

CITY OF LOS ANGELES

MUNICIPAL CREATIVE CATALYST PROGRAM

2018-19

Overview and Goals

The Honorable Mayor Eric Garcetti, is pleased to announce the second collaboration between the Department of Cultural Affairs (DCA) and the Department of Transportation (DOT) to place one innovation-minded citizen in residence at DOT for contractual employment of two years. A candidate for this position may be an artist, curator, architect, activist or person with similar skillsets in creative production and community organizing.

The focus of the 2018-2020 residency will be to develop ideas, spark culture change, and produce creative interventions related to Vision Zero, a city initiative to reduce and eliminate traffic fatalities by 2025. The success of this endeavor depends on the city's ability to shift public perception, attitudes, and behaviors towards our transportation system, which currently consider traffic deaths as acceptable outcomes of urban mobility. Within DOT's Vision Zero platform, particular attention is concentrated on the most vulnerable members of our mobility context: people walking and biking; older adults; and school-age children.

To serve in this position, applicants should have a desire to make three kinds of change: ideation (bringing outside-the-box ideas to department discussions), practice (conceive and coordinate creative productions), and incremental reform of the department's internal culture and external policies (culture change).

In field terminology, "creative catalysts" are independent minds who are engaged in order to humanize services and goals by recomposing them. However, not every creative idea can become a project, so the selected catalyst must also be willing to win hearts and minds through diplomatic engagement and foster innovation within DOT's staff in order to build capacity for DOT to try new approaches to solve the issue of traffic fatalities in different ways than previously considered or attempted.

Outcomes of the position will include aspects of each of these categories:

- Experienced listening and observing
- Re-imagined needs
- Lists of questions which challenge prevailing assumptions
- Ideas to tackle old protocols in new ways
- Strategies to stimulate deeper community engagement
- Methods to increase community buy-in/support
- Collaborations which give greater voice to underrepresented communities
- Potential public-private partnerships
- Prototyping fresh interventions and solutions which may be site specific and/or replicable
- Augmentation of department planning goals
- Implementation of creative projects

In late October 2018, finalists will be interviewed based on their proposals. One applicant will be granted the position, and several other applicants with compelling project ideas may be retained for one-time activities. When developing individual project ideas candidates are encouraged to proposed pilot events/activities which might be actualized with materials costs of \$7,500-\$18,000 per project.

Principles and Objectives

The Office of the Mayor's guiding principles for initiating creative catalyst collaborations between various departments are:

- To promote an appreciation of creativity within civic government and within the City as a force for positive change;
- To promote an open application process with stated eligibility criteria, judging, and performance expectations which engender inclusiveness, transparency, and fairness and shall be administered in the same manner as DCA administers its grant application processes;
- To find innovative consultants by nomination or self-nomination (but in either case, it will be the responsibility of the applicant and not the nominator to complete all application requirements);
- For different types of candidates to be given equal opportunity to demonstrate their qualifications through their resume, a written proposal, and documentation of prior activities;
- To recognize the "user-experience" and innovative mindset of persons who reside in the City of Los Angeles or surrounding LA County; and,
- To seek innovative-minded contract workers who will become enrolled in the City family to bring outside and fresh perspectives. Her/his part-time employment will be no less than 20 hours per week for 2 years, with a salary of \$52,000 per year. A fee of \$10,400 will be provided upon execution of a employment contract, with the remained balance paid on quarterly benchmarks. In addition, the catalyst may access an additional \$18,000 to realize one or two City-approved creative projects per year (for a total of four projects over the full term of two years). In total the taxable income on each annual contract from DCA will be \$70,000.

The 2018 Creative Catalyst at DOT will serve as a multi-faceted ambassador of LA's vibrant creative workforce, reflecting the numerous ways designers, performers, and others may help animate the delivery of public services, and more specifically transportation and mobility projects. The objectives of a catalyst are to:

- enhance the presence and appreciation of creativity within one or more civic departments and/or public services by stimulating "outside the box" thinking, planning, and action;
- inspire residents and visitors to interact more distinctively, experientially, and progressively, and;
- document/report quarterly outcomes (after one-quarter of departmental emersion) toward one specific theme within LA's overall character as a safe, prosperous, livable and efficient City

Once in place the Creative Catalyst enrolls in two months of research and networking, and two months of conceptualization. This is followed by multiple quarters of project implementation. At the end of each quarter a report of outcomes is provided with an invoice. A final report due at the end of the final quarter will be a summary of the prior quarterly reports with self-assessment and evaluation of what worked and what didn't work, and why.

