



DIVISION OF CULTURAL AFFAIRS

CITY OF CULVER CITY

9770 CULVER BOULEVARD, CULVER CITY, CALIFORNIA 90232-0507

September 10, 2025

AMENDMENT No. 01 to Request for Proposal
Culver City Community Cultural Plan

INTENT

This Amendment No. 01 to the subject RFP is issued prior to receipt of submittals (proposals) to provide changes and/or clarifications to the RFP. This document and its changes to RFP, Culver City Community Cultural Plan, have the full force and effect of the original RFP.

Please remember that Sally Unsworth, sally.unsworth@culvercity.org, remains the sole point of contact on all RFP matters.

QUESTIONS RECEIVED FROM PROPOSERS

- 1) A Cultural Equity Plan for a City might consider all aspects of City government and departments. Is this being addressed by another planning process? If not, would it be appropriate for this planning process to interact with other aspects of the City of Culver City beyond those that might be prescribed in the Culver City General Plan, Culver City Parks Plan, and Creative Economy Reports (2017 and 2020)?

Response: Yes. As outlined in the RFP (page 7, Section A.1.b, and elsewhere), this planning process is intended to build upon and integrate with existing City efforts. The City will provide the selected firm with prior studies, reports, and other relevant documents, and will facilitate connections with staff, departments, and stakeholders to ensure the Cultural Equity Plan is informed by—and coordinated with—other aspects of City planning and policy.

- 2) The plan calls for a prioritization of the arts and culture sectors first—before enjoyment of the arts by residents themselves. Where do city residents fit into the prioritization of this plan and its development? How do the arts and cultural sectors contribute to a more compassionate city—presuming this refers to residents—as prioritized in the Culver City General Plan?

Response: Residents and their enjoyment of the arts are central to this process. The Cultural Equity Plan is designed to balance the needs of the arts and cultural sectors with the interests and aspirations of the community at large. As outlined in the RFP, stakeholder engagement is a core component of the plan, ensuring that a wide range of audiences—including residents—inform both its development and its outcomes. In doing so, the plan supports the Culver City General Plan's vision of

fostering a more compassionate city by strengthening connections among residents, artists, and cultural organizations through inclusive participation in the arts.

- 3) This plan will be developed during a time that 2028 Olympic activity—including a number of arts programs—will be launching. What, if any, weight are the 2028 Olympics and arts activities expected to have in the final plan or its development?

Response: The Cultural Affairs Division's current work plan acknowledges that the 2028 Olympic and Paralympic Games will bring new opportunities, including arts programming, to the region and outlines several programs and activations already in progress. While these activities will naturally be reflected in community engagement and planning discussions, the Community Cultural Equity Plan is designed as a long-range guide for the next 5–10 years. Its primary focus is on establishing a broader vision and addressing the ongoing needs of Culver City's arts and cultural ecosystem—both in the lead-up to the Games and well beyond—ensuring a sustainable and inclusive creative future for the community.

- 4) How much flexibility does the consultant have to recommend additional services or strategies that are not explicitly outlined in the RFP, if they strengthen the overall equity outcomes?

Response: The City expects this planning process to be highly collaborative, and welcomes consultants who bring forward additional strategies or approaches that can strengthen equity outcomes. While the RFP outlines core requirements, we value firms that can expand our thinking and provide guidance toward achieving the best possible results for the community.

- 5) The RFP highlights SB 1000 Priority Neighborhoods. Does the City have existing mutually trusting relationships with community partners or has established advisory groups that the consultant should collaborate with to work with communities in the Priority Neighborhoods?

Response: The City anticipates engaging with several community and neighborhood groups in and around Culver City to provide targeted feedback and guidance, including within SB 1000 Priority Neighborhoods. In some cases, we will rely on other City departments or external partners to help identify the most appropriate individuals and organizations to inform the plan. In particular, we intend to collaborate closely with the Advanced Planning and Parks, Recreation and Community Services (PRCS) teams, both of which have recently completed major planning efforts and developed strong relationships with community stakeholders through their engagement processes.

- 6) Will the City provide honorariums for community members and logistical support for community engagement, such as translation services, childcare, food stipends, or should proposers budget for these costs?

Response: The City does not anticipate offering honorariums. A limited budget is available to support logistical needs, but proposers should generally budget for food and engagement materials. Translation services will be addressed collaboratively, with needs and costs determined for each planned engagement session. The City will also assist with coordination, including securing municipal spaces for engagement events.

- 7) Are there any dates that we should avoid for any staff or community engagement activities, based on prior engagements? Conversely, are there any activities throughout the year that we could take advantage of for staff or community engagement activities?

Response: While the City's full calendar of events is not yet finalized, we encourage proposers to consider aligning engagement efforts with existing programs. In particular, the City anticipates opportunities during the Summer Concert Series in July 2026, as well as various spring community events organized by the Economic and Cultural Development team and Parks, Recreation and Community Services (PRCS) between January and August 2026. In addition, community engagement has been built into the newly launched [Colorful Communities](#) artist poster program, with sessions planned for February through April 2026. We envision the consultant coordinating with these activities where appropriate to maximize community participation.

