



DEPARTMENT OF CULTURAL AFFAIRS  
*City of Los Angeles*



**UPDATED**  
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## INTRODUCTION

Yearly Collision Death Rate, per 100,00 People	
Los Angeles	6.27
Chicago	5.34
Portland	5.31
San Diego	5.23
San Jose	4.27
Seattle	4.26
Boston	3.61
San Francisco	3.51
New York	3.21

Source: National Highway Traffic Safety Administration; 2012 Calendar Year

Los Angeles has the unfortunate distinction of having one of the highest collision deaths rates per capita, compared to other peer cities (see chart at left). Vision Zero is a global traffic-safety initiative to address this issue by focusing on the combined strategies of on-the-ground engineering solutions, focused traffic enforcement, education campaigns, and constant evaluation of what projects successfully reduces the number of traffic deaths and serious injuries.

The City of Los Angeles is one of a handful of cities in the U.S. to adopt Vision Zero and commit to reducing traffic deaths to zero by the year 2025. To support these efforts, the Los Angeles Department of Transportation (LADOT) has received approximately \$300,000 in funding from the California Office of Transportation Safety (OTS) to implement innovative, creative and engaging, site-specific interventions along 10 specific corridors suffering from some of the highest rates of traffic collisions and deaths in LA.

The first program of its kind, this Vision Zero Community-Based Outreach and Education will bring awareness and advocacy to the initiative and aims to help eliminate traffic fatalities along these 10 high-fatality corridors, or Vision Zero Impact Corridors.

This Request for Qualifications seeks to find organizations and individuals who have knowledge and deep experience with specific communities located along high-fatality corridors, creative solutions to community engagement, and a passion for traffic safety in their communities.



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## **BACKGROUND**

Every year, roughly 200 people are killed while trying to move around Los Angeles. Nearly half of the people who die on our streets are people walking and bicycling, and 30% are children and older adults.

Although all types of street users at times ignore traffic laws, the consequences of infractions are most severe for people walking and bicycling, because they are not likely to survive the impact of a vehicle moving at speeds greater than 30 mph. From 2009 - 2013, there have been an average of 82 fatal pedestrian and 10 fatal bicycle collisions per year, accounting for 49 percent of all traffic deaths.

Older adults (over 65 years old) and youth (under 18 years old) account for 30 percent of all bicycle- and pedestrian-related traffic deaths. In Los Angeles, traffic collisions are the leading cause of death for those between 5 and 14 years old and the number two cause of premature death among those between 15 and 25 years old.

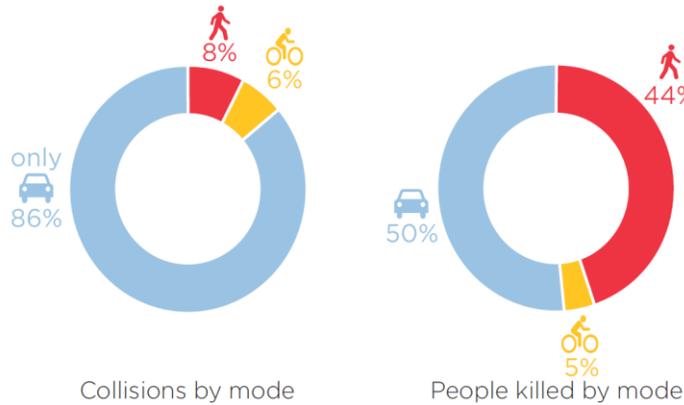
Our streets must be safer, and the City of Los Angeles looks to accomplish this through its Vision Zero Initiative. Vision Zero is a road safety policy that promotes smart behaviors and roadway design that anticipates mistakes so that collisions do not result in severe injury or death. Vision Zero is more than an approach to traffic safety management: it is an international movement, based on the fundamental principle that loss of life due to traffic collisions is unacceptable and preventable.

Los Angeles Mayor Eric Garcetti launched the Los Angeles Vision Zero Initiative on August 24, 2015. He set a goal to eliminate all traffic deaths in the City of Los Angeles by 2025. With Vision Zero, Los Angeles looks to reduce the likelihood of death and severe injury through strategic, data-driven approaches to engineering, enforcement, education, evaluation, and community engagement. This multi-faceted strategy will require a laser focus on the root-causes of traffic deaths, and will require partnerships with government agencies and the people of Los Angeles – all with a specific emphasis on equity and our most vulnerable road users. We may not be able to prevent every collision, but we can — and must — take important steps that can make a difference and save lives.