Creative Catalysts are not (and do not become) public employees and must prepare to provide private insurance, a Business Tax Registration Certificate (BTRC), and other compliance forms to qualify for this contractual position. Benefits such as health, vision, dental, union affiliation, and workers compensation are not provided, while limited sick time and vacations days are provided.

The selection process for the municipal-catalyst is community-driven and is jointly managed by DCA and LADOT.

APPLICATION GUIDELINES

Review Process

The application review committee will be a diverse team of no less than five community experts, DOT managers, and others with supplementary expertise.

Fees for the Selected Creative Catalyst

The selected Creative Catalyst will be contracted by DCA and receive a \$52,000 stipend over a 12 month period of time. If all parties are satisfied, the 12-month year contract will be extended for one more term of 12-months. The proposed time frame for the proposed job is December 2018-December 2019.

An additional material budget of \$18,000 is available for two public projects (or one project, manifest in two phases). Applicants are hence encouraged to think about pilot projects which can be materialized for \$7,500 – \$18,000.

Eligibility Criteria

Applicants for the position must be able to demonstrate via their professional resume:

- A residential address within Los Angeles County, and a live or work relationship to the City of Los Angeles; and,
- Five (5) years of experience (not including years as student) in either community-organizing work, creative work or both.

Who is not eligible to apply? Current full-time and part-time employees of any Department of the City of LA, including Commissioners of any City Department.

Scope of Work

Over the course of the 24-month appointment, the Creative Catalyst will carry out the following duties:

- Attend to a regular part-time schedule with mutually determined days of the week and daytime-hours reporting to an DOT supervisor-mentor;
- Attend mandatory DOT meetings as assigned;
- Invest focused attention on professional networking with LADOT staff, other City workers, residents/community groups, visitors/tourists, and elected leaders with professional networking.
- Provide bi-weekly reports and updates on project development concepts and status with the LADOT & DCA team that oversees the contract
- Use social media as often as possible, or work with City staff to prepare social media communications that encourage engagement with Vision Zero research and goals; and,
- Write one final report as a culminating assessment of some ways that DOT might sustain creativity as an ongoing value.

Application Scoring

Proposal review will adhere to the following criteria:

- 40 Points - The quality of the candidate's application narrative in addressing how s/he can act as: leader, consensus generator, and team motivator, in order to foster: innovative ideas, proposed concepts, community partnerships, and public engagement strategies, as well as the quality and content of letters of support;
- 20 Points - Accomplishments on the candidate's resume that indicate understanding of the services of DOT and its relationships to the diverse multicultural nature of Los Angeles residents and visitors of different ages and interests; and
- 40 Points - The quality and relevance of artistic samples and other submitted materials (i.e. printed, budget, audio, and/or video documentation) to the goals and objectives of the candidate catalyst's unique expertise.

Instructions to Apply

The following information is needed when completing an online application via SlideRoom:

1. An application cover page of personal contact information including:
 - Full name of applicant
 - Professional name (if different)
 - Residence address (must be within the County of Los Angeles)
 - Primary work address
 - Contact phone number
 - Contact email address
 - Website address (optional)

Print, sign, scan, and attach the Creative Catalyst Application Certification form, found here:

<http://dcaredesign.org/air/wp-content/uploads/2018/08/Creative-Catalyst-Application-Certification-Form.pdf>

2. A professional resume demonstrating no less than five years of professional work as an organizer, curator, or driver of innovation;
3. A narrative that:
 - a. begins with a statement or personal philosophy;
 - b. describes how the applicant intends to approach the position; and
 - c. proposes two or three creative projects (specifying with each the: concept, site, collaborating agent(s), and itemization of basic expenses with budget total);
4. One or two letters of recommendation specifically addressing the applicant's strengths as a creative motivator or worker; and,
5. *Recommended but not required*: No more than two video clips (totaling no more than six minutes) documenting past projects.

Submitting an Application

There are two steps for submitting a Creative Catalyst Program application:

1. Complete and submit the online application form by Friday, September 28 at 5:00pm. The online application is found here: culturela.slideroom.com
2. In addition, mail a packet containing one hard copy of each of the following application elements:
 - Certification Page
 - Cover Page & Narrative Form
 - Resume

The mailed portion of the application must be postmarked or hand delivered by 4:00pm on Wednesday, October 3. Because of the legal requirement of an ink signature on the certification page, applications are not accepted via email.

Please submit all mailed materials to:

DCA Grants Administration Division
Attn: City of LA DOT Creative Catalyst 2018
201 North Figueroa Street, Suite 1400
Los Angeles, CA 90012

Questions should be addressed to the **DCA Grants Office** by calling **213.202.5566**.