

# Public Realm Programming

Request for Qualifications Application Webinar



# Agenda

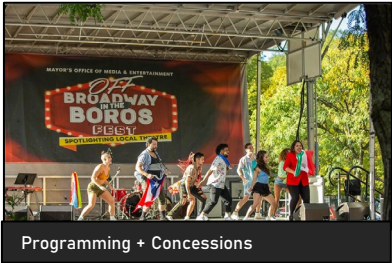
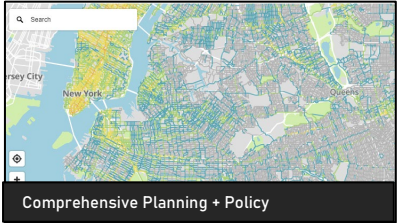
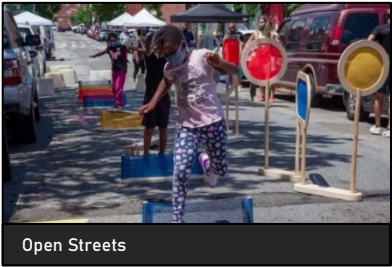
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- Programming Overview & Highlights
- New Partner List Typologies
- Evaluation Criteria
- Benefits & Opportunities
- Q&A Session



Fordham Plaza, Bronx

# Public Realm Feedback Loop



The background image is a grayscale photograph of a city street. In the upper half, a large, ornate church tower with multiple windows and a spire is visible, partially obscured by trees. The lower half of the image shows a triathlon event in progress. A cyclist is in the center, riding a road bike. To the left, a person is pushing a stroller. To the right, a person is running. The scene is set on a paved street with a crosswalk visible. A dark horizontal band across the middle of the image contains the title text.

# **Programming Overview & Highlights**

# Programming Overview

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- Public Realm Programming showcases a variety of enriching activities available to help activate public spaces across the city.
- Connects public spaces, such as plazas and Open Streets, with local organizations to positively engage communities.
- Activities are free and open to New Yorkers of all ages and abilities.
- Promotes the positive use of public space and alternative ways to use a street.



Fordham Plaza, The Bronx

# Public Realm Programming Partner List

- The Public Realm Programming team produces a catalog of partner organizations that can provide programming to enhance NYC DOT's public spaces and events across all five boroughs for a two-year period.
- The current list features **141 partner organizations**, including **18 M/WBE-certified partners**, in **4 typologies**.
- The Programming Partner List is released in April, in conjunction with Car-Free Earth Day.



# Programming Partner List



## CRC Media LLC

**Website:** [www.crcmedia.com](http://www.crcmedia.com)

**Email:** [toby@crcmedia.com](mailto:toby@crcmedia.com)

**Phone:** 212-586-2178

**Organization Description:** CRC Media is a creative boutique based in New York City. Their team of strategists, storytellers, cinematographers, producers, designers, animators, directors and AV/technical crews work in concert to deliver extraordinary work to their clients

**Programming Description:** They provide a range of strategy and production services, including: Video production and post-production, Live/hybrid event production, Graphic design & animation, Brand strategy & design

**Considerations:** They generally do not require additional resources to operate their on-site video/AV work. Before they produce an event, they rehearse a show with the client to ensure flawless execution when it's "show time." CRC operates 365 days a year, 24/7



**Areas served:** Citywide

146

Production Service partner



## Playful Productions

**Website:** [playfulproductions.com](http://playfulproductions.com)

**Email:** [viveca@playfulproductions.com](mailto:viveca@playfulproductions.com)

**Phone:** 212-989-4718

**Organization Description:** Playful Productions is a NYC-certified WBE, specializing in circus and variety entertainment. They employ talented professional performers and educators who have worked in preeminent circuses, operas, and theaters around the world.

**Programming Description:** They provide jugglers, stilt walkers, magicians, balloon sculptors, face painters, clowns, hula hoopers-you name it! They produce shows, book acts, teach workshops, provide interactive performers, or customize the perfect activation for your event.

**Considerations:** Exact needs depend on specific programming desired, but many activations are turn key with no special needs. For the safety of the performers, they can't work outside in weather you wouldn't want to be outside in. But alternate programming may be available, even in inclement conditions.



