



REQUEST FOR QUALIFICATIONS (RFQ) Cycle 2

Creative Strategist Artist-in-Residence (CS-AIR): Embedding artists to solve real life problems

Project Overview

Creative Strategist Initiative

Now in its second year, CS-AIR Cycle 2 embeds an artist as a creative strategist and art maker into a County department for a year-long residency. The participating departments include: Mental Health, Parks and Recreation and Public Health. The selected artist will work alongside staff, project partners, community stakeholders and artists in a collaborative process to develop, strategize, promote and implement artist-driven solutions.

The Creative Strategists will work with LACAC and partner departments to develop an evaluation plan. The Creative Strategist will document the process, approach and lessons learned to help transform County practices and responsiveness. The Creative Strategist may work with at-risk populations, such as Foster Youth, Probation, Homeless, LGBTQ and others.

Opportunity No. 1: Department of Mental Health (DMH)

LA County Arts Commission and the Los Angeles County Department of Mental Health (LACDMH) seek artists as Creative Strategist Artist-in-Residence. An artist as creative strategist will provide community building activities and messaging around mental health issues that encourage dialogue and action. Artist must be available for part-time hours the months of May for the We Rise campaign and September for suicide prevention and recovery month.

Opportunity No. 2: Department of Parks and Recreation

LA County Department of Parks and Recreation seek artists as Creative Strategist Artist-in-Residence. An artist as creative strategist will; develop and integrate arts and cultural programming as a core program in parks; develop a framework for arts and cultural programming; and develop a phased implementation plan.

Opportunity No. 3: Department of Public Health

LA County Department of Public Health and the county Office of Violence Prevention (OVP) seek artists as Creative Strategist Artist-in-Residence. An artist as creative strategist will be a thought partner in the creation of the OVP and help to both develop an environment that fosters innovative ideas and open dialogue on trauma and violence prevention and communicate ideas in innovative ways. The artist must be available during Public Health Week April 1-7, 2019 with mandatory participation on April 4 for the official launch even of the Office of Violence Prevention.

Further information on the Department focus is found on Attachment A: Department Opportunity Information.

Creative Strategist Initiative Background

In June 2017 the LA County Board of Supervisors unanimously approved a [motion](#) to fund the placement of artists, arts administrators or other creative workers who are representative of diverse constituencies in paid positions as creative strategists in County departments “to develop innovative solutions to social challenges.” The LA County Arts Commission (LACAC)

manages implementation of the artist residency. This project is part of the Cultural Equity and Inclusion Initiative, a County initiative designed to ensure that everyone has access to arts and culture, and to improve inclusion in the wider arts ecology for all residents in every community.

Eligibility

This residency is open to professional artists who live or work in Los Angeles County. The Creative Strategist must be available to participate onsite for a part-time flexible schedule in the designated LA County Department for the duration of the AIR program: DMH/Korea Town; DPR/Alhambra; and DPH/Alhambra as well as locations throughout LA County for field work and engagement—County of Los Angeles is over 4,000 square miles and serves a population of nearly 10 million residents speaking over 200 languages. Access to transportation is required.

For DMH, artist must be available for part-time hours the months of May for the We Rise campaign and September for suicide prevention and recovery month.

For DPH artist must be available during Public Health Week April 1-7, 2019 with mandatory participation on April 4 for the official launch even of the Office of Violence Prevention.

Budget

The Creative Strategist will be given an all-inclusive budget of \$50,000 per year broken down as follows: \$40,000 allocated to artist fees and travel/mileage/parking and \$10,000 allocated for all costs associated with the development and execution of community-specific engagement, activities and art making.

Selection Evaluation

An artist as Creative Strategist is someone who can bring artistic methods to help County departments achieve clearly articulated goals. This project requires a deep commitment. Artists must be driven by collaborative work and a commitment to community engagement. They must have a portfolio which demonstrates their ability to align creative practice with social and public need. To assure that the goals of the project are met, artists will be required to participate in a competitive selection process. Applications will be reviewed by a committee of stakeholders and evaluated on the following:

Art Practice:

- Artistic merit and professional qualifications demonstrated in a dynamic portfolio of past work
- A broad range of creative skills applicable to the development and execution of the residency program, including but not limited to: social practice, happenings, permanent and temporary artworks, convenings, pop-ups, etc.

