



**RICHMOND
ARTS
CORRIDOR
RFP
PROPOSAL**

RICHMOND RENAISSANCE

Section A: Respondent Cover Letter

Dear Richmond City Council-Members

Thank you in advance for your time and consideration of our proposal. Our group, the Richmond Renaissance, is a collective of artists and community leaders with over 100 years of combined firsthand experience utilizing the transformative power of the Arts to heal, drive social change, preserve traditions, inspire creativity, and connect hearts across generations. We are thrilled to apply for this RFP and confident our aligned mission and values will significantly contribute to the city's efforts to establish an Arts Corridor.

As local leaders, we know Richmond is in a period of great transformation. Many are still feeling the effects of the pandemic. Climate change has entered a stage that causes extreme weather in the form of wildfires, mega-storms, and more. Richmond is at a moment where it would be wise to diversify our economy and reduce our reliance on a dying fossil fuel industry. In this critical moment, establishing a world-class arts corridor will uplift our community, diversify our economy, and improve our quality of life through a focus on the arts.

In our proposal, you will find why we are uniquely suited for this project. Our organization's mission is to create a renaissance of the arts by establishing and supporting an Arts Corridor in Richmond. Our values and practices include community engagement, democratic governance, and community building, focusing on the arts.

We have engaged community funders in the past year and conducted policy research to support the arts corridor. We are confident that our network of art organizations, professionals, and community leaders will significantly contribute to the city's effort to develop a strategic plan and support its implementation.

The Key Elements of our proposal include

Cover Letter:

Our cover letter introduces our team's enthusiasm and commitment to the Arts Corridor initiative, our dedication to deep community engagement, and our focus on centering the best interests of the City and community of Richmond in this initiative.

Brief History of Experience, Qualifications, and Successes:

This section will cover our proven track record of successful community engagement initiatives, our team's extensive experience, diverse expertise, and our passion for driving positive change in Richmond through arts and culture.

Background and Project Summary:

We cover the background and context of our understanding of the Arts Corridor initiative and outline our deliverables and objectives according to this RFP's requests.

Methodology:

This project's interdisciplinary methodology combines multiple disciplines to prioritize inclusivity, agility, and data-driven decision-making, ensuring effective community engagement, strategic planning, and project success.

Project Timeline:

The project timeline outlines critical milestones, deliverables, and deadlines. We detail the expectations with a monthly work breakdown over four months.

Staffing and Qualifications:

Our team comprises experienced professionals with community outreach, strategic planning, and project coordination expertise. We are equipped to lead and support all aspects of this project and can deeply engage and uplift local stakeholders' interests and desires in the arts corridor.

References:

We include references from past clients who can attest to the professionalism, reliability, and ability to deliver exceptional results.

Cost:

Our cost proposal is fair and includes discounts to meet the city's requested budget.

Value-Added Services:

In addition to our core services, we offer value-added benefits such as an existing stakeholder network, private funder engagement, and leveraging our leadership's expertise to enhance the project's impact and sustainability.

Responses to Additional RFP Information Request.

We have reviewed and understood all elements of the RFQ and RFP. You may consider our application a statement of intent to perform the services requested in this RFP/RFQ. We are excited about the possibility, and if selected, we will agree to the terms and conditions prescribed by this RFP, including insurance requirements (Attachment 1), Sanctuary City Compliance Statement (Attachment 2), and information laid out in the sample Standard Service Agreement (Attachment 3).

The Richmond Renaissance has no employees and is volunteer-run. It has benefited from in-kind service donations from Critical Impact Consulting for strategic planning and organizational development. Our founders have volunteered their time and expertise over the past year, representing the community's investment in this initiative.

Our Client base is focused on the Richmond community.

Office Location: C/O RPA 12929 San Pablo Ave, Richmond, CA

Phone Number: (415) 272-5311

We confirm those responsible for this project have at least three (3) years of verifiable California experience.

We assure you that the proposal price will be valid for at least 180 days.

Our single point of contact for this project will be Ratha Lai.

Email: Ratha@CriticalImpactConsulting.com

Phone Number: 510-313-3144

Sincerely

A handwritten signature in black ink, appearing to read "BK Williams". The signature is stylized and written in a cursive-like font.

BK Williams
Richmond Renaissance Steering Committee Chair

Brief history of experiences, qualifications, and successes:

Our organization, the Richmond Renaissance, is a network of local art-based organizations. Our steering committee has been working on establishing an Arts Corridor in the past year. It will continue to develop and support an arts corridor consisting of individuals with over 100 years of combined experience in arts and community engagement. We informally came together one year ago to create more connections to the arts for Richmond Residents. We identified an opportunity to establish an arts corridor through our discussions and monitoring of city policies such as the American Relief Plan Act. We discussed and settled on a key objective in our mission to create an arts corridor that can utilize the power of Art to improve our community. Our group is fiscally sponsored by Independent Arts and Media (IAM), which supports various artistic endeavors.

