

# The Division of Race & Equity 2020 Annual Report – Call for Applications

## Background

A team of bold, focused and interdependent racial equity leaders, the Division of Race & Equity drives culture change throughout the City enterprise. The division grew out of the City of Minneapolis' racial and transgender equity work of the past decade. In December 2017, the City Council formalized this work and gave it a base of operations by naming the Division of Race & Equity. We work to integrate racial equity concerns into all levels of City policy and practice. By doing so, we aim to dismantle systemic disparities and institutionalized racism to improve the lives of residents. We collaborate with City staff and community members to:

- Advise staff, elected officials and residents on policies, practices and procedures to reduce disparities for residents who are transgender or from communities of color
- Foster and leverage partnerships in the community and across City government, the region, the state and the nation to craft innovative solutions — aligned with City values, goals, priorities and plans — that address disparities and foster a vibrant Minneapolis
- Design and implement capacity-building tools and resources that increase the ability of staff, leaders, elected officials and residents to understand and grapple with issues of equity, including anti-racism, transgender equity, racial trauma, reconciliation, healing and systems change
- Build and maintain advisory bodies and other entities or mechanisms that allow staff and residents to inform decision-making on policies aimed at reducing racial and transgender disparities

In order to share and reflect on the progress of our Division, we create an annual report that provides a summary of the previous year's efforts. The Division of Race & Equity is seeking applications from qualified individuals/organizations to help tell our story for 2020.

## Scope of Work

The contracted individual/team for this project will:

- Work collaboratively with staff from the Division of Race & Equity
- Gather annual report content from full federal ReCAST report
- Organize and group content in logical fashion with easy-to-follow structure and flow
- Provide copyediting services such as rewriting as needed for language, clarity, flow and readability
- Proofread design file for copy inclusion, formatting, layout/design consistency, data treatments/accuracy, charts, graphs, illustrations and images
- Design a digital brochure for visual appeal and readability
- Graphic elements: illustrations (icons)/charts/graphs
- Creating final print-ready file prep (i.e. InDesign or pdf)

## Qualifications

- Applicant must have experience in editing/proofreading to ensure accuracy, efficiency and the highest standard in content and production

- Applicant must be able to adopt a trauma-informed lens to editing and copyediting
- Applicant must have knowledge of graphic design and a keen eye for detail

### Proposal format

Please submit your application to [raceequity@minneapolismn.gov](mailto:raceequity@minneapolismn.gov). Applications must include the following:

- Contact information:
  - Contact name
  - Address
  - Email
  - Phone
  - Social media/website (if applicable)
- A detailed account of similar past work and examples of past work
  - Examples of work that incorporates a trauma informed lens
- A detailed budget not to exceed \$12,000
- An estimated timeline
- Multiple individuals or organizations can partner up for this proposal

### Timeline

- Call for applications open Wednesday, April 14, 2021
- Call for applications close Wednesday, April 28, 2021
- Awardee will be announced Wednesday, May 5, 2021
- Work begins week of May 10th

### Target Market Program

We ask that all vendors who are for profit companies to apply to be a part of the City's Target Market Program. Non-profit organizations do not need to apply to be a part of this program.

### Questions?

If you have questions regarding this proposal and its requirements, please contact [lalinda.xiong@minneapolismn.gov](mailto:lalinda.xiong@minneapolismn.gov)