Process:

- Experience working collaboratively with diverse stakeholders
- Ability to communicate effectively and synthesize complex concepts related to program development
- Basic knowledge of the diverse services provided by the designated LA County Department (DMH, DPR and/or DPH) and eagerness to learn more and a sincere desire to work on the goals and directives of Department

Selection Process

Up to five artists will be selected for interviews based on evaluation listed above. The selected artists will be required to develop a short presentation for a committee of County staff, project partners, community stakeholders and local residents. The committee will evaluate artist's applications and presentations to select the artist-in-residence.

Tentative Schedule

| | |
|---------------------|--|
| RFQ issued | February 1, 2019 |
| Deadline | February 28, 2019, 11:59p.m. Mountain Time |
| Finalist interviews | |
| DPH | March 13, 2019 |
| DMH | March 19, 2019 |
| DPR | March 21, 2019 |
| CS-AIR | April 2019-May 2020 |

To Apply:

https://artist.callforentry.org/festivals_unique_info.php?ID=5750

Applications must be uploaded to Call for Entries (CaFE) no later than **February 28, 2019 10:59 p.m. Pacific Standard Time (or 11:59pm Mountain Time)**. Any application materials received after the date and time specified above will be rejected and considered non-responsive.

CHECKLIST:

Incomplete application will result in disqualification

- Resume**
- 10 images**
- Annotated list with image thumbnails**
- Reference letters (two)**

Letter of interest (check the department to which you are applying, no more than two departments is permitted)

- Department of Mental Health**
- Department of Parks and Recreation**
- Department of Public Health**

Submit:

1. **Resume** including name, mailing address, phone number(s), email and web page (if applicable). Resume should not exceed three (3) pages.
2. Up to **ten (10) images video clips** of your work – total of ten (10) work examples:
 - Submit digital images in JPEG format, PC compatible no larger than 1920 X 1920 pixel resolution (do not zip or stuff your files) and no larger than 2MB.
 - Title each image with artist's name and a number which corresponds to the annotated image list – for example 01JaneJones, 02JaneJones.
 - Do not insert multiple photos into one image.
 - Optional: Artists may submit up to two (2) videos of relevant past work up to one (1) minute each and/or up to two (2) publications documenting past work, **however, only up ten (10) examples of your work are allowed, anything that exceeds this amount will not be reviewed.**

3. Annotated Image list to include:

- Title, date and location of artwork;
- Very brief project description (250 words);
- Medium and dimensions;
- Budget; and
- Commissioning agency or client, and project manager, if applicable.

4. **Two letters of recommendations** specifically addressing the strengths and outcomes of your work.

5. A letter of interest addressing the following, including, where possible, examples of where you have done the kind of work you are describing:

Only letters that specifically address these points will be considered.

CS-AIR general questions:

1. Why are you interested in an Artist in Residence in County government?
2. Your experience with engaging or organizing community members in creative and collaborative processes;
3. Your ideas about the role of art in society. How can art help bridge conversations between generations and cultural backgrounds?

Department Specific Questions: You may apply up to two (2) Departments and must answer the Department specific questions.

Further information on the Department focus is found on Attachment A: Department Opportunity Information.

Mental Health

1. How do you believe art can play a role in an individual's sense of purpose and well-being?
2. How do you see art playing a role in building communities?
3. Describe how you intend to approach the scope of work and goals of this Creative Strategist AIR.
4. What is your availability the months of May and September?

Parks and Recreation

1. How will your skills, knowledge, and vision assist Parks and Recreation develop an arts and cultural program framework?
2. How has your experience and background prepared you to work in diverse unincorporated communities to assess their needs for arts and cultural programming?
3. Describe how you intend to approach the scope of work and goals of this Creative Strategist AIR.

Public Health

1. How can art help to promote safety, healing and wellbeing in communities with high levels of violence?
2. Describe how you ensure that your arts practice is culturally relevant, inclusive and community centered?
3. Describe how you intend to approach the scope of work and goals of this Creative Strategist AIR.
4. What is your availability the first week of April?

For questions, please contact Pauline Kanako Kamiyama, Deputy Director of Civic Art and Acting Cross-Sector Manager/Creative Strategist Initiative at 213-202-5920 or pkamiyama@arts.lacounty.gov.

For additional information about the Civic Art Program, please visit the Civic Art Program online at www.lacountyarts.org/civcart.htm.