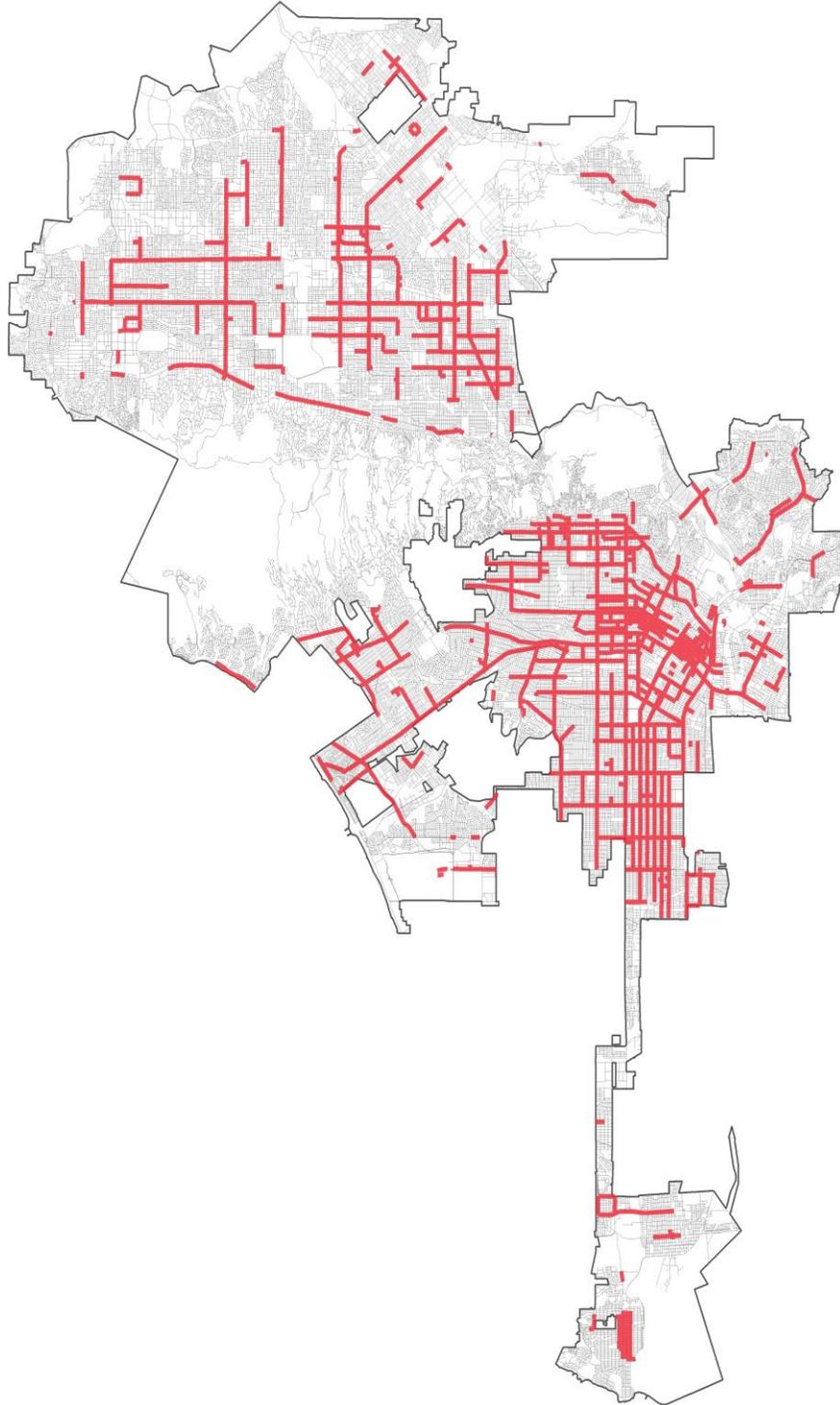
In L.A., this movement has already begun. In partnership with our communities, we can eliminate traffic deaths and make Los Angeles a safer place for everyone traveling through our city. To assist these efforts, the Los Angeles Department of Transportation (LADOT) has partnered with the Department of Cultural Affairs (DCA) to select and hire a Creative Catalyst Artist-in-Residence to make sure out-of-the-box ideas are considered throughout this process.

