



## **Request for Proposals**

Documentarian Support for The Trust for Public Land's Heat Response Project

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Reply to:

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## **Background**

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come. Millions of people live near a Trust for Public Land park, green schoolyard, or natural area, and millions more visit these sites every year. Our work is focused on four major initiatives: Parks, lands, schoolyards and trails. The process of creating parks and public green space brings people together and increases community capacity to fix problems far beyond the boundaries of the park. The Trust for Public Land is reimagining and realizing the power of land for people to create stronger communities that move our society forward. We are committed to contributing to climate resilience, advancing equity and access to greenspaces, and promoting public health.

## **Request for Proposal**

### *Purpose*

The Trust for Public Land is seeking a documentarian to review our past work observe/record key learnings as our work on our initiative entitled *Heat Response: Creative action for Philly's Rising Temperatures*. We are looking for someone who can identify, analyze, and describe the story and impact of this project. Documentation may take form as a report, story map, deck--or other medium, we're open to ideas and will look to you for your advice. The output from this work will serve as a reflection tool for our national organization as we consider the project's impact on us and the communities we serve. Documentation will be shared with organizations who can learn from our work; policymakers who are devoted to public art and/or climate justice; and potential supporters, including donors, who can be more informed on who to invest in.

### *Scope of work*

We welcome creative ideas on how documentation can be conducted. All activities must adhere to COVID-19 guidelines and be adaptable to restrictions as they are enacted or lifted throughout the course of the documentation. At this point, we anticipate three key activities, but welcome proposals that provide for additional/modified activities as long as strong rationale is provided. The selected documentarian will provide the following services among other elements still to be identified. Services will cover a period of February 2021 to June 2022.

- Review existing/ongoing cataloging and reporting of communication
  - Review existing collateral we've used to engage communities and other audiences
  - Review recordings of key project meetings/webinars
  - Highlight key learning moments that have been articulated through various forms of communication (emails, memos, etc.)
- Witness field work
  - This may include key community engagement activities (workshops, community build days, outreach sessions, etc.)
  - This may also include direct interviews with staff involved in project and key project partners (artists, residents, and advisory team members)
- Articulate a narrative
  - Summarize for The Trust for Public Land and other identified audiences the key lessons, growth, challenges, and obstacles that have been foundational throughout the duration of this project
  - Present narrative in compelling manner either through a high-quality report with visual accompaniments, a story map, or other media solutions – our budget should be taken into consideration when determining which media is most effective

### *Budget*

We're looking for a budget totaling \$25,000 for the 2 years of this initiative. Should your recommendations exceed these requirements, we would appreciate you conveying these to us in a tiered manner for our consideration.

### *Evaluation Criteria*

All entries will be reviewed. Top submissions may include a follow-up call to allow for additional details and questions. We'll take into consideration:

- Creativity
- Past work samples
- Qualifications
- Cost

We realize that interested firms and individuals may have questions related to this RFP. We welcome questions or requests for further information. We will respond to such communication to the best extent possible.

## **Our work in Philadelphia and the Heat Response project**

In Philadelphia, we're transforming barren asphalt schoolyards and recreation centers into vibrant green spaces for the community. And helping to safeguard funding for parks and conservation across the state.

Heat Response comes at a unique moment for us. The Trust for Public Land has worked alongside communities in Philadelphia since 2012 to create art-infused green schoolyards and park spaces. Through our work with residents in the city, we've witnessed how too often, investments don't reach the places of greatest need and the resulting unfortunate repercussions that reverberate across generations. Heat Response: Creative Action for Philly's Rising Temperatures – seeks to make explicit that climate change, despite its sense of inhuman scale, is an acutely personal experience. Using a team approach, residents in Grays Ferry, Southeast Philadelphia, and Fairhill will make public art that answers the question: "Why should we care about urban heat and what can we do about it?"

The Trust for Public Land, in partnership with nationally-acclaimed artist Eve Mosher, local artists, subject matter experts, and residents will: 1) find creative ways and means to capture first-hand narratives of resident's experience with urban heat, 2) propose unique, arts-based solutions in and around parks that speak to the urgency and magnitude of residents' experiences, and 3) raise awareness and spur action toward resolution.

Heat Response uses an interdisciplinary approach that involves:

- The Trust for Public Land in Philadelphia as the backbone organization for this effort, providing strategic oversight and a commitment to climate and equity through parks.
- Eve Mosher serves as lead artist, curator and facilitator. For nearly 13 years, Eve has worked alongside communities in urban areas to tackle regional climate impacts. She utilizes story-sharing, mapping, research, and design to link disparate communities and respond to the complexity of climate. In this project, Eve will design the process through which we work in each neighborhood, and will be supported by a community engagement coordinator who will play an administrative role in coordinating partners.
- Local artists are embedded into this work, advancing the project's artistic excellence and relevance to the community. Local artists serve as citizen scientists, creative change-agents, and researchers within the community. Our artists, whose bios you can read on the Heat Response website, are:
  - Jenna Robb, Grays Ferry
  - Amber Art and Design (Linda Fernandez and Keir Johnston), Fairhill
  - José Ortiz-Pagán, Southeast Philadelphia

- Community Leads represent their neighborhood as part of the project's Steering Committee. We have involved two to three leaders per neighborhood. Each is a leader and influencer in their respective community, and will play a key role in driving participation from residents.
- An Advisory Team of professional members support the project through their insight and expertise related to social work, conflict resolution, and other expertise as necessary. Their involvement will help ensure excellence across all program activities and address any skills gaps. Our Advisory Team is comprised of professionals in research, non-profits like Mural Arts and the Pennsylvania Horticultural Society, parks and recreation, the Mayor's Office, and more.

Given the nature of the project and the changes that have occurred and may occur due to COVID-19, we continuously adapt and adjust the work plan to fully realize our community engagement goals so that we make work that achieves our desired outcomes and embodies artistic excellence. Below, you'll find our current timeline.

## 2020 PLANNING PHASE

January- February

On board community leads & stakeholders; begin outreach to potential local artists; finalize advisory team makeup; hire relevant contract staff; seek marketing partner

March-July

Convene first steering committee meeting; hire marketing partner; finalize methods and plans for community engagement;

August – December

Engage residents and host community programs in 3 neighborhoods; creative approaches to listening and storytelling; design citywide campaign

## 2021 COLLABORATIVE DESIGN PHASE

January - May

Select artistic interventions, convene steering committee; advance plans for citywide campaign linking neighborhoods and overarching message for project, utilizing insights from community engagement; seek artist's proposals for creation of interventions

## 2021 – 2022 INSTALLATION PHASE

June – August

Continue citywide creative campaign, convene steering committee; finalize art installations and continue community engagement

September – December

Neighborhood events to celebrate installations; convene steering committee; engagement to solicit feedback; advance citywide campaign

## 2022 SHARING/ASSESSMENT PHASE

January - June

Continue citywide campaign; final steering committee meeting; conduct any final event(s); conduct assessment and measurement

Learn more about urban heat:

- <https://www.tpl.org/blog/how-to-combat-the-heat-island-effect>
- <https://www.tpl.org/benefits-green-infrastructure-heat-mitigation-and-emissionsreductions-cities>