Independent Arts and Media (IAM) provides fiscal sponsorship services to support affiliate projects, believing in the importance of diverse voices and free expression in culture. Founded in 2000, IAM has supported over 200 organizations and projects in the San Francisco Bay Area.

Richmond Renaissance Steering Committee

BK Williams is an arts advocate, filmmaker, innovative community leader, and collaborator with RACC. Co-Founder Richmond Film Collective. Former chair QWOCMAP, film training.

Bryan Alvarez is an educator, researcher, and professional musician. He graduated from Oberlin College and Conservatory of Music with dual degrees in Biology and Trombone Performance and a Ph.D. in Psychology from UC Berkeley. His passion for arts education has led him to Richmond, where he now runs arts programming for 4,000 students as the director of school partnerships at East Bay Center for the Performing Arts.

Florene Wiley is a seasoned arts administrator who has worked with the Apollo Theater, Scholastic Inc., Uniworld Advertising, the City of Oakland, and Snap Judgment Studios. She was appointed to the Richmond Arts and Culture Commission in 2018 and served as Chair from 2020-2022. She is President/CEO of Spirit & Image LLC, presenter of the Actors Workshop with Flo Wiley, and producer of community theatre productions in Richmond.

Jenny Balisle, a practicing artist for over twenty years, has had her artworks exhibited in both local and international venues. Jenny was the Richmond Arts & Culture Commission and Public Art Advisory Committee Chair. She is currently the ARTSCCC (Arts Contra Costa County) Executive Founding Director.

Nava Mizrahi is a lifelong women's rights and social justice activist and community leader in Richmond since 2014, including Richmond Rainbow Pride, Sisters in Solidarity, former Richmond Arts & Culture commissioner, and Suppressed Histories Archives—global women's history.

Critical Impact Consulting, led by Ratha Lai, will be the primary staff person responsible for this community engagement RFP. Ratha brings a decade of experience in empowering local communities, especially in Richmond, from 2014, which has resulted in changes over time. Ratha has organized Richmond community festivals and The 2017 Richmond People's Assembly. The People's Assembly included a deep canvassing effort where he completed training for nine local organizations to canvass and reached over 1,000 residents in less than two months. This resulted in new initiatives in Richmond, such as the Reimagining Public Safety effort known as Reimagine Richmond. Ratha's efforts as a consultant included outreach to African Americans in Richmond, uplifting their concerns about COVID and the vaccine and ultimately helping to ensure the safety and importance of vaccination. Ratha's communication strategies were adopted by the Kaiser Foundation and reproduced en masse to a national audience. Ratha recently developed the community engagement plan and a communications toolkit for the AB 617 Community Emissions Reduction Plan Committee.

Kyndelle Johnson is a community advocate and organizer whose experience with many issues prepares her well for neighborhood outreach and engagement toward an Art corridor in Richmond, CA. Since 2015, she has worked on youth empowerment, racial and social equity, and housing justice issues. With a personal dedication to mental health awareness and creative expression, she is dedicated to having everyone's voice heard and valued in developing a world-class arts corridor in a beautiful, diverse city like Richmond. Kyndelle grew up in Richmond and El Cerrito and studied Spanish and Politics at Oberlin College. She specialized in international studies and took courses in sociology and art history to understand how artistic and cultural expression can build community power.

Section B: Background and Project Summary Section

According to the [California Healthy Places Index](#), a data reference that explores community conditions, living in Richmond can cut your life shorter than it needs to be. Richmond falls within the lowest quartile, whereas communities within the Macdonald Avenue corridor rank at 14.2% and surrounding communities between 15% and 23.5%.

Furthermore, the combined effects of the pandemic and inflation have worsened conditions for Richmond residents. Despite this, Richmond residents are resilient and have a history of organizing and building community.

Richmond Renaissance aims to improve Richmond through the Arts by establishing a world-class arts corridor on Macdonald Ave and 23rd Street. We believe establishing an Arts corridor as part of the fabric of Richmond will beautify Richmond in profound ways that will live beyond our lifetimes. In addition to the astounding wonder that art has on us, an Arts corridor has the potential for multiple social and economic benefits.

