



Metro

Los Angeles County
Metropolitan Transportation Authority

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Call to Artists

Southeast Los Angeles artist-led, community-engaged cultural asset mapping

March 9, 2021

Metro Art invites artists to submit qualifications for consideration to engage Southeast Los Angeles (SELA) communities in cultural asset mapping and artwork creation.

Project Background: *Nos Vemos/We See Us*

The arts play a significant role in supporting cultural representation, reinforcing a sense of belonging, and opening new pathways to meaningful engagement in transportation projects. With support from the Government Alliance for Race and Equity's (GARE) Race Forward Innovation and Implementation Fund, Metro Art will support up to four (4) artists to lead community engagement activities and artwork creation that amplifies existing cultural assets. The work produced as part of *Nos Vemos/We See Us* will directly inform transportation planning for projects in the SELA communities.

Cultural asset mapping is a community-engaged process of identifying, supporting, uplifting and documenting the distinct people (artists, culture bearers and culture workers), creative practices, histories, traditions, artworks as well as cultural organizations and resources within a place, to inform community planning. Cultural asset mapping honors the ways in which culture exists and thrives in communities today. This initiative will utilize artist-led engagement resulting in an artwork to inform transportation planning as a way to implement cultural asset mapping.

Project Brief

Selected artists will develop and implement a community art engagement plan and an artwork as creative documentation.

1. **Community engagement plan** for cultural asset mapping will be developed by the selected Artist(s) and informed by their creative practice, lived experience, knowledge and research of the focus community. The plan will include culturally-relevant community engagement activities, which may vary, and may include but are not limited to:
 - a. Creative activities that elevate neighborhood character, cultural dynamics and assets;
 - b. Formal interviews or informal conversations with residents and culture bearers;
 - c. Youth mentorship characterized by knowledge exchange and artwork creation; and
 - d. Community-based art activities in collaboration with an organization.

2. **Creative documentation** of the implemented community art engagement plan may take different artistic forms including, but not limited to, documentation of a performance, a video, a compilation of photographs, a zine, a sound piece, and/or a selection of poetry.

At this time, artists are to utilize physically distanced community engagement strategies conforming to LA County Department of Public Health COVID-19 health safety guidance.

Eligibility

Applicants must be:

- 18 years or older at the time submittal is received
- Based in or closely connected to SELA communities
- Legally authorized to work in the U.S. (per the U.S. Department of Labor)
- Employees and contractors of Metro are not eligible

Selection Process

An evaluation team of community-based stakeholders will review the artist submittals and recommend finalists for interviews. Invited artist finalists will meet with the evaluation team to discuss their past experience and present a community engagement plan proposal and budget breakdown. Finalists will be notified by mid-April 2021 and will have approximately one and a half weeks to prepare for this interview. All invited finalists will receive compensation to develop and present their proposals.

Evaluation Criteria

The following criteria will be used for the identification of finalists:

1. Experience (weighted at 60%)
 - Past experience engaging LA communities to represent diverse narratives and inform artwork as demonstrated by statement of interest and past work submitted
2. Artistic Merit (weighted at 40%)
 - Artistic merit as demonstrated by cultural relevance and technical skills as evidenced by past work submitted

Budget

- Invited finalists will receive \$500 to develop and present a proposal, which will include a community engagement plan, proposed creative documentation, and budget breakdown.
- Selected artists will receive an additional \$2,400 for all-inclusive implementation of the project. Upon project completion, payment will be made as one check for \$2,900 (which includes both the proposal fee of \$500 and the implementation fee of \$2,400).
- Metro will cover artwork production costs for printing of documentation of up to \$1,000 to be paid directly to a printer or applicable vendor approved in advance in writing by LA Metro.

Application Materials

All application materials must be submitted online via <https://www.surveymonkey.com/r/SELAart>

The online SurveyMonkey application will request the following information:

1. Name, Zip Code, Phone, Email. This information will inform the review and selection of finalists for the project and ensure Metro's ability to contact the applicant with the evaluation results.
2. A brief statement of Interest describing: a) your connection to the Southeast LA (SELA) communities (specify the community/ies); b) your interest in engaging communities through your creative practice; and c) a brief description of your approach to developing a community engagement plan. (2 pages maximum)
3. Past artworks and/or photos of community engagement activities that you have led in the past.
4. A short (two sentence) description of each image. Include: Title, Date, Medium, Site/Location, Budget and/or Partners, if applicable).

Notes

- Incomplete applications will not be considered.
- By sharing this application information, the applicant allows the information, including any artwork, to be shared with Metro staff and those on the community-based evaluation team for the purpose of reviewing the applications and selecting artists for the project.
- As a public agency, Metro will safeguard any Personally Identifiable Information (PII) and Intellectual Property (IP) submitted, subject to Metro's obligations under the Public Records Act and other applicable laws.
- The application information will be retained by Metro for up to five (5) years. The community-based evaluation team will not retain the application information.

Submittal Deadline

Applications must be received online through SurveyMonkey by **Sunday, April 4, 2021 at 5pm**
Application materials received after this deadline will not be reviewed.

Application Workshop

LA Metro will host an information workshop to demonstrate the online application process and answer applicant questions on Tuesday, March 23, 2021, 5-7pm. Please RSVP for the workshop here <https://www.eventbrite.com/e/nos-vemoswe-see-us-application-workshop-tickets-144685908447>

Project Timeline

Application Workshop: Tuesday, March 23, 2021, 5-7pm
April 4, 2021 at 5pm: Submittal Deadline
April 15/16, 2021: *Finalist Notification*
April 29, 2021: *Finalist Interviews/Artist Selection*
May 3, 2021: *Artist-led engagement begins*
June 30, 2021: Artist-led engagement and artwork complete

Usage

The artwork developed as creative documentation will be considered work for hire. As such, selected artists will be required to sign a usage agreement, which is available at metro.net/art

Questions

Please forward any questions regarding this RFQ via e-mail to Holly Hampton, Senior Manager, Metro Arts & Design at HamptonH@metro.net. Requests should include the subject line "*Question: Nos Vemos.*" Please send all questions in writing, via e-mail, no later than 5pm PST on **March 29, 2021**. Answers will be posted to metro.net/art weekly on Fridays by 5pm leading up to the deadline.

All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change.