**Areas served:** Citywide



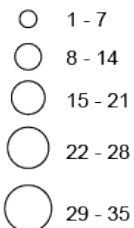
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M/WBE partner

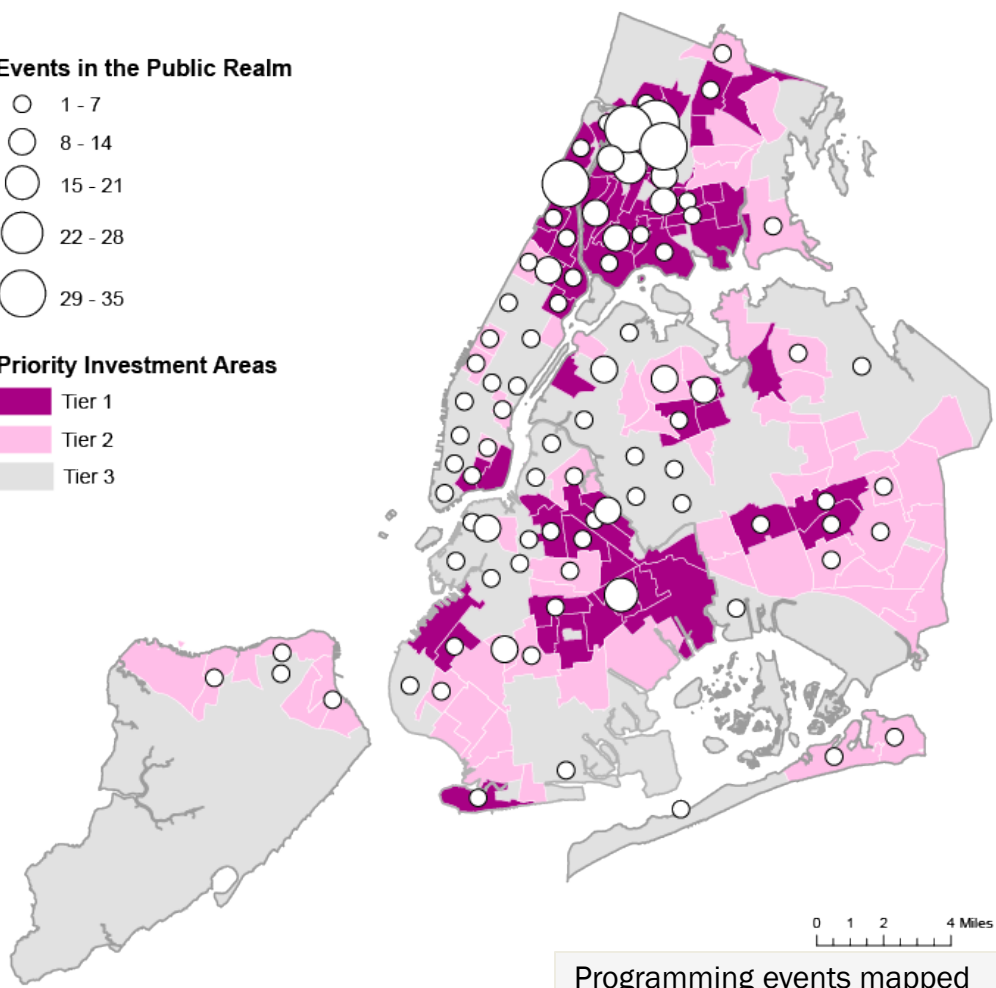
# Programming in 2024

- 500 total events in 2024!
  - 180 in The Bronx (36%)
  - 124 in Brooklyn (25%)
  - 106 in Manhattan (21%)
  - 80 in Queens (16%)
  - 10 in Staten Island (2%)
- 394 events (79%) served in Tier 1 & Tier 2 Priority Investment Areas (PIAs)
- 50+ Programming Partners engaged
- 13% of events were produced by M/WBE-certified partners
- A total of 2,070 hours programmed!

## Events in the Public Realm



## Priority Investment Areas



Programming events mapped



# **New Partner List Typologies**

# Arts and Culture



# Active Transportation



Frederick Douglass Boulevard, Manhattan

# Learning and Education



PS 59, Bathgate Avenue, The Bronx

NEW

# Design and Placemaking



Diversity Plaza, Queens

NEW

# Health and Wellness



Washington-Empire Plaza, Brooklyn

NEW

# Climate and Sustainability



Thatford Avenue Open Street, Brooklyn

# Production Services



Kensington Plaza, Brooklyn

# Programming Typologies

## Arts & Culture

- Live performances including theater, dance, music, comedians, puppetry, or singing.
- Interactive creative workshops and cultural experiences.
- Aims to activate public spaces while honoring the traditions and creative expressions of the city's diverse communities.