Deliverables

- Research and Review existing city documents, including but not limited to the 2030 General Plan, updated Art Ordinances and Art Policies and Procedures, and the American Rescue Plan Act (ARPA) Fund Guidelines.
- Develop an Arts Corridor Strategic Plan with a 10-20-year financial projection, mission, vision and goals, boundaries, city and community assets, location areas, and at least twelve priorities.
- An implementation plan that includes community engagement feedback.
- Identify and recommend existing and new City support roles and resources, such as public art programming and temporary and permanent art commissions.
- Identify and cultivate additional funding sources outside of Richmond.

Section C: Methodology Section

Policy Review and Analysis: We will review city documents and policies related to the arts corridor and incorporate the findings into the strategic plan. Our organization is completing a research report that analyzes Richmond's Urban Greening Master Plan and how the arts corridor can align with the Urban Greening Master Plan. Our steering committee consists of several Richmond arts and culture commissioners who bring years of experience and understanding of the best practices of working within the city commission structure. We will also review and document the city's possible methods to direct financial resources to the arts corridor.

Community Engagement: We have conducted community outreach on the arts corridor, having had hundreds of one-on-one conversations and several community meetings. We have recruited local art organizations to join our network and contribute to the arts corridor. We have developed outreach materials and conceptual frameworks for the arts corridor.

Developed conceptual framework: Through our community outreach, we have developed conceptual frameworks for the Arts Corridor. We will utilize these frameworks in our outreach and stakeholder engagement. Having the conceptual frameworks developed will give stakeholders something to respond to and build on instead of starting from scratch and repeating the same ideas.

Utilizing our existing network of stakeholders: Our group has reached out and engaged local community organizations and stakeholders regarding the Arts Corridor. Our network of organizations has a combined reach of over a thousand residents actively participating in the arts in Richmond. Our network of community organizations will host community listening sessions and utilize the existing network of community members engaged in the arts.

Canvassing and Direct Stakeholder Outreach: We will canvass the proposed corridor and engage stakeholders from businesses, community organizations, associations, community leaders, neighborhood councils, and philanthropic organizations interested in investing in Richmond.

Community Listening Sessions: Our engagement strategy will include a series of community listening sessions hosted by an anchor organization in our network. The listening sessions will be around critical aspects of the arts corridor to understand our residents' diverse needs, desires, and aspirations. Our listening sessions will begin with a presentation of the vision, research findings, and a conceptual framework where participants can engage before, during, and after the listening session. Listening sessions will be conducted virtually and in person, and notes will be recorded and documented in a community engagement report.

Diversity, Equity, and Inclusion: Our approach to community engagement prioritizes diversity, equity, and inclusion at every stage. We recognize the importance of engaging with a wide range of voices, perspectives, and experiences within the community to ensure that all stakeholders have an equal opportunity to participate and contribute. Our direct contact strategies and community listening sessions create inclusive spaces for dialogue and inclusion.

Developing SMART Goals: We will develop SMART Goals in the strategic plan. SMART goals are acronyms for specific, measurable, achievable, relevant, and time-bound goals.

Report Presentation: We will provide reports and presentations to the city as needed to communicate key findings, insights, and recommendations to stakeholders clearly and compellingly. We utilize a variety of visual and narrative formats to present complex information in an accessible way, ensuring that all stakeholders can understand and engage with the content. Additionally, we prioritize transparency and openness by providing opportunities for feedback and discussion on the report findings.

Economic Analysis and Financial Projections:

We will combine comparative benchmarking, scenario analysis, and bottom-up forecasting to create a comprehensive financial forecast for developing the Arts Corridor strategic plan.

- **Comparative Benchmarking:** We will examine similar arts corridor projects or cultural districts for financial data and create a baseline forecast. This would include comparing visitor numbers, average revenue per visitor, rental income, and operating costs.
- **Scenario Analysis:** We will also analyze different scenarios that would impact the comparative benchmarking, such as differentiating asset improvements and capital projects from one-time art murals and street painting projects
- **Bottom-up forecasting:** We will also detail the projected costs of each phase, including the capital costs for improving existing assets and capital project costs for purchasing land or building acquisitions and renovations.

Strategic Plan Contents

Executive Summary: The executive summary will cover the strategic plan's purpose, process, and highlights.

Policy Review and Analysis: This section covers a policy analysis that reviews the City of Richmond's policies and ordinances and how they impact the Arts Corridor. Policies we have reviewed as part of our process include the American Relief Plan Act, Traffic Calming Initiative, One Percent for the Arts, and Urban Greening Master Plan.

Values and Vision: This section will cover the values of the Arts Corridor as well as the long-term vision for the Corridor.

Arts corridor priority projects: This section will list the priorities of the arts corridor for each phase of the strategic plan. The priorities will be informed by community feedback.

Conceptual Map: We will include a conceptual map of the arts corridor that identifies the project overlaid on a map.

