SECTION A
DESCRIPTION/SPECIFICATIONS/STATEMENT OF WORK

A. INTRODUCTION

PURPOSE AND BACKGROUND

The work to be completed under this request for proposals for the Military, Arts and Health Community Asset Mapping will support content creation for the online Creative Forces National Resource Center/Enterprise Software Platform (NRC). These activities will be supported through the Creative Forces®: NEA Military Healing Arts Network (“Creative Forces”) project via a General Service Agreement with Americans for the Arts.

Creative Forces is an initiative of the National Endowment for the Arts (NEA), in partnership with the Departments of Defense and Veterans Affairs, and state and local arts agencies. Americans for the Arts provides administrative, contracting and staffing support for the program. The mission of Creative Forces is to improve the health, wellness, and quality of life of trauma-exposed military service members and Veterans, as well as their families and caregivers, by increasing knowledge of and access to clinical creative arts therapies and community arts engagement. The initiative currently supports standardized Creative Arts Therapies and non-clinical arts engagement programs for service members, Veterans, their families and caregivers in and around 11 clinical settings across the country. Plans are underway to add additional military and Veteran medical facilities as well as telehealth to the expanding network. Creative Forces® is a registered trademark of the National Endowment for the Arts.

The program has three components:

1) Clinical. Creative Forces places creative arts therapies at the core of patient-centered care in military medical facilities, and in a telehealth program for patients in rural and remote areas.
2) Community Engagement. Creative Forces provides increased community-based arts opportunities for military and Veteran family populations around clinical site locations.
3) Capacity. Creative Forces invests in capacity-building efforts, including the development of manuals, training, and research on the impacts and benefits of the treatment methods, as well as the development of an online National Resource Center/Enterprise Software Platform.
SECTION B
PROJECT SPECIFICATIONS/STATEMENT OF WORK

B. PROJECT SPECIFICATIONS

Over the past two years, Creative Forces has sponsored Summit meetings and Community Connections demonstration projects in the states of Virginia, Florida, Washington, California, Texas, Colorado, North Carolina and the Capitol region (DC, MD, VA) to foster clinic to community arts connections serving the military connected populations located in and around the Creative Forces clinical sites. Feedback from these learning endeavors has indicated the need and desire by Creative Forces sites for an “Asset Map” intended to be a core component of the National Resource Center available to the public in 2020.

The “Asset Map” is conceived to be a dynamic community networking tool housed on the Creative Forces National Resource Center specifically designed to serve and link arts and military networks piloted first in the local geographic service areas, and eventually throughout the country as the tool is refined and tested. The Asset Map fills the need of a “one-stop” online geographically mapped resource for service members, Veterans, and families and care givers to find opportunities within communities to access community arts providers and allow clinical creative arts therapists to find and connect with community arts providers within the service area of Creative Forces clinical sites. The asset map also meets the need of supporting the transitional phase of healing that extends bidirectionally along the spectrum of clinical to community and builds capacity by identifying specific resources that clinicians and community arts providers can contact and reach out to. A successful “Asset Map” will effectively map the ecosystem of arts, military and healing within U.S. communities and provide potential opportunities and partnerships for community arts providers.

Within the approved National Resource Center design, the “Asset Map” corresponds to “List a Program” and “Find a Program.” Initially the asset map will be focused around the existing Creative Forces sites, however expansion of the asset map to include programs and organizations outside of the geographic communities of the Creative Forces sites is anticipated.

The National Resource Center has need of an independent contractor to develop a plan to establish an online community arts providers and program directory (Asset Map) that is aligned with the mission of Creative Forces, its strategic goals and long-term strategy in both the clinical as well as the community engagement aspects of the initiative. The “Asset Map” will live on the arts.gov domain and be supported through federal funds and thus must follow official government guidelines in relation to compliance with the Paperwork Reduction Act and other applicable regulations. Contractor will determine explicit disclaimer language related to participation policies and endorsement to fairly and accessibly represent community stakeholders. An environmental scan of the landscape of arts, health and military directories will ensure that the National Resource Center serves a unique role in the greater landscape and meets the needs of the Creative Forces target population as well as other stakeholders residing within the spectrum between community arts providers and creative arts therapists working at clinical sites.

The scope of work to carry out this work should include the following:

B1. Environmental Field Scan and Needs Assessment
   • Provide a complete environmental scan of other relevant resource directories in the arts, health, and military and veterans services fields inclusive of identified sites, information and geographic scope, methods of collection.
   • With support from the Creative Forces NRC and Community Engagement project team, the contractor will plan and facilitate an estimate of 15-20 interviews, discussions, teleconferences, and/or 2-3 focus groups to invite feedback, insight, and comments from Subject Matter Experts (SMEs) across a diverse set of sectors to include, but not be limited to, members of the Creative Forces National Leadership (NEA/AFTA),
clinical and community engagement representatives, State and Local Arts Agency partners, and other individuals experienced in building online directories and asset maps on a government platform. The purpose of these engagements shall be to:

- Identify asset map needs based on the needs of stakeholders within the Creative Forces community
- Identify best practices in developing, implementing, and maintaining federally funded asset maps
- Inform the strategic way forward for development and implementation of the asset map that supports the Creative Forces mission and avoids potential duplication of services by recommending and defining specific parameters and inclusion criteria.

B2. Government Compliance Requirements and Disclaimers

- Consult OMB (Office of Budget and Management) Guidelines and meet with the National Endowment for the Arts’ Office of General Counsel (OGC) to determine requirements for collecting information, surveying and preparing an inventory of information for the asset map and deployment of the asset map on the Creative Forces National Resource Center.

