

CHART PROGRESS AND BACKGROUND

The CHART Leadership Evaluation Committee selected Artful Life

Artful Life Qualifications

- Valerie Martinez is the lead and Founding Director of Artful Life
 - Born and raised in Santa Fe
 - Professional poet (former City of Santa Fe Poet Laureate), educator, arts administrator, consultant, and collaborative artists
 - Descends from Pueblo, Dine and Hispanic ancestors in the Southwest US
 - Formerly with Littlelobe, an arts non-profit based here in Santa Fe
 - 13 years of broad and deep expertise with community-centered practice, facilitation and co-facilitation with community-based teams
 - Project Director and/or Collaborative Artist for a wide range of arts and social change projects: *Stories of Route 66: The International District; TIASO Artist Co-Op; Women & Creativity; EKCO; Common Ground TOC, Littlelobe 3CE; Artist to Artist/Open Books; Lines & Circles; Lifesongs, Memorylines: Voces de Nuestras Jornadas, MICA Community Arts and Convening Project, Salve: Women on War & Warriorship, Santa Fe Bus Opera, and Sharing the Same Space.*
 - Served as one of the roundtable facilitators for the Women and Creativity convening event that was part of “Culture Connects.” From the Culture Connects “Cartography” report: “This gathering of nearly 75 women from across the community centered on conversations about culture from their multiple perspectives
 - B.A. from Vassar College and an M.F.A. from the University of Arizona
 - Record of engagement with various stakeholders of diverse backgrounds
 - Ability to handle complex administrative and multi-layered project
 - Effective communication and collaborator
 - Program evaluation
 -
- Demonstrated expertise and experience in cultural facilitation
- Demonstrated cultural competency and knowledge of Northern New Mexico
- Clear understanding of local issues and address highly functional ways to address them
- Multi-lingual capacity

CHART Scope of Work – CHART Resolution

The Scope of Work includes but is not limited to the following categories:

Administration, Facilitation/Training, Art Activations, Cultural History Series and Reporting and Evaluation.

Consultant Selection Process/Procurement Process

- A Request for Proposals (RFP#21/30P) was issued on March 8, 2021, and proposal due on April 6, 2021, at 5pm MST
- Notifications of the RFP opportunity included:
 - Advertisement in the New Mexican and Albuquerque Journal
 - CHART contact list that Mayor’s Office tracked – 16 consultants and/or interested individuals
 - Press Releases

- Social Media on both City and Arts and Culture Department FaceBook pages
- Arts Commissioners to send out to their networks
- Arts and Culture field in Santa Fe
- Interviews and articles talking about CHART

Email

- announcing CHART RFP – 3-9-2021 to 1566 contacts (note we don't usually send RFP's out via email)
- Announcement posted on City website www.santafenm.gov under News and Announcements
- Posted on www.santafenm.gov/chart

Chart was included in the March Councilor District newsletters (District 1, District 2, District 3, and District 4) and the City newsletter

All RFP's are posted on the City website - [Bids/RFPs | City of Santa Fe, New Mexico \(santafenm.gov\)](http://Bids/RFPs|CityofSantaFe,NewMexico.santafenm.gov)

Social media –Facebook ad– regarding CHART and linking back to the CHART website (where the RFP was posted).

Reach was 17, 568 and impressions were 61, 772

Mayor, Kristine Mihelcic and Pauline Kanako Kamiyama attended three public meetings to explain the CHART process and announce the RFP - Met with the Santa Fe Fiesta Council, Caballeros DeVargas, and the League of Women Voters.

CHART RFP - 4-13-2021 to 1788 contacts – notifying the closure of the RFP process

- Pre-Submittal Conference convened on March 16, 2021 to review the RFP and respond to questions
- Three applicants applied
- In accordance with the State of New Mexico Procurement process, the evaluation Committee was composed of City staff and appointed to City advisory roles
 - The Evaluation Committee consisted of four persons with expertise in arts and culture and community engagement with sensitivity in equity, inclusion and access
- Proposals were reviewed by the Evaluation Committee

How the public can get involved

- Sign up on the CHART website to receive updates: <https://www.santafenm.gov/chart>
- Artful Life, once approved by City Council, will begin design of the dialogue session, recruitment and training of facilitators, design evaluations and surveys with professional evaluator, manage communications and engagement calendar
- Anticipated Community Convenings, Survey and One-on-one Interviews beginning **October, 2021**

The CHART Framework

Meeting people where they are provides access to entry points for city-wide participation. There will be three opportunities for participation:

1. Community Convenings – Phase 1

Consist of three sessions as follows:

- Round One will focus on personal identity and stories;
- Round Two will focus on shared dialogue and cross-dialogue about core values, building on Round One; and
- Round Three will focus on generating solutions, recommendations, and responses

