

Company Background Information

www.culturalplanning.com

Cultural Planning Group was established in 1998 in California. We are organized as an LLC, operating as a partnership.

Managing Office Location:

David Plettner-Saunders
 david@culturalplanning.com
 Cultural Planning Group
 6878 Navajo Rd., #58
 San Diego, CA 92119
 213-500-6692

Team Office Location:

Linda T. Flynn, Ph.D.
 Linda@culturalplanning.com
 Cultural Planning Group 2816 NW 8th Avenue
 Wilton Manors, FL 33311 954-804-3044
With Community Engagement Partner:
Rosario Psy

Company History

Established in 1998, CPG's managing office is in San Diego, with firm partners in Pennsylvania and Florida. CPG partners have prepared more than 85 arts-related master plans for communities throughout the nation. We developed plans for diverse communities, ranging from rural towns to major metropolitan regions, and all in between. Recently completed public arts plans include Naples, FL; Collier County, FL; Cedar Rapids, IA; East Point, GA; Fulton County, GA; Sunnyvale, CA; and West Sacramento, CA. CPG is one of the leading arts planning firms in the US.

OUR SERVICES

ARTS, CULTURAL & CREATIVE ECONOMY PLANNING

PUBLIC ART PLANNING

MASTER PLANNING STRATEGIC PLANNING

CULTURAL DISTRICT PLANNING

CREATIVE PLACEMAKING

SUPPORT FOR URBAN PLANNING

Firm Qualifications, Expertise, and Experience

Cultural Planning Group

It is more than expertise that defines the high level of success we achieve with our clients. When you choose CPG, you bring visionary values and collaboration to your planning project. We actively listen and learn with a deep commitment to uncover the vital creativity and cultural opportunities for public art projects, culminating in a plan that is uniquely and powerfully about the community. The CPG managing office is in San Diego, with firm partners in Pennsylvania and Florida. Every project we undertake has the active participation of at least two partners and expert strategic alliances as required. This hands-on participation by the partners ensures effective project management and quality control resulting in successful project completion.

**Our work is grounded in our belief that every community and person
have the right to choose their own creative life.**

As previously stated, CPG partners have prepared more than 85 arts-related master plans for communities throughout the nation. Our practice is grounded in the real-world experience of deep community engagement — a hallmark of our work — and a thorough knowledge of the local arts community. Each project poses its own vision, politics, aspirations, history, and potential.

What Distinguishes our Work

We are arts planners. Our team has extensive work experience in arts and cultural planning, public art planning, civic engagement and administration, strategic planning, cultural tourism, urban planning, arts funding, and creative placemaking projects.

We practice the nation's most advanced and inclusive planning process. Based on engagement and complementary research customized to each community and to each project. CPG's comprehensive planning process elicits a vision for arts planning and identifies resources, opportunities, and priorities.

We build relationships with clients, constituents, communities, and partners. We have a track record of innovation and progressive arts planning.

We love what we do. We enjoy the process of dialogue with our clients and the community, and help create the conditions for success, creativity, and fun along the way. We continue to support the client relationship long after the plan is approved.

Others Plan. We Transform.

CPG enjoys a reputation built on trust, expertise, and insight.

Similar Projects

Fulton County Public Art Master Plan (GA)

Timeline: February 2019 – February 2021 (delayed by COVID 19)

CPG Partner: Linda T. Flynn

Client: Alex Frankcombe, Public Art Manager, Fulton County Government

alex.frankcombe@fultoncountyga.gov; 404-612-5791

Sunnyvale Public Art Master Plan (CA)

Timeline: June 2017 – January 2019

CPG Partners: Linda T. Flynn; David Plettner-Saunders

Client: Kristin Dance, Public Art Manager, City of Sunnyvale

KDance@Sunnyvale.ca.gov; 408-730-7758

East Point Public Art Master Plan (GA)

Timeline: January 2019 – June 2019 CPG Partner: Linda T. Flynn

Client: Christopher Swain, Project Manager, City of East Point

cswain@eastpointcity.org; 404-270-7185

Washington District Public Art Plan (West Sacramento, CA)

Timeline: December 2018 – December 2019

CPG Partner: David Plettner-Saunders and AECOM

Client: Katie Yancey, Community Investment Manager, City of West Sacramento, CA

katiey@cityofwestsacramento.org; 916-617-4714

Healdsburg Arts and Cultural Plan (Public Art components)