The City is focusing its initial Vision Zero work in places that have been identified as having the highest rates of collisions that result in deaths and serious injuries for people walking and biking. We are focusing initially on people walking and biking given their vast overrepresentation in the data: they account for roughly 15% of the collisions by mode but almost 50% of all traffic deaths. LADOT took the lead in developing a map of the High-Injury Network (HIN), which represents the 6% of our city streets that account for 65% of the deaths and serious injuries for people walking and biking.

This information is illustrated below and on the following page:



**High-Injury Network (HIN) Map:**



However, 6% of streets in Los Angeles is still over 450 miles.

To better prioritize our efforts, we developed a methodology to score every single intersection along the High Injury Network. Each intersection has been weighted based on the following three criteria:

- Raw number of deaths and serious injuries
- Whether an older adult or child was involved in a collision that resulted in a death or serious injury
- Whether the intersection is in a targeted social equity community (based on the City of Los Angeles Plan for a Healthy Los Angeles, which ranked communities with the potential for the most negative health outcomes based on socio-economic issues).

Then, we developed priority corridors by identify clusters of high-scoring intersections. The lists of streets and neighborhoods in the RFQ was developed and prioritized based on the above methodology.

The list below details the initial collection of corridors along the High Injury Network that were prioritized based on the above methodology. To better understand the geographic coverage, we have grouped the corridors according to neighborhoods that correspond to the Los Angeles Times “Mapping LA” site, accessible here:

<http://maps.latimes.com/neighborhoods/>

### **Neighborhoods and Specific Corridors in the Central District**

- **Westlake, Echo Park & Downtown**
  - Alvarado between 6<sup>th</sup> St & 7<sup>th</sup> St.
  - 6<sup>th</sup> St. between Rampart and Beaudry
  - Temple between Beverly and Beaudry
  - Wilshire between Rampart and Valencia
- **Pico Union & Harvard Heights**
  - Pico Blvd. between Western and Union
- **Pico-Union, University Park and & Adams-Normandie**
  - Vermont between Pico and Adams
- **Downtown, Pico-Union, Harvard Heights and Arlington Heights**
  - Venice between Arlington and Figueroa
  - 7<sup>th</sup> Street between Figueroa and Olive
  - Spring St between Temple and 9th
  - Main St between Temple and 9th
- **Highland Park**
  - Figueroa between Ave. 43 and York

**Neighborhoods and Specific Corridors in the Central District (continued)**

- **Lincoln Heights**
  - Broadway between Mission and Spring
- **Boyle Heights**
  - Soto between Wabash and 8<sup>th</sup> St.
- **Elysian Valley, Glassell Park & Atwater Village**
  - Fletcher between the I-5 and San Fernando Rd.
  -

**Neighborhoods and Specific Corridors in the South District**

- **Manchester Square, Vermont-Slauson, Vermont Square and Vermont Knolls**
  - Manchester between Western and Vermont
  - Hoover between Vernon and Manchester
  - Vermont between Gage and Vernon
- **University Park, Exposition Park, Vermont Square, Vermont-Slauson, Vermont Knolls and Vermont Vista**
  - Figueroa between MLK and Imperial
- **South Park, Historic South-Central, Vermont Square, Florence and Green Meadows**
  - Vernon between Western and Central
  - Avalon between San Pedro and 120<sup>th</sup> Street
  - Central between Jefferson and the I-10
- **Adams-Normandie, Exposition Park, Vermont Square, Harvard Park, Manchester Square, Gramercy Park and Westmont**
  - Western between Century and Washington
- **Historic South-Central, South L.A., Florence, Broadway-Manchester**
  - Broadway between MLK and Century
  - Main between MLK and Imperial
- **South L.A., Florence, Vermont-Slauson, Vermont Knolls, Harvard Park, Manchester Square, Chesterfield Square and Hyde Park**
  - Florence between Crenshaw and Central
- **Jefferson Park, Adams-Normandie and Exposition Park**
  - Adams between Hauser and Crenshaw
  - Normandie between Vernon and the I-10