Community Engagement Findings: This section will include the findings from the community engagement survey and listening sessions.

Financial Forecast: This section will include an interdisciplinary financial forecast using comparative benchmarking and bottom-up forecasting with multiple scenarios.

Implementation Plan: The implementation plan will include three phases of developing the arts corridor, differentiated in the level of financial investment and length of time. There is both a long-term plan and many opportunities to create and transform the designated area into an arts corridor within a year.

Phase 1: Quick Wins/High Return Low-Risk Projects: This section will include identifying the location for transforming the visual aesthetic of the corridor. These examples would consist of renovating and developing new murals, street banners, art installations, traffic-calming street art, urban greening projects, cultural events, and activities.

Phase 2: Improving Existing Assets: This section will identify improvement projects for city assets, buildings, parks, community assets, and small businesses. Examples include the city auditorium, supporting small businesses, and specific geographic focuses such as the BART to City Auditorium walk.

Phase 3: Capital Projects: This section will include large-scale capital projects such as purchasing and repurposing buildings, purchasing land, and developing mixed-use businesses and affordable housing.

List of City and Community Assets

This is a list generated from the city's GIS Mapping software. It contains the city's assets that can be part of the arts corridor. In addition to the city's buildings, we also included community assets that will support the arts corridor.

City Property	Address
Richmond Main Post Office	1025 Nevin Ave
Richmond Child Care	445 8th St.
Richmond Museum of History and Culture	400 Nevin Ave
Nevin Community Center	598 Nevin Ave
Parking Garage	11th & Nevin Ave
Winter's Building	333 11th St.
Civic Center Plaza	440 Civic Center Plaza
City Council Chambers	440 Civic Center Plaza
Convention Center	403 Civic Center Plaza
Main Library	325 Civic Center Plaza
Community Services Center	330 25th St.
Housing Authority	330 24th St.
Recreation Complex	3230 Macdonald Ave
Parks Field Office	3201 Leona WY
Police/Fire Dispatch Center	326 27th St.
Paratransit	2560 Macdonald Ave
Engineering(Former)	2566 Macdonald Ave
Richmond Senior Center	2525 Macdonald Ave
Richmond Art Center	2540 Barret Ave
Parks Department	3230 Macdonald Ave
Police Activity League (PAL)	2200 Macdonald Ave
Veterans Memorial Hall	968 23rd ST. Richmond
Community Assets	
East Bay Performing Arts Center	339 11th Street
NIAD Art Center	551 23rd St
RYSE Center	3939 Bissell Ave
Vibe Bistro	1508 Macdonald Ave Suite B

Section D: Project Timeline

[Month 1] Policy Analysis and Begin Community Engagement:

Review existing city policies and ordinances:

We will review city policies that impact the Arts Corridor project, such as, but not limited to, the 2030 General Plan, updated Art Ordinances, policies and procedures, and the American Relief Plan Act (ARPA) Fund Guidelines. In addition to city policies, we will examine state and national policies and initiatives that can support the Arts Corridor.

Community Survey and Suggestions Form

A community survey will be developed. This survey will serve as one of the entry points for community stakeholders to provide suggestions about what they would like to see as part of the Arts Corridor and their interest and satisfaction with the concept plan and vision.

Visual Aid Development and Outreach Materials.

We have developed visual aids and outreach materials for community outreach that can be used and modified to fit the purpose of this project and the listening sessions.

Share and publicize the conceptual frameworks to community stakeholders, including neighborhood council members and the general public.

Neighborhood Council Engagement

Neighborhood council members will receive a digital document with the Arts Corridor vision and conceptual frameworks and will be allowed to provide written feedback through the online survey form. They will also have an opportunity to schedule a follow-up one-on-one conversation with our community engagement staff or organizational representative. The information gathered will then be presented at a neighborhood coordinating council meeting where further discussions and information gathering will be conducted.

[Month 2-3] Community Engagement and Outreach

Community Engagement Goals and Objectives:

- 1) Gather and document stakeholder input and feedback on the arts corridor model concepts.
- 2) Host seven community listening sessions.
- 3) Analyze and incorporate findings into the Strategic Plan.

Step 1: Gather feedback on conceptual frameworks.

- We will provide a feedback form that will be publically available online for anybody to provide written feedback on the arts corridor.
- **Share and publicize conceptual frameworks** to community members, neighborhood council members, and other stakeholders.
- **1 on 1 Follow-ups:** Along with sharing the model concepts, we will provide an automated link to schedule a one-on-one phone call and provide more in-depth feedback.
- After a month, we will analyze the information collected, identify key themes, and present our findings at the neighborhood coordinating council meeting.
- **Canvassing the Corridor:** We will canvass the corridor to reach businesses and organizations directly in the corridor area. We will work with community organizations to gather information from their members, attend events to spread awareness, and provide options for feedback, such as the community survey or attending a community listening session.