- 8) Have you allocated a budget to this project? If so, could you share it or the range you're open to considering?

Response: Yes. The project budget has been allocated, and all available details are provided in the RFP (page 15, Section V.D.4).

- 9) Regarding 1e (Host, lead, facilitate, and attend regular working sessions with the relevant Cultural Affairs Commission Subcommittee and staff, preparing meeting agendas and summaries to provide progress reports and collective planning), how many working sessions does the City anticipate convening?

Response: The City will collaborate with the selected firm to determine the appropriate number of working sessions to support a realistic and effective engagement process. At minimum, we anticipate at least two Cultural Affairs Commission Community Cultural Equity Plan Subcommittee sessions, one to two Cultural Affairs Commission Public Art Subcommittee sessions, two Cultural Affairs Commission sessions, and one City Council session. Additional sessions with staff and stakeholder groups will be determined jointly during the initial project planning phase.

- 10) The RFP mentions 8-10 months for plan completion. Is there flexibility if community engagement reveals the need for extended outreach? Alternatively, is the City open

to phasing the work (e.g., initial cultural equity plan, followed by the public art master plan)?

Response: The City is committed to collaborating with the selected firm to achieve the best possible outcome. We are open to phasing the work and to extending outreach if community engagement indicates the need. Any adjustments to the timeline or phasing would be determined jointly during project initiation. However, the total budget allocated to the project, as outlined in the RFP, is unlikely to increase.

- 11) For the cultural asset inventory and mapping, should the consultant design a full participatory process (e.g., community mapping workshops, surveys, focus groups) to surface less formal and intangible cultural assets, or will the City provide baseline data/partners to streamline this work, as the level of community engagement required will directly shape budget and staffing needs?

Response: A realistic and achievable approach to cultural asset inventory and mapping will be developed collaboratively during project initiation. The City will connect the selected firm with existing resources, including mapping, survey data, and other assets identified in the General Plan and Parks Plan, to help streamline the work wherever possible. Firms are encouraged to propose what they consider to be a feasible and effective plan for asset mapping within the scope of work outlined in the RFP, while recognizing that community engagement may play an important role in surfacing less formal or intangible cultural assets.

- 12) Will the City assist with outreach to SB 1000 Priority Neighborhoods and historically underserved communities, or is this solely the consultant's responsibility?

Response: Yes. The City will assist.

- 13) For community engagement, can you confirm whether the City is open to a hybrid model of in-person and virtual sessions?

Response: Yes. A hybrid model is preferred, and some virtual sessions are encouraged.

- 14) To what extent will City staff be available to support community engagement? Should consultants expect to handle all the logistics, promotion, etc., for community workshops, events, and the like, or can these be shared activities?

Response: The City intends to be a full partner in supporting community engagement. Staff will provide logistical and promotional support and will participate in as many workshops and events as possible. Consultants should, however, be prepared to take a lead role in planning and facilitation, with the City collaborating to ensure broad community participation and effective

implementation. This shared approach is intended to balance consultant expertise with City resources.

- 15) The RFP does not mention a community steering committee. Does the City desire a community-based group for this role, or anticipate using the Cultural Affairs Commission as the community's voice?

Response: The Cultural Affairs Commission's Community Cultural Equity Plan Subcommittee will serve as one of the primary committees guiding this effort. Additional community stakeholders may also be convened where appropriate and feasible. The structure of these groups will be determined at the project's onset to ensure that community voices are maximized, with a particular emphasis on equitable representation.

- 16) Can you clarify the expectation for Task 2f. Landscape Analysis? As part of this task, does the City desire an economic impact study? If so, is it a creative economy study or nonprofit only?

Response: The City has previous Creative Economy studies that can inform the landscape analysis. An economic impact study is not a required deliverable for this project; however, the consultant may recommend such a study in the final plan if it is identified as a valuable next step. The priority is to ensure that the analysis is realistic and actionable within the scope of this planning process.

- 17) Can you clarify the expectation for Task B1.e., . . . recognition and expansion of existing resources, cost-benefit analysis of current program structures . . . ?

Response: This task is intended as a broad assessment of internal staffing and organizational capacity to carry out the goals identified in the plan. It also provides an opportunity to recommend additional resources, including potential revenue streams, that may be incorporated as recommendations in the final plan.

- 18) How does the City envision marketing for the planning process? Will consultants handle branding, project communications, collateral, etc.?

Response: The City anticipates that the selected firm will develop a basic graphic identity for the plan. Communications and marketing strategies will be determined collaboratively during the initial project meetings. The City will take the lead on citywide communications, including emails and social media posts, in coordination with and with guidance from the consultant. All communications will be expected to align with City branding and accessibility standards.