**Neighborhoods and Specific Corridors in the Hollywood/Wilshire/West District**

- **Koreatown**
  - Third between Normandie and Vermont
- **Arlington Heights, Mid-Wilshire, Mid-City, Jefferson Park, Leimert Park and Hyde Park**
  - Crenshaw between 79<sup>th</sup> and Pico
- **Carthay, Mar Vista, Mid-City, Pico-Robertson**
  - Pico between Robertson and La Cienega
  - Venice between Inglewood and Beethoven
- **West Adams and Mid-City**
  - La Brea between Adams and Pico
- **Mid-City, Arlington Heights, Harvard Heights, Pico-Union**
  - Washington between La Brea and Vermont

**Neighborhoods and Specific Corridors in the Valley District**

- **Panorama City**
  - Roscoe Blvd. between the I-405 and Woodman
- **Pacoima**
  - Van Nuys between Beachy and San Fernando Road
- **North Hills and Mission Hills**
  - Sepulveda between Nordhoff and Rinaldi
- **Canoga Park**
  - Saticoy between Topanga and Jordan
- **Northridge and Reseda**
  - Reseda between Parthenia and Victory



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## SCOPE OF WORK

Organizations, or teams of organizations and individuals, are invited to submit their qualifications to execute the scope of the Vision Zero Community-Based Outreach and Education:

**Conduct outreach and education along identified Vision Zero priority corridors, and develop on-the ground, site-specific intervention(s) that meet Vision Zero’s goals of using education to successfully reduce the number of traffic deaths to zero.**

The City’s Vision Zero Education Subcommittee is investing in the development of a citywide media campaign, which will include ad buys, social media, radio spots, videos, campaign collateral, and other messaging material. Elements of this campaign will be made available to selected teams. While the final message has not yet been developed, we invite applicants to familiarize themselves with the Vision Zero Education and Outreach Strategy, accessible at the following link:

[http://visionzero.lacity.org/wp-content/uploads/2016/06/VZ\\_Com\\_Strategy.pdf](http://visionzero.lacity.org/wp-content/uploads/2016/06/VZ_Com_Strategy.pdf)

The community-based education and outreach efforts that are funded through this program may be accomplished by performing one, or several, of the following strategies:

- Developing community-specific traffic safety education materials using local and cultural vocabulary;
- Leading interactive activities that involve participation by residents in the area;
- Creative interventions along the identified corridor(s), that may include (but are not limited to) graphics, visuals, or temporal projects that raise awareness on the issue of traffic safety
- Iterative processes that develop a project using on-going, continual public engagement to inform and refine a finished product and/or program

Applicants may be community-based organizations of any type (e.g. educational, health, social services, arts-based, cultural, etc.), who may work independently or in collaboration with likeminded organizations or individuals within the targeted community.

Selected applicants will conduct initial baseline activities, develop and implement educational projects or interventions, and conduct final evaluation activities that will accomplish the goals and deliverables outlined in the grant agreement between the Office of Traffic Safety and the Los Angeles Department of Transportation.

Upon identification and selection of the community-based organizations or partnerships, the project team will host a kick-off meeting to go over deliverables.



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Grant deliverables generally include:

- An education project lasting for no less than one week and no more than four weeks
  - Education projects should be demonstrations that raise the awareness on the issue of traffic safety by activating a corridor of at least one mile in total length. Physical projects can be strategically placed along the corridor (i.e. vehicle-scaled signage like billboards, and pedestrian-scaled signage, like signs in business windows).
- Each team lead will staff a “street team” that will engage with people walking, biking, and driving through interviews, surveys, and other appropriate interactive engagement.

Each applicant will be assessed by an evaluation panel based on the strength of their qualifications, and the mobility or scalability of their efforts. Ten high-fatality corridors across four general districts will be identified as Vision Zero Priority Corridors, primarily based on where engineering and enforcement solutions are planned for implementation. Each Vision Zero Priority Corridor will receive up to approximately \$30,000 to fund organizational activities for this education and outreach effort.