- Draft compliance disclaimers related to endorsements, vetting, privacy, access and Paperwork Reduction Act for review and approval by OGC.

B3. 10-20-page report with 2-page Executive Summary of recommendations and appendix of disclaimers

- Prepare and write final report summarizing information gathered, regulations needed for compliance, proposed disclaimers, needs analysis and a recommended strategic way forward to establish the Asset Map.

B4. Communications and Reporting

- Weekly scheduled communication call with and status update report to National Resource Director due on Tuesday by midnight ET.

Requirements for All Report Deliverables

Each report deliverable resulting from this contract will include a Microsoft Word version. Consistent with other NEA publications, this report should follow The Chicago Manual of Style and the NEA style guide, which will be provided to the contractor at the time of award. All sources shall be fully cited in report deliverables. Electronic versions of all tables, charts, graphs, and data visualizations should be submitted in the program that was used to create them (e.g., Excel, Photoshop, Tableau), and the contractor shall work with NEA staff to determine an appropriate and compatible file format to use. The contractor shall be responsible for ensuring compatibility of submissions.

SECTION C

DELIVERABLES

C.1 Delivery Schedule

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<thead>
<tr>
<th>Delivery Schedule may be subject to revisions based on written agreement by both parties.</th>
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<tbody>
<tr>
<td>Attend Kickoff Meeting to review goals and objectives for deliverables.</td>
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<tr>
<td>Kickoff Meeting within 5 Working Days after Contract Start.</td>
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<tr>
<td>Prepare a detailed timeline and work plan.</td>
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<tr>
<td>Due within one week after of kickoff meeting</td>
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**SECTION D**

**EVALUATION FACTORS FOR AWARD**

This is approximately a two-month contract. The award is inclusive of all expenses associated with the project, including but not limited to travel to and from the National Capital Region (travel to other Creative Forces sites outside of the National Capital Region, under direction of the Americans for the Arts’ Creative Forces Project Director will be reimbursable expenses), supplies, telephone, equipment, and other overhead expenses. It is anticipated that the majority of activity will be conducted virtually or through teleconference.

**Start Date:** A/O March 4, 2020  
**Contract End Date:** April 30, 2020

**EVALUATION CRITERIA**

*Understanding of the Project 40%*

The contractor demonstrates a thorough understanding of the project as shown through discussion of the rationale and purpose for the project. The contractor does not simply repeat the statement of work but shows an independent understanding of the issues and context inherent to the deployment of an online asset map, especially pertaining to those existing as part of government platforms.

*Qualifications and Experience (Past Performance) 50%*

The contractor demonstrates experience in conducting environmental scans and working with government compliance regulations related to surveying and data collection; the ability to synthesis intelligence and information from across multiple fields of knowledge collecting information through interviews, and other engagement strategies such as focus groups; especially needs analysis, and engagement with subject matter experts. The contractor provides evidence of having conducted tasks similar to the work outlined in the RFP (with examples cited,
and links to relevant work produced). The contractor should also demonstrate experience with and ability to conduct effective interview and engagement strategies virtually and by means other than exclusively face to face.

**Writing Samples:** The applicant provides PDFs or links for 3 writing samples.

**Price 10%**
Applicant will submit a budget that is appropriate to the administration of the project and estimates an hourly breakdown to accomplish the work. Americans for the Arts will evaluate the contractor’s proposed prices to determine if the costs are fair and reasonable in relation to the services provided. The contractor shall provide a reasonable breakdown of their costs to allow Americans for the Arts to assess the various components of the overall price. The breakdown shall clearly identify and provide costs by key personnel and task, as well as the breakdown between labor costs and other direct costs.

**References**
The contractor provides names and email addresses of three individuals who may be contacted for references.

**APPLICATION DETAILS:**
Submit cover letter, proposal, resume of all project personnel, 2-3 writing samples, budget, and 3 References through email by midnight (ET), Wednesday February 26 2020 to creativeforces@artsusa.org.

**Submitting Questions:**
All questions pertaining to this solicitation may be directed to creativeforces@artsusa.org. All responses to applicant questions will be posted to the RFP public site at AmericansfortheArts.org/creativeforces.

All questions must be submitted no later than noon (EST) on Friday February 21, 2020, in order to guarantee posting to the public site. All responses will be publicly posted to the website on an ongoing basis.

**By mail:**
Attn: Creative Forces Project Administrator
1000 Vermont Avenue, NW, 6th Floor
Washington D.C. 20005

**Start Date:** O/A March 4, 2020

This Independent Contracted position is supported through the Creative Forces: The NEA Military Healing Arts Network (the Network, or “Creative Forces”) project. Americans for the Arts serves as the Cooperator for the Creative Forces project, which includes the administration, planning, and implementation of the nationwide expansion of programmatic activities and community engagement work to additional military treatment facilities, Veterans Health Administration medical facilities, and community settings, as well as the implementation of standardized Creative Arts Therapies programs for service members, Veterans, and families in 11 clinical settings across the country. In its role as Cooperator for the Creative Forces project, Americans for the Arts is serving as the contracting agency.

Funding for Creative Forces is provided by the National Endowment for the Arts to Americans for the Arts as a Cooperative Agreement.

The National Endowment for the Arts provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for any part of the application and hiring process, please notify the servicing civilian personnel unit. Requests for reasonable accommodation are made on a case-by-case basis.
Failure to provide all of the required information as stated in Request for Proposal may result in an ineligible rating or may affect the overall rating.

This contract runs from March 4, 2020, through April 30, 2020.

All contracts are subject to the terms of the contracting agency (Americans for the Arts) and all contracts may be terminated at any time by the contracting agency.