Step 2: Host seven Community Listening Sessions

- Organizations in our network will host a community listening session for their members.
- Listening Sessions will engage community members to provide input through small groups, written feedback, and interactive brainstorming sessions.
- We will include a graphic note-taker and ensure translations are provided as needed.
- We will schedule and promote all the listening sessions throughout a two-month period. These listening sessions will include the General Public (Online), Working Artists and cultural practitioners, Youth and Educators, Businesses and Small Businesses, Art Organizations, Residents, Non-Profits, and Anti-displacement groups.

Step 3 Analyze information and incorporate findings into the Strategic Plan.

- Once all the information is collected, we will analyze the data for trends, themes, considerations, and concerns.
- We will use the data and provide a list of the attendees and participating organizations in the city.

Community Engagement Core Messaging and Framing:

Sustain: Honor and Preserve Richmond's Cultural Heritage

Protect and promote the rich cultural assets of Richmond's diverse communities, especially Black and Brown residents, by ensuring that public art and cultural initiatives reflect and celebrate their histories, traditions, and way of life. Prioritize projects that empower local residents to shape the future of the arts corridor while preserving the essence of Richmond's cultural identity.

Cultivate: Elevate Community Arts and Enrich Quality of Life

Support and amplify local cultural traditions by creating opportunities for mentorship, artistic growth, and collaboration. Focus on fostering a thriving creative environment that enhances the quality of life for residents, using art to promote healing, joy, and connection across all neighborhoods.

Unite: Build Strong Partnerships and Community Collaboration

Coordinate efforts between the city, local organizations, artists, and businesses to ensure a unified approach to revitalizing Richmond through the arts. Promote shared resources, foster community-driven decision-making, and strengthen partnerships that prioritize the empowerment and well-being of Richmond's residents.

Guiding Questions: These are questions we will engage the community and identify answers to.

- Where can arts and culture initiatives have the most impact on our communities?
- How can we prioritize the areas where public art and cultural activities will enrich daily life, support community connection, and celebrate Richmond's diversity?
- What types of art programs or installations foster civic pride and create a sense of place for Richmond Residents?
- How can we ensure these projects contribute to the vibrancy of Richmond while promoting economic development and cultural identity?
- Where should Richmond focus its investment in public arts to uplift underserved communities?
- How can we ensure that Black and Brown communities are at the center of these efforts, promoting equitable distribution of resources?
- How can we better support and elevate local artists while inviting external talent to enrich Richmond's art scene?
- What structures and opportunities are needed to foster mentorship, collaboration, and visibility for Richmond-based artists?
- What untapped opportunities exist for funding, programming, and collaboration across the broader East Bay arts community?

Stakeholders to Engage

Arts Organizations Local arts organizations have the expertise and networks to help build and sustain Richmond's arts corridor. Their involvement in programming, mentorship, and community arts development ensures that the corridor offers high-quality opportunities for creative expression and engagement.

Cultural Practitioners Richmond's cultural practitioners—storytellers, healers, and tradition keepers—play a vital role in preserving and amplifying the cultural richness of the community. Their engagement will ensure that public art and cultural activities are rooted in Richmond's history, traditions, and values, fostering a deeper connection between the arts corridor and its residents.

Educators and Schools: Engaging educators from local schools, colleges, and universities can integrate arts education into the corridor's vision. Involving schools helps foster early arts engagement, creates mentorship opportunities for youth, and supports lifelong learning in the arts. Schools can also partner in arts programming and events.

Funders Funders provide the financial resources needed to bring Richmond Renaissance's vision to life. Engaging them is crucial for securing investments that ensure equitable arts funding, prioritize Black and Brown communities, and support the long-term growth of the arts corridor.

Housing Justice Advocates: Housing justice advocates ensure that the arts corridor's development does not displace long-time residents and supports affordable, community-centered housing solutions. Their engagement will help maintain a balance between cultural revitalization and housing equity, protecting Richmond's vulnerable populations from gentrification while promoting inclusivity in the arts corridor.

Residents: Residents along the corridor will be contacted to be informed and to solicit their feedback, interest, and involvement. Residents will be one of the stakeholder groups most impacted by the corridor and a critical voice in ensuring the Arts Corridor is developed with inclusion from residents.

Small Businesses: Small businesses can partner with the arts corridor to create a thriving local economy. Engaging them ensures that they benefit from increased foot traffic and visibility while also contributing to placemaking initiatives. Local businesses can support public art, sponsor events, and provide venues for artistic and cultural activities.