Due to the potential for organizational overlap, it is possible for one of the selected organizations or teams to receive budget for more than one of the Priority Corridors. Significant consideration will be given to the ability for any team or organization to operate in harmony with new players and partners.

Vision Zero Priority Corridors are currently planned in four regions:

- One corridor in the Valley District
- One corridor in the Hollywood/Wilshire/West District
- Four corridors in the South District
- Four corridors in the Central District

Budgets for these activities are all inclusive, including city permits. Participating organizations are encouraged to find other sources of funding to supplement the resources that will be distributed through this process.



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## **SUBMITTAL INSTRUCTIONS**

**Your RFQ should contain the following elements, in this order:**

- **Cover Letter** 4 page maximum, 2 pages preferred
- **References** Up to 3 per organization or per individual component of a team

*For each of the below documents, the team should submit 1 per organization or per individual member of a team*

- **Organization Information Sheet** Page 14 of this RFQ
- **Organization Experience Chart** Page 15 of this RFQ
- **Geographic Information Chart** Page 16 of this RFQ

**All final responses to the RFQ must be submitted electronically, as a PDF document, by Friday November 11 at 4pm to [rfq@carsla.net](mailto:rfq@carsla.net). Scanned documents are acceptable.**

**The submittal should be presented in a format that corresponds to and references sections outlined above and should be presented in the same order. Responses to each element should be labeled so as to indicate which item is being addressed.**

**Questions on pages 14 – 16 may be filled out using the online form at:**

**<https://goo.gl/forms/kznTau4Qv2vmBog33>. If you opt for this, please ensure you submit your cover letter and references by Friday, November 11 at 4pm to [rfq@carsla.net](mailto:rfq@carsla.net).**

### **Cover Letter**

The submission should lead with a cover letter explaining the Applicant’s interest in participating in the Vision Zero Community-Based Outreach and Education Program, and why the Applicant should be chosen to fulfill the projects scope of work. Include details of involvement with communities that are afflicted by high traffic-related fatalities (as see in HIN Map in Background Section), past work that has been done within those communities, and examples of accomplishments that are of similar nature to this scope which demonstrate the Applicant’s ability to bring a community-outreach project to fruition. Since this is an education and outreach project you should also be assessing your ability to design education programs, projects, and other creative outreach.

The Applicant does not need to be one individual organization that possess all the required skills and experience to successfully execute these activities. Applicants may be an assembly of individuals or organizations that together provide the necessary skills and experience. Proposing entities may include non-profit organizations, for-profit organizations, partnerships, educators, or joint ventures. Considering that contracts will require the provision of insurance, liabilities, accounting, and taxable revenues, individuals are strongly encouraged to apply under a primary organization, even if they are the primary thought-leader of a concept.



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**The cover letter must include:**

- A brief statement of how the Applicant will meet the scope of work, as set forth on Page 9 of this RFQ.
- Information that demonstrates the organization or team’s strengths, experience, expertise, and capacity to carry out the activities described in the scope of work.
- A description of your relationship to the communities targeted in this RFQ. If possible, include examples of work you have performed in one community or several communities.
- Include years of experience, number of staff and location of staff and/or offices.
- Identify Applicant’s legal structure.
- Must be signed by the person or persons who have legal authority to bind the Applicant or Applicant Team in contractual matters.

**References**

Please provide **up to** three references. References should include a contact person, telephone number, email address. If possible, list a project that defines your relationship to the reference person and include the date and very brief description of the project.

Please note that a lack of references **will not** disqualify you from submitting, but references will be used to help the selection panel assess your ability to deliver this project.

**Organization Information Sheet**

Fill out page 14 of this RFQ and submit. Submit one of these pages (or google forms) for each organization or individual if submitting as a team.

**Organization Experience Chart**

Please review and fill out the attached Applicant Experience Chart (page 15) and identify in which tasks you have experience and which your organization or team would be comfortable leading.

If you are applying as a team, each distinct player or set of players should fill out their own chart (or google form).

Note that you will not be penalized for a lack of experience in any given task or if you are not comfortable administering the specific task. This chart simply provides information to assist the selection process, technical assistance process, and any potential matchmaking with other organizations.



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**Geographic Information Chart**

Please rate your experience with each community by completing the attached chart (page 16).

