

2017

Open Call for Project Ideas

PUBLIC FOR ALL

Rethinking Shared Space in NYC

DESIGN TRUST
FOR PUBLIC SPACE

Public space is created for and belongs to all of us.

IN TODAY'S POLITICAL CLIMATE, we must affirm and ensure that New York City's public realm provides places of refuge and play, congregation and demonstration, and dialogue and exchange. Keeping these spaces thoroughly *public* poses challenges and opportunities at every turn—be that site selection, funding, design, governance, or operations. The Design Trust for Public Space—the nonprofit that jumpstarted the High Line, pioneered a model Community Design School in Queens, helped bring about New York's first custom-built *Taxi of Tomorrow*, and developed the sustainability guidelines that paved the way for PlaNYC—is dedicated to catalyzing public space to better serve people. We are launching *Public for All*, a call for project ideas, to further our collective stake and sense of belonging in the public realm.

We invite NYC community groups, City agencies, and individuals across the five boroughs to submit proposals for research, design, and planning projects to unlock the potential of NYC's shared spaces, including underutilized and under-resourced community assets. Projects may be site-specific but must have the potential to change the way we develop and manage public

space citywide. An independent jury will choose up to two proposals to become short- or long-term Design Trust projects. Our highly collaborative model will connect project partners (you!) with Design Trust staff, a team of Fellows, and community collaborators. Finalists will be recognized and invited to share their ideas at a public forum.

We encourage projects that consider some of the following questions:

1. How can we design with and for all people, regardless of age, ability/disability, gender, race, ethnicity, socioeconomic status, language, sexuality, and geographic location?
2. How can we ensure that all who use public space—especially those who lack access to other places of rest, recreation, and connection—have substantial roles in decision-making and clear, readily accessible paths to civic participation?
3. How can public space and related processes adapt as needs and communities change?
4. How do we alter our perception of collective responsibility and broaden our understanding of the term 'resource' to explore new models for partnership, stewardship, governance, management, and maintenance of public space?
5. How can atypical shared spaces (i.e. privately owned, virtual, or unused space) be claimed and developed as community assets?
6. How do we meaningfully and realistically evaluate public space performance?

ABOUT THE DESIGN TRUST FOR PUBLIC SPACE:

The Design Trust for Public Space is a nonprofit organization dedicated to the future of public space in NYC. Our projects bring together city agencies, community groups, and private sector experts to make a lasting impact—through design—on how New Yorkers live, work, and play. The Design Trust was founded in 1995 to unlock the potential of NYC's shared spaces. Today, we are a nationally recognized incubator that transforms and evolves the city's landscape with our collaborators. Our work can be seen, felt, and experienced throughout all five boroughs—from parks and plazas to streets and public buildings.

OVERVIEW

Prospective project partners—individuals, NYC community groups, and public agencies—begin the process by submitting an expression of interest online at **DESIGNTRUST.ORG/RFP** by **JUNE 6, 2017 at 5:00PM**. This short form asks you to articulate the problems and opportunities you seek to address, what you want your project to achieve and how, and why Design Trust is an essential partner. The Design Trust will review submissions on a rolling basis. We encourage you to contact **Jourdan Sayers, Equitable Public Space Fellow (212/695.2432 x7 / jsayers@designtrust.org)**, to have a preliminary conversation about your project idea. The Design Trust will contact you if we would like you to submit a full project proposal (see the following requirements) and is available to assist you in developing this proposal.

After receiving project submissions, the Design Trust will select a group of finalists. The proposals will be presented to an independent jury, who will select a limited number of projects for the Design Trust to develop.

