2023 Minneapolis Community Action Pro Bono Design Workshop

What is HGA's Community Action Program?

HGA's Community Action program was started in 2015 by a group of emerging designers with a mission-driven spirit to provide meaningful grassroots community outreach. Today, HGA's Community Action program commits the firm's resources and time to empower all employees to create an enduring, positive impact within our communities. Through pro bono work, outreach, and volunteerism, we partner with community organizations that allow us to advocate for and elevate the voices of those who need it most. This commitment to community allows us to coalesce our greater company ideals of equity, sustainability, and meaningful engagement.

What is the annual Minneapolis Pro Bono Design Workshop?

The Minneapolis Pro Bono Design Workshop allows us as designers (architects, engineers, landscape architects, interior designers, lighting designers, graphic designers and artists) to give back to our communities using our professional design skills. Social impact goals for the Design Workshop include partnering with organizations serving communities that have not historically had access to involvement in the design process and working in partnership with design professionals. We strive to partner with community organizations that are aligned with our greater company values of spatial equity and justice in the built environment.

Eligibility

Any community project led by non-profit organizations, neighborhood groups/associations/coalitions and schools within 2 hours of the Minneapolis-St. Paul

metro area are eligible and will be given priority over those residing outside that area. This program is intended for community groups who have not yet received funding or other resources for design support thus far for their project.

How to Apply

Application for this year's Minneapolis Pro Bono Design Workshop will open in mid-July and close August 25, 2023. Typically, 4-5 project partners are selected each year. See Application form attached. Please fill out and send back to kschalow@hga.com. If you have any questions prior to submitting your application or would like to discuss your proposal, please do not hesitate to contact Kaitlin by email. For all applications, we will send an email confirmation that we have received your application for consideration.

What is the selection process and criteria for projects?

All applications will be reviewed by the local Minneapolis Community Action team. If there are any questions concerning your application, we will reach out for clarification. Projects that are selected as finalists will be notified the week of August 28th.

Projects will be selected based on the following criteria:

> 1. <u>Community Impact</u>- What level of impact will the proposed project have on both the individuals it is directly serving as well as the greater community?
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> 2. <u>Project Need</u>- To what degree will the proposed project fulfill or address an identified social need?
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> 3. <u>Organization's Mission</u>- This is twofold: does the proposed project meet the organization's mission and the people it serves? Do the values of the organization also align with overall HGA goals for the Community Action program?
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> 4. <u>Project Viability & Capacity</u>- What is the long-term viability of the project? Does the organization have a clear action plan for steps after design services are rendered?

If your project is selected, you will be designated a design team from the HGA staff. Team size fluctuates and will be determined based on the overall scope of each project, but teams consist typically of 5-10 team members. Each team designates a project lead responsible for communicating and leading the Workshop effort with organizations.

Workshop Agenda

<u>Week of September 18th-22nd @ Your Organization's Location</u>

Teams meet on Project Sites, if applicable *(approximately 1-2 hours) If a site visit is not required, a virtual meeting will be organized.*

<u>Thursday, September 28th @ HGA Minneapolis</u>
12pm–1pm: Lunch Social Meet and Greet *(Lunch Provided)*
1pm-4pm: Interactive Team Working Sessions*
4pm-5pm: Happy Hour *(Drinks and Snacks Provided)*

<u>Friday, September 29th @ HGA Minneapolis</u>
8:30am- 9am: Team Breakfast *(Breakfast Provided)*
9am-12pm: Independent Design Team Work Time
12pm-1pm: Lunch Meet and Greet *(Lunch Provided)*
1pm-4pm: Interactive Team Working Sessions*

<u>Wednesday, October 18th @ HGA Minneapolis</u>
4pm-6pm: Community Action Design Workshop Celebration *(Drinks and Snacks Provided)*

Open house event celebrating all 2023 Community Action Design Workshop projects. Teams will give a short presentation of their work alongside organization representatives. All HGA staff and community partners are invited to join the celebration.

*Please note organization representatives are not expected to engage for the full duration of time during the Interactive Team Working Sessions. Project teams will have both interactive team sessions as well as independent work time for the design team. We encourage organizations to utilize our café and breakout commons area to work, take calls, and engage in meetings as needed during the day.

What types of Design Assistance Services are offered?

Working together with your organization, we can help identify and provide visual and decision-making content that will help you make your project vision a reality. Deliverables will vary for each organization based on your particular needs, but common workshop deliverables include diagrammatic floor plans, artistic renderings, sketches, diagrams, assessments, analysis or other documents/supplementary material that will assist your organization in growing support and funding for your project. Please note that workshop design services do not include complete, architectural, or engineered stamped construction documents.