Community Solutions Table – Phase 2

Community Solutions Table shall review, discuss, and consider summarized notes and documentation from Round One and Two of the community dialogue sessions, community survey results, and solutions, recommendations, and responses generated during Round Three of the community dialogue sessions

Community Solutions Table will be established to include representatives who have participated in all three community dialogue sessions

- Will suggest solutions based on a combination of recommendations from session participants at the end of each community dialogue session
- Membership on the Community Solutions Table will be determined after the community dialogue sessions have ended
- Membership of the Community Solutions Table shall be intentionally diverse and representative of the Santa Fe community in terms of age, gender identity, sexual orientation, race, and cultural background
- The Community Solutions Table shall also include a balance of perspectives and opinions on the City histories, and stories, as well as a balance of perspectives on the obelisk and other monuments and statues of the community.
- Community Solutions Table shall hold 2 – 3 facilitated sessions with a format of consensus building.

2. One-on-One interviews

- Individual, one-on-one interviews be conducted as an alternative for providing input by community members who cannot participate in community dialogue sessions
- Interviews will ask more in-depth questions than the survey and will require 15 - 30 minutes to complete.

3. Community Survey

- Conducted in multiple languages to broaden the number of voices participating in the community dialog and to provide an alternative for individuals who cannot or choose not to participate in community dialogue sessions.

The Consultant will fulfill the above framework through:

Administration

- Design the community dialogue sessions, one-on-one interviews, online survey and Community Solutions Table with an evaluator to ensure equity, inclusion and non-bias questions/framing
- Manage an engagement calendar and schedule of online and in-person convenings, interviews and other interaction as needed

- Identify and train a team of facilitators for community dialogue sessions, one-on-one interviews, online survey and Community Solutions Table
- Pair facilitators or co-facilitators with conveners of organizational and community dialogue sessions
- Conduct regular check in sessions for facilitators.
- Ensure multi-lingual and accessibility access including not limited to childcare when in person meetings are allowable by State Public Health Order
- Collaborate with the City project team on city-wide outreach including but not limited to organizations and individuals
- Coordinate and set meeting schedules with the City project team
- Participate in weekly check-ins with the City project team regarding logistics and schedules
- Design, coordinate, implement and manage Communications including social media, press releases, website, written summary reports, etc. in coordination with the City's Communication's Director
- Provide regular updates to the Governing Body on the status of the CHART process
- Bi-lingual Spanish and other languages including American Sign Language as needed

Facilitation/Training

- Provide implicit and anti-racism training sessions to, but not limited to, City elected officials, City Project Team, City Directors and/or others as identified by the City
- Retain facilitators and/or team members that are representative of the various communities of Santa Fe including those from non-profit and social service organizations
- Convening of community dialogue sessions by organizations
- Facilitate, as appropriate, a number of community dialogue sessions open generally to community members unaffiliated with a particular community organization
- Facilitate one-on-one interviews
- Facilitate Community Solutions Table
- Convenings facilitated primarily via online platforms, although some in-person sessions may be allowed per public health criteria status related to COVID-19.
- Bi-lingual Spanish and other languages including American Sign Language as needed

Art Activations

- Engage Santa Fe's artistic and cultural community to produce 5-8 art activations modeled on but not exclusive to Paper Monuments
- Artist outreach should include all mediums, ages and career levels and artists collectives particularly those from traditionally disenfranchised communities
- Consultant manages and pays the artist and the art process
- Locations for art activations include but not limited to the downtown Plaza but also midtown and southside of Santa Fe
- Artist selection process will be open call format and encouraged to be as accessible as possible through simplified application
- Coordinate with the City for site identification
- Bi-lingual Spanish and other languages including American Sign Language as needed

Cultural History Series

- Create series focusing on Santa Fe and Northern New Mexico's history, present and future for both online and in person (when feasible)
- Engage with historians, artists, culture bearers, storytellers, scientists, makers, etc. in formats that will engage a wide range of ages and interests – examples include panels, speaker series, pecha kuchas, interviews, storytelling, performance, etc.

- Record and document all sessions for access to the public via City website/YouTube or similar platforms.
- Evaluate each session for efficacy and impact

Reporting and Evaluation

- Will be responsible for summarizing and/or collecting discussions notes from all engagements (convenings, interviews, survey) for the Community Solutions Table
- Create and implement an evaluation for both participants and trained team facilitators on the process and outcomes
- Use of data visualization, infographics, dashboards etc. that expresses data in various representation to convey the stories and information behind the numbers
- Create a Final Report on the CHART Initiative (convenings, surveys, interviews, art activations, cultural history series, etc) in a format for use and consideration by the Governing Body to inform its deliberation and evaluation for future process, action, and decisions and include but not limited to recommendations for continued city-wide engagement
- Create content for communications for updates and outreach in both digital and print in both Spanish and English, other languages as necessary