Timeline: June 2019 – August 2021 (delayed multiple times by fires and COVID)

CPG Partners: Linda T. Flynn; David Plettner-Saunders

Client: Dave Jahns, Community Services Manager, City of Healdsburg

djahns@ci.healdsburg.ca.us; 707.431.3152

City of Cedar Rapids Visual Arts Master Plan (IA)

Timeline: May 2021 – ongoing

CPG Partners: Linda T. Flynn; David Plettner-Saunders

Client: Sylvia Brueckner, Planning Manager, City of Cedar Rapids

s.brueckert@cedar-rapids.org; 319-286-5428

City of Naples Public Art Master Plan (FL)

Timeline: January 2019 – ongoing (delayed by COVID)

CPG Partners: Linda T. Flynn; David Plettner-Saunders

Client: Client: Dana Souza, Interim City Manager, City of Naples

dsouza@naplesgov.com; 239-213-7110

Linda T. Flynn, Ph.D., Partner

Linda is a partner with Cultural Planning Group, joining the group in 2014. She is a planner who contributes nationally to best practices in planning, research, civic learning, and engagement for the creative sector. Linda has developed innovative cultural plans, and public art master plans, cultural tourism plans for diverse cities and counties across the country.

Cultural planning and public art planning are powerful tools to assist communities to achieve civic goals for identity, economic development, equity, revitalization, public/private partnerships, and placemaking. Linda designs innovative, customized methodologies to create a true, data driven profile of a community. Her process for community-based planning is based on a foundation of equitable civic engagement, quantitative data, community public and private partnerships, inclusivity, and collaboration. Linda works with creative workers and artists to infuse the process with creativity and user experience insights.

Recent public art plans include Cedar Rapids, IA; Collier County, FL; Naples, FL; Fort Lauderdale, FL, Broward County, FL, and Fulton County, GA. These plans include strategies for innovative public art programs enhancing community identity, funding resources, equitable and transparent artist selection processes, and comprehensive policies and ordinances for public art.

Prior to her work with CPG, Linda's experience and relationships cross many industries and sectors, working with all levels in organizations including conducting research with transportation firms, urban planners, government agencies, nonprofit organizations, and private sector corporations. Linda holds a doctorate in organizational management with a concentration in conflict management, and various certificates in qualitative and quantitative research. She is a published author of her research with organizations and volunteers her time at several local nonprofit organizations focused on the improvement of youth educational experience.



EXPERIENCE

20 years

EDUCATION

PhD., Social Sciences/
Conflict Resolution
Nova Southeastern University

Bachelor of Science,
Psychology
Florida Atlantic University

MEMBERSHIPS

Leadership Broward, Member,
and previous Board
Member

Americans for the Arts,
Member

American Planning
Association, Member

Public Art
Committee
Member, Broward
County FL

Florida Association of Public
Art Professionals, Member

City of Pembroke Pines Public Art Plan Development

Approach and Scope

Project Initiation

Develop a Detailed Project Work Plan and Timeline: Clarify roles and responsibilities for Pembroke Pines and for CPG in the planning process to accomplish project tasks and additional process goals. Develop a simple, effective communications plan for internal and external stakeholders, building on existing City communications practices and channels.

Tour of City: A tour of the community, current public art, and potential sites.

Stakeholder Engagement

Key Stakeholders: In consultation with the client team, develop a master list of stakeholders to be involved in the process, discussions, and activities. Stakeholder research will address any policies and guidelines, and current state/desired state inquiry for the public art plan. Meetings with City leadership, Arts and Culture Board, the Public Art Committee and key staff and stakeholders including developers, public artists, design professionals, public officials, business leaders, potential funding partners, and project partners, etc.

Ordinance Review: the CPG team will meet with the appropriate City leadership and staff to explore the current standing of the public art ordinance and to discuss alternatives.

Public Art Planning Session: Conduct an initial session with the client team and any other internal and external arts leaders about public art program development and to identify important elements to be addressed as part of the planning process. This includes a public art presentation about the history of public art, approaches to public art, and the possibilities for Pembroke Pines.

