, meetings, and evening meals. Secure complementary services as necessary, which may include but are not limited to, audio/visual, catering, photography, local transportation, and administrative support.
7. **Travel:** Arrange travel and hotel accommodations for participants. Arrange local transportation for participants as necessary.
8. **Supervision:** Supervise paid staff and volunteers. Coordinate involvement of the faculty, staff, students, administration, and other representatives of the host institution.
9. **Briefing materials:** Coordinate and prepare thorough pre-session briefing materials, including profiles of participants and summaries of mayors' case studies. Compile materials into a briefing book; distribute a digital copy to participants at least one week prior to the session and provide a hard copy to each participant at the session. These materials shall be prepared in accordance with the standards for content and graphics as specified by MICD staff.

10. **Follow-up:** Conduct follow-up activities, which may include development and dissemination of press materials, corresponding with participants, and documentation for archival purposes.
11. **Record-keeping:** 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. **Academic advancement:** 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. **Report preparation:** Document the activities of the session in high-quality audio format and in a written meeting summary of the recommendations made at the session, providing both to MICD within one month of the conclusion of the session. MICD 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 MICD within 2 months of the conclusion of the session including 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.

### 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 MICD.
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 all of 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 2020 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 proposed 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.

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

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## E. EVALUATION CRITERIA

Responses to this RFQ will be evaluated by an advisory panel composed of qualified outside experts assembled by MICD leadership. 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 home city mayor.

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### For more information, please contact:

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