- 19) While the plan will be developed through equitable and inclusive community and stakeholder engagement, who will ultimately "own" the plan? The Cultural Affairs Division and the Commission? We understand the RFP calls for interdepartmental collaborations as well.

Response: The plan will be owned by the City. All goals and actions identified through this process will be adopted for and by the City and its residents, with the Cultural Affairs Division serving as the primary steward in collaboration with other departments and the Cultural Affairs Commission.

20) What is the expected language capacity needed, beyond Spanish translation?

Response: At this time, the City does not anticipate translation needs beyond Spanish. However, if additional language needs arise during the engagement or planning processes, the City will collaborate with the consultant to address and support them as appropriate. The City remains open to identifying additional language supports if community needs indicate.

21) In Part IV, Proposal Outline to be Submitted, we did not see an explicit prompt in the Questionnaire section to include our approach, methodology or workplan. Is it intended for the proposer to include this in section F (Implementation) of the questionnaire?

Response: Yes. Section F (Implementation) of the Questionnaire is the appropriate place to include your approach, methodology, and work plan. Proposers are also encouraged to include any additional information throughout their submission that strengthens their proposal and demonstrates their capacity to meet the goals of the project, even if not explicitly requested in the outline.

22) Section 1E references meetings with the Cultural Affairs Commission Subcommittee. Approximately how many meetings do you anticipate will be required with the Subcommittee?

Response: At minimum, the City anticipates at least two sessions with the Cultural Affairs Commission Community Cultural Equity Plan Subcommittee and two sessions with the Cultural Affairs Commission Public Art Subcommittee. The final number of sessions will be determined collaboratively with the selected firm to ensure the engagement process is both realistic and effective.

23) Will the selected firm have access to a City-provided translator, or should the consultant plan to translate all deliverables as part of the scope of work?

Response: Spanish translation support may be provided by the City for community engagement sessions, with needs and costs determined collaboratively for each event. Consultants should, however, plan to budget for translation of deliverables and materials as appropriate, unless otherwise arranged during project initiation.

24) Will the selected firm have access to a City staff member to assist with coordinating stakeholder meetings? If not, will the Commission provide contact information for all stakeholders?

Response: Yes. City staff will assist with coordinating stakeholder meetings, including helping to secure municipal spaces and connecting the consultant with key community stakeholders. Contact information and introductions will be provided where appropriate to support successful engagement.

- 25) Will any focus groups include members of the public, local artists, young professionals, or other community representatives?

Response: Yes. Focus groups are anticipated to include a diverse range of community participants, such as residents, local artists, young professionals, and other representatives. The goal is to ensure broad and equitable participation across stakeholder groups.

- 26) Would participants be open to signing media release forms? We believe documenting the process would be invaluable in helping the City tell the story of its commitment to Cultural Equity once the plan is completed.

Response: Yes. Participants may be asked to sign media release forms, with the final form and scope determined in consultation with the City's legal department

- 27) Similarly, will there be staff in the Cultural Affairs Division who can support the consultant's data collection, outreach, or logistics, or should all staffing costs be assumed in the proposal?

Response: City staff will provide support with outreach, logistics, and coordination, including securing spaces and promoting engagement opportunities. Consultants should, however, assume responsibility for data collection and facilitation, with the City collaborating to balance consultant expertise and City resources.

- 28) Will the City provide access to existing survey data, cultural asset inventories, or prior community engagement notes (e.g., from the General Plan 2045 or Parks Plan processes), or should the consultant budget for fresh data collection?

Response: Yes. The City will provide access to prior survey data, cultural asset inventories, and community engagement notes, including those developed through the General Plan 2045 and Parks Plan processes. These resources are intended to streamline the work, though consultants may propose additional data collection where needed.

- 29) For Sections 3b.v. (integration of arts and cultural programming into City parks, facilities, and public spaces) and 3b.vii. (leveraging arts and culture to create a cohesive city identity and wayfinding system), Can we confirm that the City is seeking policy-level recommendations only, rather than conceptual design scenarios or visualizations, since the level of design detail would significantly affect scope and budget?

Response: Yes. The City is seeking policy-level recommendations for these sections. Conceptual design scenarios or visualizations are not expected deliverables under this scope.

- 30) For the maintenance and conservation component of the Public Art Master Plan, is the City seeking high-level policy and staffing/funding recommendations only, or does the scope include a detailed condition assessment of the existing public art collection, since the latter would significantly increase the level of effort and budget?

Response: The scope is limited to high-level policy and staffing/funding recommendations for maintenance and conservation. A detailed condition assessment of the existing public art collection is not part of this project's deliverables, though it may be included as a recommended next step in the final plan.

- 31) The RFP notes that proposers should anticipate obtaining a Culver City Business Tax Certificate upon award. Will this be a requirement for subcontractors as well?

Response: It will depend on the scope of services and roles finalized during the contract phase. Subcontractors performing work in Culver City may be required to obtain a Business Tax Certificate, and this will be confirmed as part of contract negotiations and compliance requirements.