## Active Transportation

- Physical activities, outreach, and education related to cycling, micromobility, and other forms of active transportation.
- Learn-to-ride classes, safety clinics, and group rides.
- Running, walking, and rolling clubs or tours that promote sustainable modes of transportation.

## Learning & Education

- Learning opportunities in collaboration with schools, community educators, and cultural partners.
- Outdoor pop-up learning labs, STEM-based curriculums, literacy programs, book giveaways, civic engagement sessions, and informational resource tabling.

## Health & Wellness

- Promotes physical and mental well-being through accessible healthy lifestyle habits and recreational activities.
- Fitness, aerobics, and dance classes, meditation, yoga, nutrition education and resources for all ages and abilities.

## Design & Placemaking

- Innovative place-making through temporary design interventions that enhance comfort, usability, and aesthetic value.
- Design elements like modular seating, shade structures, playful street furniture, and interactive artistic displays that enhance comfort and visual appeal.

## Climate & Sustainability

- Initiatives that educate and inspire meaningful steps toward reducing environmental impact, while ensuring events themselves are models of sustainability.
- Climate action workshops showcasing horticultural care, composting demos, waste reduction and solutions.

## Production Services

- Technical and logistical event support
- Audio/visual enhancement, stage management, photographers, videographers, event setup/breakdown, live streaming, and outdoor screenings.
- Can support all program activations types.



# Evaluation Criteria

# What We Look For

- Organizations of all backgrounds, types, and experience, are welcome to apply. M/WBEs are strongly encouraged.
- Programming must be appropriate for all ages and abilities and should be adaptable to accommodate diverse neighborhoods and outdoor environments across New York City.
- Partners should have capacity to navigate permitting, production, or logistical challenges and demonstrate creative ways to connect with all audiences, with an intentional effort to include people with disabilities, seniors, and often overlooked demographics.
- Focus on serving Tier 1 and 2 PIAs, identified by equity goals, density, and past DOT investment levels.



Hillel Plaza, Brooklyn

# Evaluation Criteria

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NYC DOT will work with a project-specific selection jury to review applications based on the following criteria:

## Capacity and Experience (40 points)

- Proven track record of successfully delivering public programming or performances in outdoor/public spaces.
- Experience navigating permitting, production, or logistical challenges in NYC.
- Organizational or individual capacity to manage scheduling, staffing, and event execution.

## Accessibility and Inclusivity (25 points)

- Programming is structured to accommodate and engage people of all ages and abilities.
- Demonstrate creative ways to connect with all audiences, with an intentional effort to include people with disabilities, seniors, and often overlooked demographics.
- Incorporates programming that is accessible and multilingual where possible.
- Commitment to equitable distribution of programming across different neighborhoods, especially underserved areas.

## Programming Suitability (20 points)

- Consider the social, geographical, and/or cultural context of the potential event location.
- Illustrate commitment to community involvement by inviting local partners (CBOs, schools, businesses, etc.) to participate during both planning and execution.
- Quality, originality, and creativity of intended programming typology.
- Programming demonstrates alignment with NYC DOT's mission and goals.

## Event Enrichment (15 points)

- Incorporates interactive or participatory elements (e.g., workshops, cultural experiences).
- Reflects artistic excellence and cultural relevance to NYC's diverse communities.
- Shows ability to attract and engage broad and/or underrepresented audiences.
- Plans for community input, collaboration, or participation in program design or delivery.