Working Artists: Local working artists are key to the arts corridor's success. They contribute their creative talent to public art installations, performances, and community events. Their engagement is essential for designing programs that provide sustainable income, professional development, and collaboration opportunities while reflecting Richmond's cultural diversity.

Youth: Engage young people to ensure the arts corridor reflects their creativity, energy, and future aspirations. Youth represent the next generation of artists, community leaders, and cultural practitioners, and their input will help shape a vibrant, inclusive, and forward-thinking arts corridor. They also benefit from mentorship, employment, and artistic growth opportunities.

[Month 3-4] Writing the Strategic Plan

Summarize and analyze data from community listening sessions and survey

We will compile all the data and information collected from the listening sessions and put them in a report that details the approval and satisfaction of the concept plan, additions and adjustments, and eliminations from the concept plan. Community member's preference for prioritization of projects.

Produce a financial forecast using the methodologies described earlier, which include comparative benchmarking, scenario analysis, and bottom-up forecasting.

Implementation Plan and Schedule

We will include an implementation plan for actualizing the concept. This will include three phases, as described in the previous sections. Phase 1 would be high reward low risk projects of visual designs, murals, events and activities. Phase 2 is improving existing city and community assets and phase 3 capital projects.

Visual Aid Development.

Develop and compile visual aids for the city's website and social media materials. This will include creating a Google Map with points where community members can select and see their input and how the concept will begin to materialize.

Section D and E: Staffing and Qualifications

Summary of demonstrated capability and qualifications:

Ratha Lai from Critical Impact Consulting will be the primary person responsible for executing the plan for this RFP. Steering Committee members from the Richmond Renaissance will provide advisory capacity to this RFP at no cost. BK Williams, the lead for the Richmond Renaissance, will play a more involved advisory role in the project. Our fiscal sponsor, IAM, will also provide support with advising and marketing services. Kyndelle Johnson will be providing support for community engagement.

Richmond Renaissance

Our steering committee comprises over 100 years of combined experience in the arts and community engagement.

Richmond Renaissance Steering Committee

BK Williams is an arts advocate, filmmaker, innovative community leader, and collaborator with RACC. Co-Founder Richmond Film Collective. Former chair QWOCMAP, film training.

Bryan Alvarez is an educator, researcher, and professional musician. He graduated from Oberlin College and Conservatory of Music with dual degrees in Biology and Trombone Performance and a Ph.D. in Psychology from UC Berkeley. His passion for arts education has led him to Richmond, where he now runs arts programming for 4,000 students as the director of school partnerships at East Bay Center for the Performing Arts.

Florene Wiley is a seasoned arts administrator who has worked with the Apollo Theater, Scholastic Inc., Uniworld Advertising, the City of Oakland, and Snap Judgment Studios. She was appointed to the Richmond Arts and Culture Commission in 2018, serving as Chair from 2020-2022. She is President/CEO of Spirit & Image LLC, presenter of the Actors Workshop with Flo Wiley, and community theatre productions in Richmond.

Jenny Balisle, a practicing artist for over twenty years, has had her artworks exhibited in both local and international venues. Balisle was the Richmond Arts & Culture Commission and Public Art Advisory Committee Chair. She is currently the ARTSCCC (Arts Contra Costa County) Executive Founding Director.

Nava Mizrahi Life lifelong women's rights and social justice activist, a community leader in Richmond since 2014, including Richmond Rainbow Pride, Sisters in Solidarity, former Richmond Arts & Culture commissioner, Suppressed Histories Archives—global women's history.

Critical Impact Consulting, Ratha Lai (Primary Consultant/Subcontractor)

Education and Background: Ratha comes from a refugee Cambodian family and has an English degree from Cerritos Community College and an Interdisciplinary Studies Field degree from UC Berkeley with a concentration on Power, Language, and Contemporary Society.

Interdisciplinary Community Engagement Strategies: Since 2009, Ratha has been developing and refining the best practices for community engagement that stem from cutting-edge theories from UC Berkeley, such as the use of framing and metaphors combined with traditional outreach practices such as equitable facilitation, active listening as well as strategies from businesses such as the lean experimental method as well as marketing strategies that all get implemented to ensure that every community engagement initiative is done with extreme attention to detail and thoughtfulness that empowers communities and make long-lasting change.