Key Dates

<i>April 25, 2017</i>	PUBLIC FOR ALL LAUNCH 6:30 PM, THE POINT CDC (940 Garrison Ave, Bronx, NY 10474)
<i>May 2017</i>	INFO SESSIONS CITYWIDE See www.designtrust.org/rfp for details
<i>June 6, 2017</i>	STEP 1: ONLINE EXPRESSION OF INTEREST DEADLINE Submit at: www.designtrust.org/rfp
<i>June 20, 2017</i>	STEP 2: FULL PROPOSAL DEADLINE Submit to: jsayers@designtrust.org
<i>July 2017</i>	FINALISTS ANNOUNCED
<i>Week of July 10, 2017</i>	JURY & ANNOUNCEMENT OF SELECTED PROJECT/S
<i>Late July 2017</i>	PUBLIC PRESENTATION (LOCATION TBC) Check www.designtrust.org for details
<i>August 2017</i>	FORM TEAMS
<i>Fall 2017</i>	LAUNCH PROJECTS

WHAT IS THE DESIGN TRUST LOOKING FOR IN A RESEARCH, DESIGN, OR PLANNING PROJECT?

Selected projects will rethink how NYC public space is planned and used. Proposals should outline how targeted expertise and the project results could affect policy, programming, or design decision-making. Projects situated at the early stages of planning, with strong community support and/or city involvement, will receive preference. Although Design Trust efforts may eventually lead to built work, projects should, first and foremost, demonstrate broad policy or programming goals, not an end in itself.

HOW WILL THE DESIGN TRUST SELECT PROJECTS?

The Design Trust board and staff will review all full proposals and select a group of finalists that meet the selection criteria (see “Open Call Requirements and Format”). Finalists will be presented to an independent multi-disciplinary jury for selection. Information on the jurors will be made available at designtrust.org/rfp. Prospective partners may be asked to attend the jury and make a brief presentation of their proposal. Prospective partners may also be engaged to participate in a post-jury public presentation.

WHAT HAPPENS ONCE A PROJECT IS SELECTED?

After a project is selected, the Design Trust and partner will determine the expertise that is required to successfully complete the project and will advertise and award fellowships as appropriate and allowable within the budget (see “Design Trust Fellowships”). The Design Trust will work with the partner to create a realistic schedule and budget.

Design Trust staff act as project managers, coordinating the team to produce the highest quality end product, while adhering to budget and schedule. We are also substantively involved in defining and contributing to project content in a collaborative way. We draw on our familiarity with the operations of City government and our experience in engaging multiple stakeholders to facilitate innovative yet feasible solutions. The Design Trust coordinates project-related programs and production of deliverables and supports ongoing advocacy and public awareness of selected projects.

Project Support

The Design Trust is not a granting organization. However, we are providing limited seed funds for the selected projects so they can commence immediately. These funds will be administered by Design Trust and may be used to support Fellow stipends, partner stipends (on a case by case basis), project activities, and final deliverables. We anticipate that 50-100% of the final mutually agreed upon project budget will be covered through these funds. We encourage partners to match these funds or identify possible funding sources. The Design Trust will work with project partners to create a mutually agreeable budget that recognizes the core components of the project as well as components that would be beneficial, should the Design Trust and project partner secure additional funds. The Design Trust will engage in project fundraising with the project partner for a limited period of time, schedule permitting.

Design Trust Fellowships

The Design Trust will advertise and award fellowships as mutually determined with the partner for each project. The partner may also choose to serve as a Fellow or provide a Fellow from their organization. Past Fellows—both emerging and established professionals—have included architects, landscape architects, planners, economists, transportation experts, journalists, preservationists, ecologists, and artists, among others. Fellowships include a stipend and, in most cases, an opportunity to publish project findings.

WHAT ARE TYPICAL PROJECT OUTCOMES?

Design Trust projects culminate in the dissemination of ideas that are intended to influence design or public policy.

Typical deliverables include publications, prototypes, conferences or seminars, and websites or videos.

Most importantly, we create impact by:

- changing the system,
- producing a replicable model or tool,
- creating a catalyst, and/ or
- building a constituency.

For more information:
www.designtrust.org/people/fellows

ELIGIBILITY

Proposals must address issues raised in the Open Call (*Public for All: Rethinking Shared Spaces in NYC*) and relate to the design or use of public space in New York City.