- *Do not send original artwork.*
- *Late applications will not be considered.*
- *If artists are applying as a team, the team must be declared at the time of application in the letter of interest. Include resumes for all team members with application. Please submit a minimum of 5 images per team of completed or proposed projects, not per artist.*
- *The Arts Commission reserves the right to accept or reject any and all responses received, or commission an artist through another process.*
- *All artists who submit their materials for review will receive written notification of the results of the selection process, including identification of the selected artist(s).*
- *This request for qualifications does not constitute an offer to contract or a promise for remuneration, recognition, or any other thing. Submission of any materials in response to this request for qualifications will not constitute an express or implied contract. The information contained and/or any program or event described herein may be changed, amended, modified, canceled, revoked or abandoned without notice at any time and for any reason in the sole discretion of the Arts Commission or the County of Los Angeles.*
- *Artists will not be eligible for more than two County projects at any given time.*
- *Priority will be given to artists who have had no prior commission of the same or greater budget with the Los Angeles County Civic Art Program.*
- *If artist is selected for the AIR, artist will be required to enter into a contract with the County of Los Angeles. Because the AIR will partially take place on County property, artwork will be located on public property, and because the County of Los Angeles is a public entity subject to laws, rules and regulations which are not necessarily applicable to private persons or companies, the Arts Commission has prepared a form agreement for use in connection with artwork commissioned for the Civic Art Program. A copy of the form agreement can be found on the Arts Commission's website, at www.lacountyarts.org/civcart_opportunities.htm. If artist is selected, the artist acknowledges that he/she is willing and able to enter into a contract in the form made available on the Arts Commission website. The Arts Commission reserves the right to revise or change its form agreement at any time, for any reason, and to require artists to use the revised form for contracting purposes*
- *Artist is required to carry General Liability Insurance for 1 million and indemnify the County and Automobile Insurance meeting California minimum standards throughout the duration of the AIR.*
- *Artist will submit to a background check prior to start of the AIR; participate in an County onboarding process including but not limited to County policy on equity, sexual harassment prevention and other trainings as necessary.*



ATTACHMENT A
DEPARTMENT OPPORTUNITY INFORMATION
REQUEST FOR QUALIFICATIONS (RFQ) Cycle 2
Creative Strategist Artist-in-Residence (CS-AIR):
Embedding artists to solve real life problems

Artist may apply to up to two (2) opportunities – see the RFQ for information on materials needed to apply online at Call for Entry:

https://artist.callforentry.org/festivals_unique_info.php?ID=5750

Opportunity No. 1: Department of Mental Health (DMH)

LA County Arts Commission and the Los Angeles County Department of Mental Health (LACDMH) seek artists as Creative Strategist Artist-in-Residence. An artist as creative strategist will provide community building activities and messaging around mental health issues that encourage dialogue and action.

Project Focus

Building upon the successful engagement of We Rise (<http://werise.la/about/>), a youth focused mental health and wellbeing campaign which took place through 10 days of pop up art, music and programming, the Creative Strategist will work on the new Why We Rise (<http://whywerise.la/>) campaign. The Creative Strategist will be embedded in the Strategic Communications department to help design a creative engagement strategy with an emphasis on making difficult issues more relatable and easier to discuss. This will include creating and implementing a strategy directly with clients at the DMH Resource and Wellness Centers throughout the County. The artist will also work on engagement through a holistic approach, in tandem with the Strategic Communications team who will manage the social media and communications aspects. LACDMH sees the Creative Strategist as playing a vital role in transforming the department's core mission of delivering services and resources to those most in need. The critical months of engagement that require artist participation include the We Rise Campaign in May and suicide prevention month in September. Creative Strategist participation is mandatory and will range between **15-30 hours a week** during this time.

About the Department of Mental Health

The mission of the Department of Mental Health is to optimize the hope, wellbeing and life trajectory of Los Angeles County's most vulnerable through access to care and resources that promote not only independence and personal recovery but also connectedness and community reintegration. The Department of Mental Health (DMH), is the largest county-operated mental health department in the United States and operates programs in more than 85 sites. On average, more than 250,000 County residents of all ages are served every year.
<https://dmh.lacounty.gov/>

Opportunity No. 2: Department of Parks and Recreation

LA County Department of Parks and Rec seeks artists as Creative Strategist Artist-in-Residence. An artist as Creative Strategist will develop and integrate arts and cultural programming as a core program in parks, develop a framework for arts and cultural programming and develop a phased implementation plan.