Successful Community Engagement Projects

2012 CA Statewide Community Listening Sessions:

Ratha, as part of the Greenlining Institute, led a statewide community listening session to gather feedback from underrepresented communities about the accessibility of the voter guide and voting services from the CA Secretary of State's office. All of the five recommendations were accepted, which included adopting plain language standards that improved readability and cut down on paper costs, expanding language access beyond the three main languages to include up to 9 languages as reflected in the census, expanding voter registration to intersect with other branches to encourage voter participation, expanding early voting and making a commitment to bring the voter guide and voting information online.

2016 Richmond Our Power Festival

Richmond organized the Our Power Festival that brought together over 50 community-based organizations, businesses, and stakeholders at Nicholl Park to celebrate Richmond's community's effort to transition to clean energy. The event was family-friendly, including art, music, skating competitions, electric vehicle test drives, and more. The event led to a stronger community that eventually led to the creation of the Richmond Our Power Coalition.

2017 Richmond People's Assembly

Ratha organized the Richmond People's Assembly, which included a deep canvassing effort that engaged over 1,000 residents to complete a survey that asked them what issue they were dealing with. The results were used to organize an all-day assembly that included several breakout sessions on safety, education and youth, housing, and the local environment and health. Ratha trained 24 leaders to lead 12 breakout sessions with over 200 participants attending. This resulted in addressing displacement issues, reimagining public safety, and more.

2021 African Americans: The Virus and the Vaccine

In 2021, Ratha provided community engagement and communications consulting services for Ya-Neema Healing Circle as part of a grant from the Kaiser Foundation. African Americans were dying from COVID-19 at a higher rate, and we needed to find a way to address the issue and ensure African Americans were getting vaccinated. Ratha supported Mz. Dewanda Stewart, with communications material and logistics, created a virtual forum that brought African American leaders from the medical, faith, and community to discuss and validate concerns from the African American community during COVID-19. The forum was turned into several short video formats with specific points addressing different concerns. The Kaiser Foundation adopted the strategy and replicated the approach at a national level.

2022-2023 Spare The Air Resource Teams (Bay Area Air Quality Management District)

Ratha was contracted by The Air District to conduct an environmental justice review of the Spare The Air Resource Teams programs. Ratha identified key needs and changes and contacted close to 100 environmental organizations throughout the 9 Bay Area regions to garner interest and identify barriers to participation with the Spare The Air Resource Teams programs.

2023 AB 617 West Contra Costa Community Emissions Reduction Plan Committee

Ratha was hired to help develop a community engagement plan and a communications toolkit for community steering committee members to conduct outreach to residents in West Contra Costa and engage in the community emissions reduction plan.

2024 Strategic Planning: In 2024, Ratha will consult and develop a strategic plan for UC Berkeley's Chicanx Latinx Student Development Program, The Latinx and the Environment, the Berkeley Food Institute, and the Local Clean Energy Alliance.

Independent Arts and Media (Fiscal Sponsor)

Independent Arts & Media believes that diverse voices and free expression are a cultural necessity. Through personalized attention, professional expertise, and an active network, we provide fiscal sponsorship services to support our Affiliate Projects. For over 20 years, for more than 200 organizations and projects, IAM has been a partner in bringing powerful works to our community.

Founded in 2000, IAM built a vibrant array of accessible, affordable media and arts services for producers in the San Francisco Bay Area. Early programs included fiscal sponsorship, the award-winning journalism project Newsdesk.org, and public events such as the annual *Expo for the Artist & Musician*. While independently managed, these programs shared core values of free expression, public participation, and informed civic dialogue.

From 2000 to 2010, the *Expo for the Artist & Musician* served as a signature organizing and connection event for the Bay Area creative community and beyond, bringing in participants from as far away as San Diego, Portland, and the Sierras.

Over the years, IAM would go on to provide fiscal sponsorship to over 200 programs and producers that share our Mission. These programs have won distinguished awards and served crucial roles in empowering community participation in local culture and community.

IAM currently supports over 100 affiliate projects dedicated to non-commercial work in media and the arts, including publishing, theater, dance, music, visual art, film and video, journalism, history, and public events production.

Kyndelle Johnson (Community Engagement Support),

Education and Background: A current Richmond West Contra Costa County resident, Kyndelle grew up in Richmond and El Cerrito and studied Spanish and Politics at Oberlin College. She specialized in international studies and took courses in sociology and art history to understand how artistic and cultural expression can build community power.

Successful Community Engagement Project

In her past role as membership coordinator at a Richmond-based housing organization, she spread local awareness about a movement toward community-owned housing. Using in-person outreach, digital organizing, and adult education efforts, she grew the membership to over 100 people. She coordinated a group of local leaders to champion real estate projects in their neighborhood. In advocating for community involvement and real estate development, she has used arts and culture to connect residents and local artists to share their stories to build understanding and power.