# **Benefits & Opportunities**

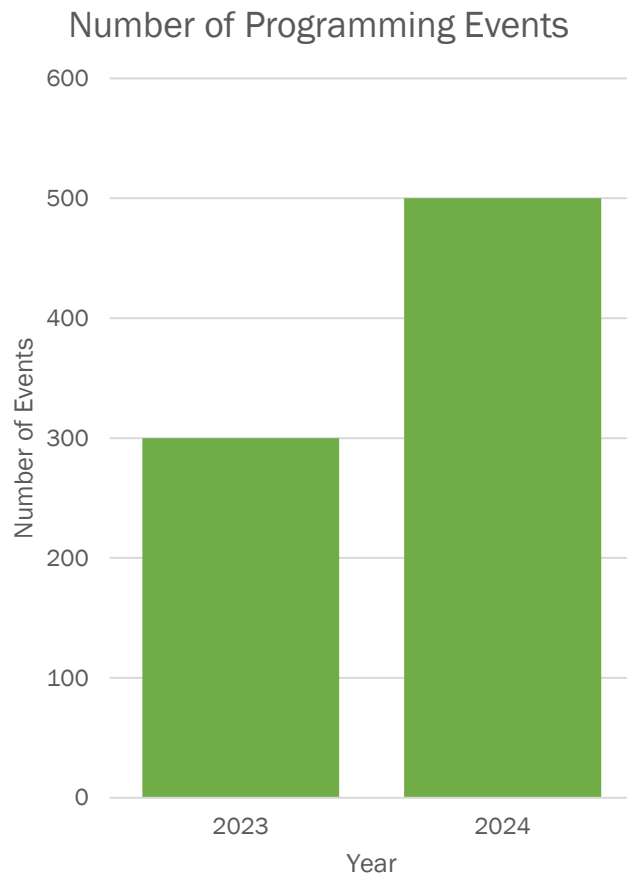
# Benefits

Visibility & Recognition	Partnerships & Collaboration	Funding & Resources	Community Impact	Growth & Influence
<ul style="list-style-type: none"><li>• Gain credibility through official DOT vetting.</li><li>• Promotion across DOT channels, and brand exposure in high-traffic public spaces.</li></ul>	<ul style="list-style-type: none"><li>• Access to programming opportunities like Car-Free Earth Day and Trick-or-Streets.</li><li>• Networking opportunities with other cultural, educational, and community organizations and city agencies.</li></ul>	<ul style="list-style-type: none"><li>• Become eligible for DOT, Open Streets, and Plaza partners limited funding opportunities throughout the year.</li><li>• Strengthen your position for future fundraising efforts.</li><li>• Receive grant and sponsorship opportunities as they become available.</li></ul>	<ul style="list-style-type: none"><li>• Expand your reach across neighborhoods citywide.</li><li>• Advance equity and inclusion goals.</li><li>• Help shape how public spaces reflect community needs.</li></ul>	<ul style="list-style-type: none"><li>• Build a strong portfolio of public programming.</li><li>• Increase competitiveness for future opportunities.</li><li>• Contribute to shaping city policy around public space</li></ul>

# Benefits

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- NYC DOT solicits proposals for funded programming opportunities by issuing Request for Proposals (RFPs) throughout the Programming and Open Streets season.
  - Some opportunities include Car-Free Earth Day, Trick-or Streets, & culturally significant celebrations.
- OS and Plaza Partners use their own funding to sponsor programming and reference the Partner List throughout the season. Orgs on the Partner List can confidently pitch their offerings as official, vetted DOT Programming Partners.
- Over the last two-year period, the DOT Programming website has seen significant traffic including over 6,000 views and over 700 downloads of the Partner List.
- Our impact on communities continues to grow with over 1000 Programming events since 2023.



# Apply Now!

- [The Programming RFQ is open!](https://arcg.is/00qSiG2) <https://arcg.is/00qSiG2>
- Deadline to apply is Friday, January 30, 2026.
- DOT is available for questions regarding the RFQ application up until December 19, 2025. Email us at [programming@dot.nyc.gov](mailto:programming@dot.nyc.gov). Frequently Asked Questions will be shared on the Public Realm Programming website shortly thereafter.
- Notification of Acceptance: Spring 2026, Partner List Released: April 2026
- Additionally, [the Open Streets application is now open](https://arcg.is/004rnv0) for partners that want to manage their own Open Street. You can be both a Programming Partner & an Open Streets partner too! <https://arcg.is/004rnv0>



East 119 Street, Manhattan



**Any Questions?**

# Thank you!

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NYCDOT



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# Public Realm Programming: 2026-2027 Partner List Request for Qualifications (RFQ) Application

## Frequently Asked Questions (FAQ)

**December 2025**

This document is a compiled list of questions posed to the NYC DOT Public Realm team regarding the 2026-2027 Programming Partner List Request for Qualifications (RFQ) application.

1. If organizations want to apply for more than one typology, do they need to submit multiple applications or one for each typology?
  - o Answer: You only need to submit one application and can apply for up to 4 different typologies on a single application. With every typology applied, you will need to submit a description explaining how your organization's programming relates to each typology.
2. Do we have to participate in events and programming opportunities all across NYC?
  - o Answer: We encourage partners to provide services citywide, but we understand that some partners are borough- or neighborhood-specific.
3. Can we participate in Summer Streets and also apply to be part of the Programming RFQ?
  - o Answer: Yes. The Summer Streets application and the Programming RFQ are two separate, unique opportunities.
4. Can an organization with a specific target population apply? We specifically work with anyone who identifies as a girl. Would we still be eligible even though we work with a specific audience?
  - o Answer: Yes. Even if your programming focuses on a specific demographic, there may still be opportunities for your organization to collaborate with us. It is important to note- you can't always control the audience you will attract when activating public spaces. You may want to consider how your

programming activation can be broadened to include or reach other populations (even informationally).