Projects may be proposed by:

- Individuals, contingent upon the partnership of a related community group or public agency stakeholder. A letter of support from the stakeholder must be submitted with the full proposal.
 - Non-profit public advocacy or community groups that are based in or provide services in New York City.
 - City, state, or federal agencies concerned with New York City design policy, implementation, or review.
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STEP 1: ONLINE EXPRESSION OF INTEREST

Submit your name and information and answer the following questions at WWW.DESIGNTRUST.ORG/RFP no later than **5:00 pm on Tuesday, June 6, 2017**. We encourage you to submit your information well in advance of this deadline so the Design Trust can provide you with adequate support for the development of your full proposal.

Each answer is limited to 150 words.

- How do you envision your project changing shared space in New York City?
- Why is Design Trust an essential partner?

STEP 2: FULL WRITTEN PROPOSAL

Full written proposals must be received by no later than **5:00 pm on June 20, 2017**. After reviewing proposals, we may request clarifications or changes.

Final proposals will address the following in five single-spaced pages or less:

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CONTACT INFORMATION

Project title, name of proposing individual, organization or agency, contact name, address, phone number, email address, and website (if applicable).

PROJECT ABSTRACT

Describe the project in 100 words or less.

Pages 2 & 3

PROJECT DESCRIPTION

Projects will be selected based on the following criteria. Your proposal must include a project description with these sections:

- **PROBLEMS & OPPORTUNITIES:** Specify the problems or opportunities to be addressed, including existing conditions, relevant issues, and project site (if applicable). Clearly state how the project contributes to equity, belonging, and/or collective responsibility in New York City's public sphere.
- **GOALS & ACTIVITIES:** Describe the goal of the project and how it addresses the problem or opportunity. What activities are required to attain the goal?
- **OUTCOMES:** Describe the anticipated short- and long-term outcomes of the project (see the prior list of typical project outcomes as a guide). How do you see the project deliverables and the dissemination of project findings contributing to these results?
- **PUBLIC SPACE RELEVANCE:** Describe the significance of the project for New York City's public realm.
- **CITYWIDE RELEVANCE:** Describe how your project could impact all five boroughs, even if the project is site specific.
- **TIMELINESS:** Why is your proposal timely? Why does it need to be undertaken at this moment?
- **DESIGN TRUST ROLE:** Why is the Design Trust an essential partner for this project? Clearly state how you would integrate Design Trust staff. What other types of expertise (Design Trust Fellows) are needed to complete the project?
- **PARTNER & PARTICIPANTS:** Describe the specific responsibilities of the proposing partner organization or individual. List relevant staff members, as well as any other potential participants such as advisors, interns, or other organization.
 - Will the project have support from the community in which it is located? Explain.
 - Will the City be formally involved in the project? Explain.

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BUDGET AND RESOURCES

Provide a preliminary list of project activities or products that will require funding. Public agencies and nonprofit organizations submitting proposals are encouraged to outline in-kind resources—such as staff time, production funds, facilities, or services—that they would make available for use by the project team. Any possible sources of funding should also be listed here.

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SCHEDULE AND MILESTONES

Prepare an initial schedule indicating timing and duration. Projects should require either six months or one year to complete. If your proposed project will last longer than one year, please present the project in distinct phases, and indicate the specific deliverables that could be completed in association with each phase.

Attachments

LETTER(S) OF SUPPORT

All applications must be accompanied by a letter of support from each organization that will be involved in the project. For example, if a community-based organization proposes a project involving a city agency, another nonprofit, and itself, all three must commit in writing to participate in the project. Similarly, if a City agency proposes a project, the agency's commissioner must submit a letter of support. This stipulation helps to ensure that projects have a significant likelihood of impacting the public realm in a measurable way. Individuals applying must include a letter of support from a community organization or public agency with a vested interest in the project inquiry and outcomes.

Proposals should be submitted as a PDF document.

Individual letters of support should also be sent in PDF format.

Contact Information

Please email materials to Jourdan Sayers, Equitable Public Space Fellow,
at **JSAYERS@DESIGNTRUST.ORG**.

If you would like to discuss an idea for a proposal or the details of your project
contact **JOURDAN SAYERS** at **212/695.2432 x7**.

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