



REQUEST FOR PROPOSALS (RFP)

2021 MICD Just City Mayoral Fellowship Host

TIMELINE

RFP announced: Monday, June 21, 2021

Submission deadline: Monday, July 12, 4:00 p.m. Eastern time

2021 host announced: Wednesday, July 21

ELIGIBLE APPLICANTS

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

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. Traditionally, 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. In 2020, due to the COVID-19 pandemic, MICD offered a suite of virtual programs in place of traditional in-person sessions.

One of these new programs is the MICD Just City Mayoral Fellowship. The inaugural MICD Just City Mayoral Fellowship took place virtually in Fall 2020. With a combination of live, virtual class sessions and self-paced assignments over a 12-week period, this unique and highly interactive program brought together a small group of mayors and design experts to directly tackle racial injustices in each of their cities through planning and design interventions.

This RFP seeks one partner to plan and execute the 2021 MICD Just City Mayoral Fellowship ("2021 Fellowship"), which will follow a hybrid model with both in-person and virtual components.

Selected through a competitive RFP process, the selected host will work closely with MICD staff to plan and execute the 2021 Fellowship to MICD's standards. Up to \$50,000 in funding will be awarded by MICD to the selected host for approved direct expenses of the session, including staff time as well as 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; the selected institution is expected to provide additional support (cash or in-kind contributions) covering the overhead costs involved in planning and executing the session. Additional institutional support provided directly by the partner 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.

RFP PROCESS

All background information, proposal instructions, submission requirements, and selection criteria are included in this RFP. The complete RFP is also available for download on the MICD website at micd.org.

Applicants may submit proposal materials at any time before the submission deadline on **Monday, July 12 at 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 proposals based on the Evaluation Criteria (Section E) and announce the decision on Wednesday, July 21. Specific dates for the 2021 Fellowship, expected to take place approximately weekly over a 12-week period in Fall 2021, will be determined by the selected institution in consultation with MICD staff. The selected institution 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 for introduction and consultation before putting together the proposal.

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A. MICD HISTORY & PROGRAM 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, equitable development, 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 traditionally 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 those eight mayors, eight design professionals, and leadership from MICD and the host institution, with no outside observers (and no press).

At these in-person sessions, 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. Each member of the Resource Team also gives a short presentation on how mayors can apply lessons from their area of expertise. 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.

Like at traditional in-person MICD sessions, this Fellowship brings together a small cohort of mayors and design professionals for a collaborative learning experience. Fellowship participants can expect a similarly engaging, candid, collaborative atmosphere in which to gain new frameworks for solving their cities' challenges. However, the Fellowship differs from traditional sessions in a number of key aspects:

- The curriculum and case studies, while covering a variety of allied design fields, are all explicitly related to racial justice and the built environment.
- Mayors are encouraged to invite 2-4 staff members who work on related projects to join the Fellowship, primarily as observers.
- During the inaugural Fellowship, participants met virtually for 1-2 hours on an approximately weekly basis over a 12-week period.
- That program focused more heavily on curriculum and discussion at the beginning, transitioning into collaborative case study work as the Fellowship progressed.
- A different selection of Resource Team members joined each learning session to present, while all were invited to return to provide feedback on the mayors' case studies.

The selected host is expected to design a detailed curriculum, modeling it in large part after the inaugural Fellowship (schedule available upon request) while also tailoring it to a new cohort of participants, current events, hybrid format, and the host's areas of expertise. While the inaugural Fellowship in 2020 was conducted virtually due to the COVID-19 pandemic, the 2021 Fellowship is expected to follow a hybrid model with both in-person and virtual components.

The selected host will enter into a contract with USCM to facilitate the planning, organization, coordination, and implementation of the 2021 Fellowship. The requirements of the selected host and the responsibilities of MICD staff are listed in the following sections.

