



Request for Proposals (RFP)

DowntownDC Business Improvement District (BID)

Public Art and Placemaking Strategic Plan

Contents

Introduction	2
Context	2
Scope of Work	2
Task 1: Existing Conditions Assessment	2
Deliverables	3
Task 2: Visioning and Engagement	3
Deliverables	3
Task 3: Plan Development	3
Deliverables	3
Task 4: Plan Implementation	4
Deliverables	4
Timeline	4
Budget	5
Eligibility	5
Submission Requirements	5
Selection Criteria	6



Introduction

The DowntownDC Business Improvement District (BID) is seeking proposals from experienced consultants or consulting firms to develop a **Public Art and Placemaking Strategic Plan** for DowntownDC. The plan will be a five-year strategy for the integration of public art, placemaking, and placekeeping initiatives in DowntownDC. The goal of the plan is to develop a framework and implementation strategy to create vibrant, engaging, and functional spaces that promote pride and reflect the unique character of DowntownDC.

Context

Placemaking is the process of creating and enhancing spaces to promote community engagement, social interaction, and a sense of place. It is a collaborative, community-based approach that involves the design, activation, and management of spaces to reflect the unique character and identity of a community. *Placekeeping* is the practice of preserving and maintaining social, cultural, and environmental assets of a place. Placekeeping protects the unique character of a place through strategies such as environmental conservation, the promotion of local businesses, and the celebration of cultural traditions. Through the development of this plan, the BID hopes to leverage creative art, placemaking, and placekeeping strategies to promote social, cultural, and economic activity.

[DC's Comeback Plan](#), released January 2023, is a catalyst for future investment downtown. The plan lists several goals, including bringing thousands of residents and jobs downtown to improve quality of life. Planned future investment positions DowntownDC to be a leader in placemaking by activating underutilized corridors and enhancing the public realm. Consistent creative and interactive visual art is one aspect of a greater long-term Action Agenda Plan, which the DowntownDC and Golden Triangle BIDs are currently developing.

As DowntownDC undergoes economic and social transformation, this project will play a significant role in shaping the public realm by promoting the cultural and creative vitality of the area. The BID seeks a qualified consultant to develop a five-year plan and implementation strategy for future art, placemaking, and placekeeping downtown.

Scope of Work

The selected consultant will be responsible for developing a comprehensive Public Art and Placemaking Strategic Plan for DowntownDC that aligns with the BID's mission and goals. The plan should include the following elements:

Task 1: Existing Conditions Assessment

The selected consultant will conduct a review of existing assets, public art and placemaking initiatives in DowntownDC, including an assessment of their impact and relevance to the BID's mission and goals. This step will provide a strong foundation for the development of a successful plan that reflects the unique character and identity of DowntownDC.



Deliverables

- PowerPoint Presentation of existing assets, public art, and placemaking initiatives in DowntownDC, including an assessment of their impact and relevance to the BID's mission and goals.
- Map of existing assets in the BID.
- Analysis of best practices and successful examples of public art and placemaking initiatives in other urban areas that could be adapted to DowntownDC to be included in presentation slides.
- Identify gaps or opportunities in public art and placemaking in DowntownDC to inform the selection of priority areas and strategies to be included in presentation slides.

Task 2: Visioning and Engagement

In this task, the selected consultant will conduct the first phase of the plan development, including the refinement of placemaking goals, engagement with key decision-makers and stakeholders, and selection of priority locations.

Deliverables

- Refine goals and values of future placemaking in the BID in alignment with the vision, mission, and objectives of the BID.
- Engage and collaborate with decision-makers and stakeholders. This may include but is not limited to the DC Commission on the Arts and Humanities (CAH), District Department of Transportation (DDOT), Commission of Fine Arts (CFA), Advisory Neighborhood Commission (ANC), National Park Service (NPS), National Capital Planning Commission (NCPC) to refine goals and clarify placemaking standards.
- This phase will include hosting one community meeting. This phase may also include meetings with stakeholders and attendance at ANC meetings as needed.
- Select priority areas and locations of recommended art in collaboration with staff. Priority areas should be selected based on the analysis of existing assets, identified gaps, best practices, and regulatory framework (conducted in Task 1).

Task 3: Plan Development

The selected consultant will develop the plan in this phase by identifying clear recommendations and strategies, developing renderings and visuals, and defining an implementation timeline and budget. This process will require close coordination with staff and engagement with stakeholders and decision-makers to develop strategies within existing regulatory frameworks.