5. I am a band – can I apply?

- o Answer: Yes. Live musical performances fall under the Arts & Culture typology.

6. Is there need for PR campaigns and community buy in on the project?

- o Answer: No, this is an opportunity for organizations that want to be placed on the PR Partner List which does not include Public Relations.

7. Does the budget proposal I submit for Open Streets get referenced in the Programming RFQ?

- o Answer: The Open Streets application and the Programming RFQ are two separate, unique opportunities to collaborate with NYC DOT.

8. Where can I find a list of Open Spaces in different boroughs?

- o Answer: Complete lists and accompanying maps of all Open Streets and Plaza locations can be found on the NYC DOT website. For Open Streets, please visit [nyc.gov/OpenStreets](https://nyc.gov/OpenStreets) and, for plazas, please visit [nyc.gov/Plazas](https://nyc.gov/Plazas). This RFQ opportunity does not apply to other citywide open spaces beyond NYC DOT jurisdiction, such as parks.

9. Is there an open-ended list? Or does this list expire at some point? Do you have to apply again in the future?

- o Answer: The Public Realm Programming Partner list is active for a two-year period. All existing partner organizations currently on the list must reapply. The new Partner List will be active from April 2026 through April 2028.

10. As an organization that focuses on temporary installations, do you see there being any value in design organizations applying for this RFQ that want to do something for than just one day?

- o Answer: Yes, this is an opportunity for organizations that may in the future be interested in doing installations on NYC DOT property. Further details to come in the future.

11. Within the creative placemaking typology, do you anticipate people proposing temporary and permanent structures? And would you look for programming to accompany anything physical that is produced?

- o Answer: Any installations through the design and placemaking typology will be non-permanent nature. As this is a new typology. NYC DOT expects to release more details about how installations work through this typology in the new year.

12. How many programming typologies can you apply for?

- o Answer: If applicable, organizations may apply for up to 4 typologies.

13. Can multiple organizations collaborate to offer a combined programming offering?

- o Answer: This RFQ is not a proposal opportunity. All organizations should consider applying individually to join the Partner List.

14. Is there any limitation as to who can be a programming partner? Do organizations need to be not-for-profit entities?

- o Answer: Organizations of all backgrounds, types, and experience, are welcome to apply.

15. Is the RFQ open now?

- o Answer: Yes, the application is open now. The deadline to apply is Friday, January 30, 2026.

16. How does an organization get paid for their services?

- o Answer: This RFQ isn't a procurement opportunity, rather it is a chance to be included on a list for potential procurement opportunities.

17. Are sites assigned and expected to be regularly attended? Is there room to sign up for the events or boroughs we relate to more?

- o Answer: This RFQ is an opportunity to be included on the Public Realm Programming Partner List. Organizations on the list are eligible to respond to Request for Proposals (RFP) released by NYC DOT for programming in Open Streets and Plaza locations citywide. Specific programming assignments are determined following proposal approvals. Organizations have discretion as to whether they would like to respond to participate to any given RFP opportunity.

18. Does applying to the RFQ guarantee funding/work from NYC DOT?

- o Answer: No, acceptance to the Programming List does not guarantee that any funding will be provided.

19. Our organization offers drum circles, live music, etc. Should we apply twice?

- o Answer: In this specific scenario, your organization should apply as an Arts & Culture partner.

20. We are a Business Improvement District (BID) organization. What if there are limited public spaces near an organization?

- o Answer: This RFQ is intended for organizations that can provide programming activations in public spaces citywide. While this opportunity is not designed for BIDs, BIDs may consider other ways to collaborate with NYC DOT, including through the [Open Streets](#) or [Plaza Program](#).

21. What is the difference between an Open Streets Partner and Programming Partner?  
Can we be both?

- o Answer: Programming Partners are organizations of all backgrounds and all types, including for-profits and non-profits, that can provide programming to enhance NYC DOT's public spaces and events across all five boroughs. In contrast, Open Streets partners can be any formal or informal group of people or businesses with ties to the community who collaborate to manage or participate in the operations of an Open Street. