

# PUBLIC SPACE PROGRAMMING



2021

REQUEST FOR PROPOSALS

BINDLESTIFF  
FAMILY ★ CIRKUS



## Request for Proposals Background



Street Lab at Sunset Park 5th Avenue Open Street, BK

### About Public Space Programming

NYC DOT's Public Space Programming initiative connects public spaces such as plazas and Open Streets with local organizations that can provide positive, enriching, event-based activities of all kinds. Public Space Programming brings arts, culture, fitness, and educational experiences to neighborhoods in need. Frequent programming also promotes the positive use of public space. This program is mainly focused on high- and medium-need neighborhoods, including those hardest hit by COVID-19. In 2021, Public Space Programming provided over 274 events to public spaces throughout the City.

### Request for Proposals – Public Space Programming

The purpose of this request for proposals (RFP) is to compile a list of non-profit organizations that may be called upon to provide event-based activities to NYC DOT public spaces as needed. The list, known as the Public Space Programming List, will be a compilation of Programming Partners that can provide all types of activations for NYCDOT public spaces and events. Acceptance to the Public Space Programming List does not guarantee funding. In addition to contracting with NYC DOT, respondents may work with community based organizations execute programming in NYC DOT public spaces.

Public Space Programming primarily serves NYC DOT's Open Streets and Plaza Programs. Programming may also be provided to other NYC DOT owned property. This program does not provide services to locations that are not on NYC DOT property (i.e. parks, private spaces, etc.). The RFP is for temporary, event-based programming. Long-term or temporary art installations will not be considered for this program. For more information on the DOT Art Program and opportunities for exhibiting artwork on NYC DOT property, please visit [nyc.gov/dotart](https://nyc.gov/dotart).



## Overview, Eligibility, + Timeline

### Overview

This RFP seeks to identify non-profit organizations that can provide programming that enhances NYC DOT's public spaces and events. Successful respondents that are chosen from the RFP will be added to the Public Space Programming List and will be eligible to provide programming to NYC DOT's public spaces for a two year period.

Respondents to this or any future RFPs are not guaranteed opportunities or funding to execute their proposals.

### Eligibility

- All proposed activities should be free and open to the public and designed for people of all ages and abilities.
- Programming should be appropriate for the diverse neighborhoods across New York City.
- Proposals targeting specific geographic areas or citywide are acceptable.

### Application and Time Line

- To apply please visit [bit.ly/nycdot-programming](https://bit.ly/nycdot-programming)
- Deadline to apply is Friday, January 28th, 2022.
- Successful respondents will be notified of their acceptance to the list in February of 2022.
- **Selected respondents will remain on the list for a period of two (2) years before needing to reapply.**



Bindlestiff Family Cirkus at Fordham Plaza, BX



The Public Theater's Mobile Unit at Astor Plaza, MN



Mambembe performs as part of Open Boulevards on the Columbus Avenue Open Street, MN



## Activation Typologies

*Each of the typologies described are general categories to which respondents can apply. Respondents may submit applications that do not fit into the below typologies. Respondents should submit one application per typology to which they are applying.*



Clowns at the Park Slope 5th

### Arts and Culture

Eligible activities include, but are not limited to, performances such as theater, dance, singing, etc. Activities may also include classes, workshops, open rehearsals or other types of immersive experiences. Performers and instructors from all creative backgrounds are encouraged to respond to the RFP.



Street Lab's Play NYC

### Active and Healthy Living

Eligible activities include, but are not limited to, those that promote a healthy and active lifestyle. These activities could be exercise classes, meditation, learn-to-ride or bike safety classes, education or outreach related to bike maintenance/storage, demonstrations, and other activations that are consistent with promoting a healthy and active lifestyle.



Drag Queen Story Hour at Sunset Park 5th Avenue Open Street, BK

### Learning and Educational Activities

Eligible activities include, but are not limited to, those that seek to educate New Yorkers on a wide variety of subject matter, such as science, literature, design, mathematics, social studies, the environment, etc. Educational activities should have components to them that draw in users and are available to all ages and abilities.



Art workshop at Underhill Avenue Open Street, BK

### Crafts and Design

Eligible activities include, but are not limited to, those that engage individuals of all ages and abilities to create crafts, employ design skills, and other creative pursuits. Each of these opportunities could also include a learning or outreach component, such as highlighting the design field (e.g. architecture, graphic design, landscape architecture, etc.).



# SUBMISSION INFORMATION





## Submission Guidelines

Each proposal must be submitted using the Public Space Programming application found here: [bit.ly/nycdot-programming](https://bit.ly/nycdot-programming). Organizations may submit multiple applications, but only one activation typology can be included in each application. The application addresses the Following items:

1. A brief description of past work, including activation details and photos/videos of the proposed activation(s) (only send URL links to photos/videos)
2. A list of public spaces (parks, plazas, Open Streets, etc.) where you have provided programming
3. A complete price proposal that includes:
  - Total cost per deployment\* inclusive of staff costs, transportation, and other necessary items to successfully execute the proposed activation
  - Typical deployment time window the activation requires, including set up and breakdown times
  - Minimum/maximum square footage required and ideal audience sizes

\*A deployment is defined as one-time full execution of the proposed activation

**The deadline to submit proposals is Friday, January 28th, 2022.**

All proposals must be submitted via the application portal [bit.ly/nycdot-programming](https://bit.ly/nycdot-programming). Failure to include any required items or not follow instructions will result in the immediate disqualification of the respondent.

Questions about the RFP should be directed to [programming@dot.nyc.gov](mailto:programming@dot.nyc.gov).

### Proposal Considerations

- Acceptance to the Programming List does not guarantee that any funding will be provided
- A strong proposal provides a high quality, all-inclusive activation that is suitable for outdoor public spaces
- Activities that can be provided in languages other than English are strongly encouraged
- Activities should be flexible, and easily loaded in/out and not introduce safety hazards
- Proposers should assume that power, water, green room space, etc. will not be available at any location.
- NYC DOT will work to secure event permits and space for activations in public spaces

### Additional Legal Information

This RFP is not intended as a formal offering for the award of a contract or for participation in any future solicitation;

NYCDOT, the City and their officials, agent and employees make no representation or warranty and assume no responsibility for the accuracy of the information set forth in this RFP;

No information contained in submissions shall be deemed confidential and such information may be shared with other governmental entities. Therefore, please do not submit any information that may be deemed proprietary in nature;

All submissions shall become the property of NYCDOT and the City and shall not be returned;

Any future programming agreement between NYCDOT and the partner can be dissolved at any time by both parties;

(continued on next page)

## Submission Guidelines, cont'd.

Neither NYCDOT nor the City shall be liable for any costs incurred by any respondent in the preparation, submittal, presentation or revision of its submission; Neither NYCDOT nor the City shall be obligated to pay and shall not pay any costs in connection with the preparation of such submissions;

NYCDOT at its sole discretion reserves, without limitation, the right to;

Withdraw the RFP at any time;

To discuss various approaches with one or more respondents (including parties not responding to the RFP); and

Change any terms of this RFP.

### Proposal Evaluation and Contract Award Procedures

Proposals will be evaluated by an evaluation committee that shall be comprised of a minimum of three (3) persons qualified to evaluate the components of this RFP (the "Evaluation Committee"). Members of the Evaluation Committee will include representatives of NYCDOT and may include other City Agencies or community partners. Although NYCDOT may conduct various post-submission inquiries and negotiations with proposers, NYCDOT reserves the right to award the contracts on the basis of initial proposals received, therefore, the proposer's initial proposal should contain its best programmatic and price terms.

### Evaluation Procedures

All proposals accepted by NYCDOT will be reviewed to determine whether they are responsive or non-responsive to the requirements of this RFP. Proposals that are determined by NYCDOT to be non-responsive will be eliminated from further consideration. The Evaluation Committee will evaluate and rate all responsive proposals based on the evaluation criteria prescribed below.

1. **Demonstrated successful relevant experience — 25%**
2. **Quality of proposed approach and programming provided — 40%**
3. **Demonstrated level of organizational capability — 35%**

Based on these rankings, the Public Space Programming List will be established of only those proposers who submit relevant proposals with adequate qualifications, experience, and a demonstrated level of organizational capability. NYC DOT reserves the right to request that proposers exhibit or otherwise demonstrate or clarify the information contained in their proposals.

### Basis For Selection and Funding

At its sole discretion, NYC DOT may select qualified respondents from the Public Space Activation List to provide services to one or multiple NYC DOT public space programs or initiatives.



Martha Redbone at Ditmars Boulevard Open Street, QN





# QUESTIONS OR CONCERNS?

All applications must be submitted via the online portal at  
[bit.ly/nycdot-programming](https://bit.ly/nycdot-programming)

**The deadline for submission is  
Friday, January 28th, 2022**

Questions regarding this RFP should be sent to:  
[programming@dot.nyc.gov](mailto:programming@dot.nyc.gov)

Visit [nyc.gov/dotprogramming](https://nyc.gov/dotprogramming) for more information  
about Public Space Programming