**Criteria for Selection**

Qualifications will be reviewed based upon the following criteria.

- Past experience(s) with community-based projects
- Past success(es) with partnerships
- Past experience(s) with innovation and creative community engagement
- Background of sound and responsible fiscal practices
- Understanding of the Vision Zero program, goals, and principles

**RFQ Timeline**

<b>TASK</b>	<b>DATE/TIME</b>
Final Deadline for Questions or other inquires	October 24, 2016 by 11:00 am
Posting of the Questions and Answers	October 28, 2016 by 5:00 pm
<b>EXTENDED:</b> Deadline for submittals	November 11, 2016 by 4:00 pm

*Respondents may make their submittal any time prior to the above stated deadline.*

**Project Schedule**

Specific engagement activities will develop from a planning phase that will occur after the contract has been awarded.

- RFQ Released (October 17)
- Questions regarding the RFQ (October 24)
- Posting of Answers (October 28)
- RFQ Due (**UPDATE: by 4:00pm on November 11**)
- Panel Review (late November)
- Contracts Awarded (December 2016 - January 2017)
- Planning Phase (January, February, March 2017)
- Roll Out of Installations and Activities (April, May, June 2017)



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# ORGANIZATION INFORMATION SHEET

Name of Organization: \_\_\_\_\_  
*(please use "individual," "artist," or other identifier if you are not part of a formal organization)*

Name of Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email: \_\_\_\_\_

If applying as a team, list Team Members and their organization(s):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If applying as an Organization, check one of the following:

- Nonprofit organization (501c3, 501c4, or 501c6)
- For-profit organization
- Public department or agency
- Social benefit organization (that is not one of the three types above)
- Other? \_\_\_\_\_

Applicant organization's prior year annual budget: \_\_\_\_\_

Applicant organization's current number of full time staff: \_\_\_\_\_ and part-time staff \_\_\_\_\_

If applying as a Nonprofit, please list your Board members names (with the zip code of their primary residence and their primary professional affiliation in parentheses after their name)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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# ORGANIZATION EXPERIENCE CHART

Name of Organization: \_\_\_\_\_  
(please use "individual," "artist," or other identifier if you are not part of a formal organization)

- 0 = no experience
- 1 = a little experience
- 2 = some experience
- 3 = in your wheelhouse but don't do it often
- 4 = a decent amount of experience
- 5 = you do this all the time

TASKS:	0	1	2	3	4	5
Project Management						
Fiscal Oversight						
Insurance (dealing with liability insurance and worker's compensation insurance)						
Experience with city or other government contracting						
Experience developing education programs						
Experience with data collection and analysis						
Experience using the arts as a tool of expression or communication						
Collaboration with others or serving on a team						
Marketing: Social Media						
Marketing: Traditional Media						
Outreach: Street Teams						
Outreach: Door-to-door						
Graphics						



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# GEOGRAPHIC INFORMATION CHART\*

Name of Organization: \_\_\_\_\_

\_\_\_\_\_

I/We have experience and relationships in the following communities.

Please rate your experience and/or relationships from 0 (no experience) to 5 (deeply connected).

\* The neighborhoods listed correspond to the Los Angeles Times "Mapping LA" site accessible here: <http://maps.latimes.com/neighborhoods/>

Neighborhood:	Rating
Adams-Normandie	
Arlington Heights	
Atwater Village	
Boyle Heights	
Broadway-Manchester	
Canoga Park	
Carthay	
Chesterfield Square	
Downtown	
Echo Park	
Elysian Valley	
Exposition Park	
Florence	
Glassell Park	
Gramercy Park	
Green Meadows	
Harvard Heights	
Harvard Park	
Highland Park	
Historic South-Central	
Hyde Park	
Jefferson Park	
Koreatown	
Leimert Park	
Lincoln Heights	
Manchester Square	
Mar Vista	
Mid-City	
Mid-Wilshire	
Mission Hills	
North Hills	
Northridge	
Pacoima	
Panorama City	
Pico-Robertson	
Pico-Union	
Reseda	
South L.A	
South Park	
University Park	
Vermont Knolls	
Vermont Square	
Vermont Vista	
Vermont-Slauson	
West Adams	
Westlake	
Westmont	
Other _____	