Supplemental Research

Existing Conditions and Document Review: Review of current relevant documents, plans, studies, and policies related to public art. This includes

City of Pembroke Pines Public Art Plan Development

methods of acquisition of public art, appropriate locations for public art, public art program themes, and other areas as deemed important.

Review of Current Potential Sites and Potential Types: and identification of potential sites for public art including temporary, integrated landscape and architecture, augmented reality opportunities, socially- engaged art, community-initiated, and more.

National Best Practices Research: Based on stakeholder engagement and the existing conditions review, the team draw from national related policies, guidelines, funding opportunities, and other public art related information.

Community Engagement

We use a mixed method, triangulated approach to data collection and analysis. This recognizes that no single method of community and stakeholder input or data collection is, by itself, a fully reliable gauge of a plan vision. Each method of data collection — whether it be surveys, Zoom meetings and discussion groups, or in-person meetings and interviews — has strengths and limitations. Triangulation of the findings seeks to identify common themes.

Public engagement: The public participation process for the public art master plan will include a variety of opportunities for people to participate in the planning process and will define engagement practices for future public art projects. We consider the following key components for effective, equitable, and inclusive civic engagement. City staff and the Arts Commission will be key in helping the team implement the community engagement.

Conduct project-based community conversations or pop-ups: Onsite and virtual (as appropriate) community meetings for residents.

Distribute a community survey: Design, launch and distribute a public survey exploring priorities, perceptions, and aspirations of public art opportunities for Pembroke Pines.

City of Pembroke Pines Public Art Plan Development

Plan Development

The public art master plan will be developed based on an integration of all the research, engagement, and best practices. The plan will reflect and help make the case for the value of high-quality and diverse public art for Pembroke Pines residents. Emerging from the research and engagement process, the resulting public art master plan will lay out a strategic direction for the City and the Public Art Committee. Through the process it is anticipated the community and stakeholders will understand more about the benefits and roles public art plays in Pembroke Pines' history, future, and social vitality.

The master plan will reflect the community's unified vision and direction for public art. It will consist of comprehensive guidelines and policies that will operationalize the public art program, highlight the priorities of stakeholders and residents, and provide a general artist selection process. Other detail areas will include maintenance and conservation, annual workplans, and guidelines for outside contributions and donations. The policies and procedures are to be developed with reference to best practices in the field.

Draft Public Art Master Plan: Define vision, values, goals, strategies, and actions for the overall public art plan, including potential sites, specific descriptions of curatorial frameworks for the plan, community involvement and engagement, and implementation plan.

Follow-up Interviews and Meetings: As required to fully vet with key decision-makers and stakeholders.

Final Plan: Develop a final document that reflects the desired changes and edits, for review and adoption. The final plan will address all areas outlined in the RFP and any other necessary areas, as identified through the stakeholder and engagement process.

City of Pembroke Pines Public Art Plan Development

Requests of the City Staff of Pembroke Pines

We look forward to working closely with the staff. To best fulfill the project objectives, we request the following assistance during the planning process:

- Assembling and transmitting to the CPG team all documents, plans, policies, studies, data, and other literature relevant to the planning process.
- Attendance at relevant meetings; also, at stakeholder and community meetings where the presence of staff would not deter candid input and discussion of planning ideas.
- Development of engagement lists, such as interviewees, discussion group participants, etc., in consultation with the CPG team.
- Scheduling of interviews, discussion groups, meetings and other planning activities and announcement/publicity for community meetings.
- Logistics for all meetings and other planning activities.
- Implementation of the communications plan, including potential development of online content, to be developed by CPG.
- Distribution of the community online survey, through electronic lists, social media, newsletters, print, and other publicity.
- Timely response to consultant inquiries, requests, draft documents, and other planning materials.