References:

Client Name: Bay Area Air Quality Management District

Contact Information:

Contact Name: Azibuike Akaba (Ah-ze-boo-keh) (Ah-Khab-ah)

Telephone: 415-243-7261

Email: aakaba@baaqmd.gov

Address: 375 Beale St. #600, San Francisco, CA 94105

Description of services provided: The contract was awarded to Critical Impact Consulting. Conducted an organizational review and provided strategic planning consulting and community outreach to underrepresented community organizations in the Bay Area for the Spare the Air Resource Teams.

Contract Amount \$250,000

Project Start and End Dates: August 2022 - July 2023

Client Name: West Contra Costa AB 617 Community Emissions Reduction Plan Committee

Contact Information

Contact Name: Nancy Peace

Telephone: 925-529-2393

Email: nancypeacemk@gmail.com

Address: N/A This is a community committee meeting conducted virtually.

Description of services provided: Review policy documents and develop a community engagement plan and communication toolkit for the steering committee to conduct outreach for the community emissions reduction plan.

Contract Amount: \$14,100

Project Start and End Dates: March 2023-August 2023

Client Name: Ya Neema Healing Circle

Contact Information:

Contact Name: Ms. Dewanda Stewart

Telephone: 510-776-5453

Email: dewandastewart@gmail.com

Address: 13728 San Pablo Ave #1008, San Pablo, CA

Description of services provided

Provided communications support and digital logistics. Created social media profiles and materials. Supported the organization of a digital forum and produced a mini video documentary of community testimonials for the COVID-19 vaccine.

Contract Amount: \$3,500 (Additional donated in-kind service of \$17,500)

Project Start and End Dates: July - September 2021

Section F: Cost Information

Expenses	Cost	Discount	Final Cost
Principal Consultant	\$50,000	\$25,000	\$25,000.00
Community Engagement Consultant	\$25,000	\$15,000	\$10,000.00
Steering Committee Participation	\$5,500	\$5,500	\$0.00
Community Organization Stipends for hosting Listening Sessions			\$7,000.00
Visual Note Taker			\$1,500.00
Outreach Materials			\$500.00
Fiscal Sponsorship Fee			\$6,000.00
Total			\$50,000.00

Section G: Value-Added Services

Private Funder Engagement

Our engagement with private funders and foundations adds value by cultivating meaningful relationships and securing critical resources to support the sustainability and growth of the Arts Corridor project. We understand the importance of this and believe this effort aligns with the mission and objectives of potential donors. We have already secured interest from several funders and will contribute to resourcing the Arts Corridor's programs and initiatives.

Expert Volunteer Time

Our utilization of expert volunteer community leadership time adds value by harnessing the knowledge, skills, and passion of experienced individuals to drive the success of the Arts Corridor project. We recognize the invaluable contributions that volunteers can make in providing expertise, guidance, and leadership across various aspects of the initiative. Whether through advisory roles, committee participation, or specialized project support, our approach empowers volunteers to leverage their unique talents and networks to advance the mission and objectives of the Arts Corridor. By tapping into the collective wisdom and dedication of community leaders, we enrich the project with diverse perspectives, expertise, and resources, thereby strengthening its impact and sustainability for the benefit of all stakeholders.

Section H Respondent Assignment of Sub-Contract

There are no other subcontracts expected for this project.

Section I: Previous Contracts with the City of Richmond

No previous contracts with The City of Richmond.

Section J: Exceptions to this Request for Proposals.

No exceptions. We have reviewed and will comply with the City of Richmond's requirements for this proposal.

Section K: Statement of Impartiality and Disclosure

The Richmond Renaissance and all subcontractors listed for this project will be committed to upholding transparency, integrity, and fairness. Providing a clear statement of impartiality and disclosure regarding our practices and affiliations is essential. We firmly believe in honesty and openness in all interactions with our clients, stakeholders, and audiences.

Impartiality: We strive to maintain impartiality in all aspects of our operations, including but not limited to community engagement, stakeholder interactions, planning meetings, recommendations, and decision-making processes. Our commitment to impartiality ensures that personal biases, external pressures, or conflicts of interest do not influence our actions and judgments.

Disclosure: In the spirit of transparency, we disclose any relevant affiliations, financial interests, or potential conflicts of interest that may impact our work. This includes partnerships, sponsorships, investments, or other relationships that could affect our content's objectivity or recommendations.

By openly disclosing potential conflicts of interest, we empower our clients and stakeholders to make informed decisions and maintain trust in our integrity. Transparency is fundamental to our commitment to accountability and ethical conduct.

Our dedication to impartiality and disclosure underscores our unwavering commitment to providing accurate, unbiased information and services to our audience, fostering trust and credibility in everything we do.