Not everyone is familiar with what design services architects and engineers provide. Therefore, we've included the list below as a catalyst for further conversation. Services and deliverables provided by the Community Action Design Workshop can include, but are not limited to the following:

- Ideation & Visioning Processes- Let us help you come up with or refine your project's overall big picture vision! Designers excel at creative problem solving and generating ideas through an iterative process.
- Community & Creative Engagement- The most successful community projects have meaningful engagement at their core. We can work with your organization to come up with a strategy for authentic engagement efforts. Engraining engagement early with your project allows for a more equitable decision-making process for the group. It also allows for a stronger sense of ownership, pride, and deeper relationships with the community in the end.
- Conceptual Design Drawings- Conceptual drawings are done early in the design process and visioning stage to have visual tools in order to further discuss design intent. These drawings are typically void of detail, dimensions, and technical notes. Common conceptual design drawings include diagrammatic floor plans, artistic renderings, sketches, and diagrams.
- Cost Estimating- So you have a vision....but you need to understand the ballpark figure of what turning that vision into reality would be? We can help get your organization a high-level cost estimate to use as a target for fundraising.
- Existing Conditions Assessment- Do you have current design issues with your facility such as the cost to operate, accessibility, the building envelope, HVAC, lighting, power, technology or structural system to name a few? Our design team can help your organization understand what condition your existing building is in and what it would take in a renovation to achieve a certain performance end goal.
- Programming and Space Planning- Part of refining a vision is understanding to what scope work needs to be performed. Programming allows us to prioritize program needs and square footage sizes. Space planning allows us to test our assumptions on quantity and size by doing some quick "test fit" studies.
- Site Analysis- Whether your vision is reuse of an existing space or a new site, site analysis allows the team to investigate local zoning, topography restrictions, traffic conditions, climatic considerations, and larger overall connections within the community.
- Sustainability Strategies- Does your organization desire to be more environmentally conscious, resilient, or reduce its environmental footprint? The design team can work with your organization to develop design strategies that help maximize your organization's positive impact on the environment.
- Branding/ Graphic Design/ Environmental Graphics- The way signage and overall branding is integrated into built environment can have a profound impact on how individuals experience space. Working with our branding and environmental graphics team we can come up with branding strategies, branding design guidelines, signage design and logo revisioning.

Frequently Asked Questions

How does the workshop day typically go? What commitment can project groups expect?
The Design Workshop is engrained with a co-creation collaboration model. You will be with us every step of the way, providing feedback and input that will influence the deliverables of the workshop. For a detailed agenda, please refer to the key dates and times outlined above. We ask that at a minimum 1-2 representatives from your organization be present during the entire duration of the workshop on site at HGA. If team members cannot physically be present at HGA the day of the event, alternate virtual meeting options can be accommodated.

During the periods of time called out in the agenda as "Interactive Team Sessions" teams will alternate between active team discussion and independent design work time. During independent design work time, organization participants are encouraged to utilize our commons and café spaces to conduct their normal business work as needed. The café and commons is located directly adjacent to the designated conference rooms for project teams.

Is it a requirement to be a 501(c)3 registered organization?
No. Our priority is making meaningful impact in our communities.   Non-profit organizations, neighborhood groups/associations/coalitions and schools can all apply. However, nonprofit organizations applying to the workshop will be asked to provide their EIN identification number for confirmation of their status.

How far along does a project need to be to apply?
Projects can be in different stages of development depending on the deliverables you are looking to achieve out of the workshop. We can support projects that do not have any concepts developed as well as those that have begun the initial planning and conceptualization process. One of the main benefits of the workshop is providing organizations with conceptual imagery and plans that align with their project vision and can be used for fundraising or grant applications.

If our application doesn't get accepted this year, can we apply in future years?
Absolutely! If your project is not selected the first time around it can be submitted in future years also.

Are your pro bono design services limited to the annual Design Workshop?
Not always. We like to form long-term partnerships with the organizations and groups we work with at the Design Workshop. As a result, in some instances our pro bono relationships extend past the duration of the workshop itself, providing additional content as organizations navigate the fundraising process. However, the annual workshop is always used as the kick-off to a partnership for pro bono services.

Community Design Workshop 2023 RFP Application (MSP)

1. Please provide your organization's contact information.

Organization's Name:

Name of Organization's Representative:

Title:

Email:

Phone:

Mailing Address and Organization's Neighborhood:

2. Type of Organization

Non-profit

Neighborhood group/ association/ coalition

School

Private sector

Government

Other

3. If you are a non-profit, does your organization have 501c3 status?

Yes, _____ (please provide EIN)

No

4. **Please describe your organization's mission, services it provides, and community it serves.**

5. **Proposed project name:**

6. **Are there any other partners anticipated for the project? (Other organizations, government partners, private funding, fiscal sponsorship, etc.) Who to date has assisted in the process?**

7. **Please describe your proposed project (current stage of development, location & overall need). How will this project support your mission/ purpose?**

8. **What is the desired outcome and deliverables from the Community Design Workshop (Scope of Services desired)?**

9. **Next Steps: Describe how your organization hopes to build on the work done after the Community Design Workshop.**

10. **Please attach any relevant drawings, photos, maps, or visuals for your proposal.**

11. **How did you learn about HGA's Community Action Pro Bono Design Workshop?**

12. **Is there anything else we should know?**

Application DUE

Please fill out the application above and send to Kaitlin Schalow, kschalow@hga.com by August 25, 2023.

If you have any questions prior to submitting your application or would like to discuss your proposal, please do not hesitate to contact Kaitlin by email.