City of Pembroke Pines Public Art Plan: Estimated Budget			
	Estimated Billable Hours		
Project Element/Task	Flynn	Psy	
Project Initiation			
Project Management Allocation: Facilitate and manage activities and communications with designated City staff including, but not limited to, meeting schedules, agendas, and material preparation for planning purposes and progress updates.	20		
Develop a Detailed Project Work Plan and Timeline: Clarify roles and responsibilities in the planning process. Identify potential barriers to a successful plan.	3	2	
Initial meetings with Public Art Committee, Arts & Culture Advisory Board, and City Administration	3	3	
Document Review: Review and align City's relevant plans and studies with the public art master plan. This is to include reviewing and becoming familiar with existing policies, documents, and local codes, and future development projects. Review of current ordinance.	6	1	
Engagement Planning: In consultation with staff, the CPG team frames the overall proposed engagement process, develops a geographic and demographic strategy, designs all research instruments and protocols and develops a final timeline for implementation. This includes a community survey, discussion group guides, interview guides, social media content (for City to post), and more.	16	16	
Key Stakeholders: With City staff, develop a list of key stakeholders to be engaged throughout the planning process.	3	3	
Project Initiation Phase Deliverables: Final Project Work Plan and Timeline Master List of Key Stakeholders (with City) Final Engagement Design/Plan Communications Plan (with City Communications)			
ENGAGEMENT: Stakeholder and Community*			
Tour Pembroke Pines and the current art and cultural assets: A tour of the community, current public art, potential sites, and other key cultural assets.	4	4	
Stakeholder and Discussion Groups: Including arts and cultural stakeholders (The Frank, Studio 18, arts orgs), public artists and design professionals, public officials, City elected and appointed officials, community and business leaders, civic and neighborhood associations, and any other leadership valuable to the planning process.	16	16	
Place-based Community Conversations: Exploration of how residents define their communities; what they want to see different in their communities and why; what is unique; what is their vision for public art and a successful plan. Identifying perceptions of public art and suggestions about physical places around Pembroke Pines where public art should be located. This may include a campaign to identify any blank spaces around the city in need of activation.	8	8	
Community Survey: Design, launch and distribute a survey exploring perceptions and aspirations of public art and characteristics of Pembroke Pines; preference for types of public art and desired impact of public art. A survey report will be produced as part of the research deliverable. Survey will be distributed through City lists, organizational lists, community websites, and social media.	8	2	

Final Report of Findings: Develop a user-friendly, easily consumable research summary for the final plan. All the detailed research will be provided as an appendix.	8	6	
<i>Engagement Phase Deliverables:</i> <i>Integrated research summary of all qualitative and quantitative data</i>			
Public Art Plan Development			
Draft Public Art Plan: Develop a draft plan based on a foundation of the research with findings, a draft vision statement, preliminary goals and strategies. Conduct a presentation, review and vetting by Public Art Committee, Arts & Culture Advisory Board, and City Administration and all relevant groups and clients.	24	8	
Work with City GIS to develop a potential sites map.	4	4	
Follow-up Interviews and Meetings: As required to fully vet the draft plan with key decision-makers and stakeholders.	4		
Final Plan for City of Pembroke Pines: Develop a revised final draft plan that reflects the desired changes and edits, for review and adoption.	8	4	
Presentations to the Public Art Committee, Arts & Culture Advisory Board, and City Administration and others as required.	8	2	
<i>Plan Development Phase Deliverables:</i> <i>Final Findings Report</i> <i>Draft Plan/Final Plan</i> <i>Plan Presentations</i>			
HOURS	143	79	
Daily Rate Per Consultant	\$ 200.00	\$ 100.00	
Total Estimated Fees	\$ 28,600.00	\$ 7,900.00	
Total Fees	\$ 36,500.00		
Overhead	\$ 3,650.00		
Travel	\$ 1,230.00		
Executive Summary Graphic Design	\$ 2,500.00		
Total Estimated Planning Budget	\$ 43,880.00		
PAYMENT SCHEDULE:			
Phase 1: Project Initiation	\$ 10,970.00		
Phase 2: Community Engagement	\$ 10,970.00		
Phase 3: Draft Plan Development	\$ 10,970.00		
Phase 4: Final Plan Delivery	\$ 10,970.00		
	\$ 43,880.00		
Project Materials Contingency (if needed)	\$ 500.00		
Estimated Travel Expenses	#days	Total	
Per diem @ \$60 per day per consultant for onsite interview days	8	\$ 60.00	\$ 480.00
Mileages RT from Pompano Beach to Pembroke Pines (50 miles RT per trip)	24	\$ 1,200.00	\$ 750.00
Total			\$ 1,230.00
Project Contingency (Materials)			\$ 500.00
Graphic Design of Executive Summary			\$ 2,500.00
<i>* City staff will assist with scheduling interviews and discussion groups and finding/providing space for meetings, as needed.</i>			