

HueMan: SHELTER

Bloomberg Public Art Challenge Local Evaluator Job Description

MIDTOWN / HOUSTON – REQUEST FOR PROPOSALS

Local Evaluation of the City of Houston Public Art Challenge

Background

The Public Art Challenge, launched in 2014, engages mayors of U.S. cities to collaborate with artists and arts organizations to develop temporary public art projects that address significant local civic issues, engage communities, catalyze economic development, and enhance the quality of life. The first round of the Public Art Challenge ran from 2014-15, with four projects involving six cities: Los Angeles, California; Gary, Indiana; Spartanburg, South Carolina; and Albany, Schenectady and Troy, New York (a collaborative project). In 2018, the second round of this challenge was announced, and with five cities awarded grants: Anchorage, Alaska; Camden, New Jersey; Coral Springs, Florida; Jackson, Mississippi; Tulsa, Oklahoma.

After receiving applications from 154 cities across 40 states, the eight cities selected as winners for the third Public Art Challenge were announced in the fall of 2023: Atlanta, Georgia, Baltimore, Maryland, Honolulu, Hawaii, Houston, Texas, Orlando, Florida, Philadelphia, Pennsylvania, Phoenix, Arizona, and Salt Lake City, Utah. More information on the Public Art Challenge and the third-round winning projects can be found at: <https://publicartchallenge.bloomberg.org/>

This request for proposals is concerned with the third Public Art Challenge and local evaluation of the winning project for Houston, Texas.

The objective of Houston's winning proposal, entitled HueMan:Shelter, is to change the perception of homelessness. The project aims to change this perception by hiring people who are currently experiencing homelessness to showcase their talent, imagination and job readiness skills. This project works hand-in-hand with Career and Recovery Resources which assists those who are currently unhoused with wraparound services including access to mental health support, housing and job resources. HueMan:Shelter consists of a developmental program that employs a small group of unsheltered individuals as artist apprentices, collaborating with commissioned artists, to create public art along a main corridor in the Midtown Cultural Arts and Entertainment District. In addition, the project consists of social awareness campaign which supports knowledge-sharing about Houston's successful interventions which address the issue of homelessness and dispels myths and harmful stereotypes about who experiences homelessness, and it provides beautification and public safety through eight newly developed public art pieces.

The evaluation context

In addition to a local evaluation, Bloomberg Philanthropies has commissioned [BOP Consulting](#) to serve as the program's national evaluator to support cross-site data collection, reporting, and insights.

As such, the project evaluation is composed of two elements, aiming to provide evidence of impact at both the local and national/program levels:

1. **A local evaluation** – led by the local evaluator focusing on developing an approach for

HueMan:Shelter data collection, analysis and reporting. This request for proposal seeks out to appoint this local evaluator.

2. **A nationwide evaluation** – led by BOP Consulting, the nationwide program level evaluator, focusing on collating standard program-wide data points applicable to all projects. The local evaluator is expected to support BOP Consulting with 1) submission of output and other monitoring data via an online dashboard (provided by BOP Consulting); 2) inclusion of a set of program-wide common survey questions when surveying members; 3) regular communication with BOP and Bloomberg Philanthropies about the progress of the evaluation.

Past evaluations produced as part of the Public Art Challenge can be found at:

<https://publicartchallenge.bloomberg.org/evaluations/>

The Opportunity

Midtown Cultural Arts and Entertainment District (Midtown) and the City of Houston Mayor’s Office of Cultural Affairs (Houston), the lead partners on this project, are looking for an evaluator to capture the local impact of the Public Art Challenge project. Working in close partnership with Midtown/Houston, and collaborating with BOP Consulting and Bloomberg Philanthropies, the evaluator will lead on local data collection for both quantitative and qualitative measures seeking to understand the impact of HueMan:Shelter on, but not limited to, the following areas:

- Civic issues being addressed (i.e. homelessness, its perceptions and the impact on local areas),
- Citizen engagement,
- Well-being,
- Civic pride and community development,
- Government collaboration and public-private partnerships,
- Public art knowledge and appreciation,
- Local arts and culture ecosystem,
- Economic benefits,
- Press and social media

Though there is an existing set of key measures and indicators for monitoring and measuring impact (the program-wide survey questions), we expect further HueMan:Shelter project specific measures will need to be developed. These will need to track both the impact of the project on the individual unhoused participants, as well as changes in public perceptions of homelessness and the local areas in which the murals are sited as a result of this project. The additional project specific research will include working closely with the project implementer, Career and Recovery Resources (CRS), with regard to tracking the individual unhoused participants. While CRS have their own limited system of output tracking, the chosen evaluator will need to enhance this by also looking at the impact of the project on participants’ attitudes, soft skills, networks and health and well-being.

Scope of Work

- Design and implement a mixed method evaluation to assess the impact of HueMan:Shelter which includes
 - Project-specific Theory of Change / logic model or similar that identifies specific outcomes for the project and elaborates how the project activities will lead to these hoped-for changes. This account should be developed in light of the overarching national PARC Impact Roadmap, but be much more detailed regarding the specifics of HueMan:Shelter. It needs to reflect the local context and dynamics of the project but should also be informed by insights from

existing research regarding the benefits of participatory and developmental programs for unhoused individuals, especially those using the arts.

- Evaluation measurements in the focus areas outlined above
- Additional evaluative measurements specific to the project goals as outlined by Midtown/Houston.
- Collection of quantitative and qualitative data that demonstrates the impact of the project. This is likely to include (but not be limited to): tracking of the cohort of unhoused individuals (at baseline, at the end and preferably post-completion), a representative survey sample of the public that visits the local areas in which the murals are located, and additional research with stakeholders as appropriate (e.g. with the local businesses adjacent to the mural sites).
- Provide timely updates to Midtown/Houston, and Bloomberg Philanthropies (via BOP Consulting) throughout the consultancy period including regular calls, written updates, and immediate notification of any major issues or impediments
- Produce a final written report and executive summary that provides
 - An overview of key metrics
 - Description of evaluation methods and process
 - Impact of project on civic issue and key focus areas
 - Lessons learned

This report should seek to communicate on both a technical and a more broadly accessible level, to ensure the greatest possible reach.

Budget

Local evaluation has a budget of up to \$50,000. We require a single fixed price inclusive of all fees, costs and expenses and exclusive of taxes. Please complete a Pricing Schedule as part of your application.

Timeline

- Sept 9, 2024: Local evaluator RFP distributed
- Oct 11, 2024: Local evaluator RFP deadline
- November 2024: Local evaluation engagement begins
- December 2024: Local evaluation plan drafted and reviewed with project partners
- Monthly: Team check-in meetings
- December 2025: Final written report due

Qualifications

- Experience and knowledge of local context
- Ability to collaborate across the public and private sectors
- Ability to assemble a strong team consisting of experienced researchers as well as reliable and consistent support staff and research assistants
- Strong communication skills and an ability to distill complicated concepts in a clear and concise manner

Response

Interested parties should provide:

- A narrative with the following sections
 - Your approach to the opportunity including any additional questions this evaluation should address to more fully understand program impact
 - Refined scope of work and deliverables including the analytical, reporting and

management tasks

- A project plan including key deliverables/milestones and how you intend to structure daily project management
- An organizational chart, and biographies for key staff
- Proposed budget along with a detailed notes explaining all costs required to deliver services
- Examples of comparable past work and URL links to your work where possible.

Please do not exceed five pages, including the budget (but excluding examples of past projects).

Submit materials to hello@culturallaunch.com, with the subject line Local Evaluation of the City of Houston Bloomberg Public Art Challenge, no later than October 11, 2024.