Project Focus

The County of Los Angeles Department of Parks and Recreation (DPR) recently conducted an inventory and assessment of all its departmental programs. As a result of the assessment, DPR identified existing disparities in programming, notably that programming was non-institutionalized and non-systemic. The Creative Strategist will work in collaboration with DPR staff to establish standards for the creation, development, and enhancement of arts and culture core programming and curriculum across all of its facilities, particularly in local and community parks addressing equity, inclusion and access. The Creative Strategist will also develop and implement a plan to help evaluate the extent to which DPR is reaching vulnerable populations. This will include working with DPR staff to measure and evaluate the efficacy of its current arts and culture programming in regards to metrics, and key milestones to assess progress per park, or per Service Planning Area. The Creative Strategist will also facilitate partnerships between DPR and local artists as a means for DPR to connect with the vast resources of the local community while also providing a platform for local artists. A large part of this work will include developing culturally-relevant arts based tools, activities, programs, and training materials that address existing inequities—including race and ethnicity; socio-economic status; gender, LGBTQ populations, and disabilities. As such, the Creative Strategist will help DPR to gain the tools and data required to refine its programming to meet the distinct and diverse needs of each community, but also to ensure the greatest opportunity for equity, inclusion, and access to the arts and culture programs for all participants. The work of the Creative Strategist's will allow DPR to incorporate arts and culture into its other programming, such as for its award-winning Parks After Dark (PAD) program.

About the Department of Parks and Recreation

The County of Los Angeles Department of Parks and Recreation meets the recreational needs of residents and visitors from all over the world through programming, facilities, land acquisition, environmental stewardship and more! Today, the Department owns 182 beautiful parks including natural areas, wildlife sanctuaries, lakes, trails, arboreta and botanic gardens and local, community and regional parks. The Department also operates the largest municipal golf system with 20 courses at 18 locations and owns great cultural venues including the John Anson Ford Amphitheatre and the world famous Hollywood Bowl. The Department is committed to providing social, cultural and recreational opportunities for all to enjoy.

<https://dmh.lacounty.gov/>

Opportunity No. 3: Department of Public Health

LA County Department of Public Health and the County Office of Violence Prevention (OVP) seeks artists as Creative Strategist Artist-in-Residence. An artist as creative strategist will be a thought partner in the creation of the OVP and help create an environment that fosters innovative ideas and open dialogue on violence prevention.

Project Focus

In response to the high rates of violence in the county, the Department of Public Health (DPH), at the request of the Los Angeles County Board of Supervisors, established an Office of Violence Prevention (OVP) to help coordinate violence and trauma prevention efforts countywide. The Office plans to use data, input from stakeholders and strategic planning to inform the activities and priorities of the Office. The OVP will facilitate capacity building and engagement of residents in communities impacted by crime and violence. The Creative Strategist will play a key role in helping the OVP to create an environment that fosters innovative ideas and dialogue on trauma and violence prevention. The Creative Strategist will work to increase access to the arts, affect social change through innovative practices, and use creative techniques to increase stakeholder engagement and participation. This engagement

will happen with community based organizations and sister county department/programs to encourage staff to consider art as a critical component in their strategic planning and service delivery models. The work of the Creative Strategist will also involve cultural research to inform OVP efforts as the Office seeks to build its approaches and programming around the assets, diversity, creativity and complexity of the communities it serves.

About the Department of Public Health

The Los Angeles County Department of Public Health works to protect and improve health and well-being to over 10 million residents. One of the Department's top priorities is to advance health equity. Research has increasingly shown that social and economic conditions contribute to approximately 40% of community health and longevity. Public Health is committed to reducing health disparities through collaborations with a wide-range of partners. The Department strives to support policies, practices and programs that lead to healthier environments. Public Health's mission is to protect health, prevent disease, and promote health and well-being for everyone in Los Angeles County. With 14 Public Health Centers located throughout LA County, the Department provides free and/or low-cost services to those with no insurance or regular health care provider, including immunizations and communicable disease testing and treatment. Critical engagement will occur during the first week of April for Public Health Week with mandatory participation on April 4, 2019 for the launch event of the Office of Violence Prevention.

<http://publichealth.lacounty.gov/>