

Community Services Report to
SPC on Community and Protective Services
2020 March 11

ISC: UNRESTRICTED
CPS2020-0335

2020 Corporate Public Art Program Review Q1 Update

EXECUTIVE SUMMARY

Administration is working through a third-party public art consultant (the “Consultant”) to facilitate a competitive selection process for an external organization to operate The City of Calgary’s Public Art Program (“Program Operator”). As part of the competitive selection process, Council directed Administration to develop elements of a Request for Proposal (RFP) and report back in Q1 2020.

For the purposes of this work, and to ensure transparency and alignment with Corporate Procurement standards, elements are defined as items or considerations raised through engagement with stakeholders regarding the Public Art Program. These elements will be included in the RFP process to provide guidance and direction for securing a Program Operator without providing preference or advantage to any specific person or group in the RFP process.

A summary of elements to be used in developing the RFP for a Program Operator is provided in Attachment 1. A project timeline for the RFP and engagement process is included in Attachment 2. Detailed timelines outlining implementation of first projects will be delivered through the Q2 2020 report to Council as directed in 2019 November.

ADMINISTRATION RECOMMENDATION:

That the Standing Policy Committee on Community and Protective Services recommend that Council adopt the summary of elements that will be used to develop the Request For Proposal as presented in Attachment 1.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2019 November 18, Council approved Report CPS2019-1426, Corporate Public Art Program Review Update:

1. Approve the consultant's recommendation that:
 - a. The Calgary Public Art Program be moved out from City structure to become an independent arms-length organization that is housed within the infrastructure of an existing public organization with a sympathetic mandate;
 - b. The parent organization of the future Public Art Program be selected through a competitive public process;
2. Direct Administration to report back through the SPC on Community and Protective Services with an update no later than **Q1 2020 with the elements of the Request for Proposal and provide an update no later than Q2 2020** with the selected proponent and a timeline for implementation and initiation of first projects as well as anticipated future reporting methods and schedules;
3. Direct that the confidential report and attachments 1 and 3 now be released publicly; and
4. Direct that attachment 2 remain confidential pursuant to Section 25 (Disclosure harmful to economic and other interest of a public body) of the Freedom of Information and Protection of Privacy Act, with the exception of **Administration's** communication with impacted stakeholders as required, to be reviewed no later than 2020 June 30.

A history of previous Council direction is included in Attachment 3.

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BACKGROUND

Per Notice of Motion C2019-1263 (Independence and Governance in Delivering the City of Calgary Public Art Program), Administration retained third-party consultant ART + PUBLIC UnLtd to evaluate The City's Public Art Program and provide recommendations for future operations. On 2019 November 18, Council approved the Consultant's recommendations to move to an independent, arms-length model and directed Administration to proceed with a competitive selection process to secure a Program Operator.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Administration reviewed previous research, including best practices for successful Public Art arms-length operations, and conducted an internal continuity needs assessment of the current program. Previous stakeholder engagement also contributed to building the foundational elements as part of the search for a suitable Program Operator.

Stakeholder Engagement, Research and Communication

In collaboration with the Consultant, Administration reviewed all past engagement material as input into developing the RFP elements. The following engagement has been completed to date:

General Public

- Two workshops and online survey, January 2018 (over 100 participants)
- Online survey, March/April 2018 (over 7,400 participants)
- Telephone survey, April 2018 (approx. 500 participants)
- Citizen's View Panel, April/May 2018 (over 1,000 participants)

Members of the Arts Community

- Internal Stakeholder Engagement session on public art project practices October 2018 (20 participants)
- Four focus groups and multiple stakeholder meetings, September 2018 to February 2019 (over 50 participants)
- Two Public Art Board engagement sessions focused on governance and terms of reference review, October 2018 to December 2018
- Four working group sessions focused on procurement strategies and relationship building, May 2019 to August 2019 (on average 15 to 20 participants per session, some participants were reoccurring participants)
- Four focus group sessions focused on developing a vision, October 2019 (30 participants)
- Telephone interviews with members of the Public Art Executive Steering Committee, October 2019 (4 participants)

From these engagement sessions the following recurring themes have been identified as significant for building the future state of the Public Art Program, and should be incorporated into the expectations of a future Program Operator:

- Maintain transparency in all aspects of the Public Art Program and its projects
- Prioritize investment in the local creative economy, while welcoming international artists

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- Increase access to the Public Art Program through enhanced communication and engagement practices
- Reduce barriers for artists to apply for public art projects to encourage and increase diversity
- Include the public throughout the public art process
- Create public art opportunities that tell the stories of our land, our communities and our history

The themes provide a foundation for developing the primary elements, which include Vision and Mission, Governance and Decision Making, Financial Standings and Accountability, Operations Management and Reputation Management. Additional engagement with external stakeholders, members of Council and the general public is ongoing. Following these engagement sessions, the RFP will be created and released to market in early Q2.

Strategic Alignment

Moving The City's Public Art program to an existing, external, local organization adheres to Council's direction to find innovative solutions to improve service delivery and remove barriers to investment in the creative sector.

Social, Environmental, Economic (External)

This report commits The City to ongoing engagement with members of the arts community to ensure their interests are represented throughout the process and to support a public benefit outcome from investments in the Public Art Program.

Financial Capacity

Current and Future Operating Budget:

This report and recommendations will have no impact on current operating budget.

Current and Future Capital Budget:

This report and recommendations will have no impact on current capital budget.

Risk Assessment

Summary of Elements to Build the RFP

There is potential for the summary of elements presented in this report to change based on additional stakeholder engagement. To maintain transparency, Administration is committed to providing members of Council and the public with updates throughout the engagement process using communication tools such as the Public Art Newsletter, website updates and direct updates.

Condensed Engagement to Build Final RFP Details

Stakeholder availability may be limited due to compressed timelines. This could result in a missed opportunity to have key expertise and input from subject matter experts included in the final RFP. To mitigate this risk, Administration is working with the Consultant to engage a broad range of stakeholders, including the public, through a variety of tactics, including one-on-one

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engagements, online surveys, small group discussions and also making use of all previous engagement inputs.

REASON(S) FOR RECOMMENDATION(S):

The proposed elements have been compiled through engagement with stakeholders of the Public Art Program. With Council approval, these elements will provide guidance and direction for securing a Program Operator.

ATTACHMENT(S)

1. Summary of Elements to be Used to Build the Request For Proposal
2. Timeline for Request For Proposal Development
3. Previous Council Direction