B. SCOPE OF WORK

Under the agreement resulting from this RFP, the selected host institution, 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 the 2021 Fellowship. The Project Director will design the curriculum and invite guest speakers, curate the mayors' learning experience and staff roles, 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, participant travel arrangements, local transportation for the group, management of virtual learning and meeting platform(s), 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 the 2021 Fellowship. MICD will provide guidance, as needed, in preparation of the work plan. The work plan shall address participant selection, curriculum design, scheduling, publicity, background materials, and venues for in-person activities.
3. Mayor invitations: Collaborate with MICD staff to identify mayors to invite for Fellowship participation and coordinate all invitations. MICD staff will provide an approved list of potential mayors. The host will coordinate invitations to the approved list of mayors and secure attendance of the final participants.
4. Guest speaker invitations: Collaborate with MICD staff to identify guest speakers for Fellowship participation. Coordinate invitations to the potential speakers and secure attendance of the final guests. Invitations to the potential speakers shall only be made after receiving approval from MICD. Ensure that all speakers have signed an agreement acknowledging their acceptance of MICD's standards of conduct (to be provided by MICD). Process all speaker honoraria following their participation.
5. Curriculum: Design a detailed curriculum with an emphasis on discussion-based learning and concrete solutions for busy elected officials. Curriculum should be modeled in large part after the inaugural Fellowship curriculum, while also tailoring it to a new cohort of participants, current events, hybrid format, and the host's areas of expertise. Consult with the MICD executive director on the selection of speakers and case studies. Gather relevant materials — such as maps, data, and photographs — for use in the briefing materials and during the Fellowship.
6. Meeting logistics and moderation: Plan and coordinate all logistical arrangements, including setup and participant communications for all necessary virtual learning platforms. Coordinate all on-site meeting logistics including venue selection, meals, transportation, audio-visual support, and other activities. Efficiently and thoughtfully moderate virtual and in-person gatherings for maximum learning and engagement.
7. Travel: Arrange all travel and hotel accommodations for participants. Arrange local transportation for participants as necessary.
8. Supervision: Supervise paid staff, students, 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 the curriculum. Compile materials into a briefing book; print and ship a hard copy and send a digital copy to each participant at least one week prior to

the start of the Fellowship. These materials shall be prepared in accordance with the standards for content, graphics, and print quality as specified by MICD staff.

10. Assignments and takeaways: Create and manage all suggested reading, worksheets, and other concrete takeaways for participants.
11. Optional activities: Coordinate informal events and other ways to allow mayors, their staff, and speakers to build relationships and network.
12. Follow-up and public event: Conduct follow-up activities, which may include development and dissemination of press materials, corresponding with participants, and documentation for archival purposes. Upon the conclusion of the Fellowship, the host is encouraged to invite participants to participate in a public event showcasing the lessons learned and the work of the mayors and Resource Teams, pending written approval from MICD.
13. Record-keeping: Collect receipts or equivalent documentation for all direct expenses to be reimbursed by MICD, up to the \$50,000 cap. Following the Fellowship, submit an invoice packet to MICD per the written instructions provided in the host contract, to include all receipts and documentation. Maintain appropriate detailed 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.
14. 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.
15. Report preparation: Keep recordings of all virtual and in-person activities of the Fellowship and document them in a written summary, providing both to MICD within one month of the conclusion of the Fellowship. MICD owns the rights to all such documentation. Both the digital and hard copy of the Fellowship summary and video recordings shall be prepared and distributed to participating mayors. Additionally, a final report packet shall be submitted to MICD within 2 months of the conclusion of the session to include both the digital and hard copy of the meeting summary, an evaluation of the session, an invoice and accounting of expenses for reimbursement, and a report on any follow-up activities.

At the conclusion of the 2021 Fellowship, the selected host institution will have the opportunity to enter into a new contract to provide follow-up technical assistance to participants (pending funding availability).

C. 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 2021 MICD Just City Mayoral Fellowship. **(500 word maximum)**
2. Two letters of support. One should be from University or non-profit administration indicating support for the program. The other may come from your local mayor, a mayor you have worked with, or a local design organization.
3. A preliminary workplan **(3 pages maximum)**, proposing Fellowship details including:
 - a. Meeting schedule, including proposed topics for discussion and city-specific case study project schedule
 - b. List of potential speakers from the disciplines of architecture, landscape architecture, city planning, urban design, transportation planning, public policy, real estate development, and related fields whose work centers racial justice
 - c. Content, schedule, and potential venues for in-person component(s)
4. A proposed budget, including an overview of potential cash and/or in-kind contributions. **(1 page maximum)**
5. Biographies of potential Project Director, Project Coordinator, and/or key faculty members or staff.

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D. EVALUATION CRITERIA

Responses to this RFP 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. Quality of the proposed workplan and budget.
3. Demonstrated excellence in real-world application of project faculty/staff's academic areas of expertise and a strong track record of racial justice work.
4. Evidence of adequate institutional resources to accomplish all tasks necessary for a successful MICD Regional Session.
5. A commitment to seek diversity among participants in terms of discipline, gender, age, ethnicity, and affiliation.

CAPACITY

1. Project Director, 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 virtual platforms to facilitate polished, professional virtual events.
3. Appropriate facilities for in-person programming that reflect high standards of design excellence, including meeting space that can comfortably accommodate all participants in a conference setting, lodging, and adequate regional transportation access.

SUPPORT

1. A demonstrated commitment of support from the prospective host institution's administration and leadership.
2. A demonstrated dedication of proposed Project Director to the work of racial justice in the built environment.

For more information, please contact:

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