Deliverables

- Develop the draft plan, including clear recommendations and strategies, which will include the focus areas, themes, and design elements that reflect the unique identity



and character of DowntownDC. The final product will be a report including summaries of tasks 1 and 2.

- Map the locations of future public art and develop relevant context, renderings, and visuals for recommended public art in each space.
- Develop a clear implementation timeline and budget.
- This phase will include hosting one community meeting and presenting at a DowntownDC BID senior staff meeting. This phase may also include meetings with stakeholders and attendance at ANC meetings as needed.

Task 4: Plan Implementation

The selected consultant will begin the implementation phase of the identified public art and placemaking strategies.

Deliverables

- Identify and complete initial approvals required for each public art site.
- Produce a roster of active local artists, galleries, fabricators, and other resources in the arts and creative industries and recommend partnership opportunities for the successful implementation of the strategic plan.
- Permit, fabricate, and install one signature mural art piece, which will be selected by BID staff.

Timeline

The development of the DowntownDC Public Art and Placemaking Strategic Plan, including the Design, fabrication, and installation of one selected art piece, should be completed in September of 2023.

Task 1: Existing Conditions Assessment

- Timeframe: June (1 month)

Task 2: Visioning and Engagement

- Timeframe: July (1 month)

Task 3: Plan Development

- Timeframe: August to September (2 months)

Task 4: Plan Implementation

The long-term implementation of this plan will take five years, including project selection, securing funding, permitting and agency approval, and working with local contractors and fabricators to bring each piece to life. However, the selected consultant is responsible for implementing one public art design selected by the BID within two months of the completion of the plan.



- Timeframe: October to December (2 Months)

Budget

The proposed budget should include clear line items by tasks and deliverables that do not exceed the requested amount and are directly related to the project scope. Each cost should include details such as item description, hours worked, materials, or other explanations as needed.

Eligibility

This Request for Proposals is seeking consultants with a strong background in cultural and public art planning, urban design, and architecture. The ideal consultant will have experience as both an artist and an architect and possess a deep understanding of the local fabricators and contractors within the D.C. area. In addition, the selected consultant should have experience successfully implementing public art initiatives in the D.C. area. The selected consultant must also have the expertise to navigate government regulations and permitting processes. As part of our commitment to diversity and inclusivity, we strongly encourage women of color to submit proposals in response to this RFP.

Submission Requirements

To ensure a comprehensive and competitive response to this RFP, proposals must meet the following submission requirements. The BID seeks proposals that are well-organized, detailed, within budget, and demonstrate a clear understanding of the project's scope and goals.

Proposals must include the following requirements:

1. **Statement of Interest:** Introduce the consultant and their team, including a brief description of their experience with public art and placemaking initiatives in the area and their interest in the project.
2. **Project Approach:** A summary of the consultant's proposed approach to developing the public art and placemaking strategic plan, including a description of the consultant's methods, processes, and tools.
3. **Project Team:** A list of key staff who will be involved in the project, including their roles, qualifications, and experience.
4. **Timeline:** A detailed timeline outlining the proposed schedule based on the tasks and deliverables including specific milestones and deadlines. The proposed timeline must complete tasks 1-3 by September 30, 2023.
5. **Budget:** A detailed budget that outlines all expenses associated with the development of the public art and placemaking strategic plan, including consultant fees, travel, and other expenses. The proposed budget must not exceed \$105,000.
6. **Relevant Work Samples:** Samples should highlight the consultant's expertise in public art and placemaking based on the requirements of this project.



7. **References:** a list of at least three references from similar projects the consultant has completed, including the names and contact information for each reference.

To respond to this Request for Proposal, please submit a complete proposal by **5:00 p.m. on May 5, 2023**, to Ella Faulkner, vice president of planning and placemaking (ella@downtowndc.org), and Megan Schott, associate planner (megan@downtowndc.org).

Selection Criteria

The selection committee will review all proposals and evaluate each submission based on their compliance with the submission requirements, experience, qualifications, and demonstrated ability to deliver the project on time and within budget. The consultant will be selected by a panel of staff at the DowntownDC BID and announced no later than June 2, 2023. Proposals submitted after 5:00 p.m. on May 5, 2023, will not be considered.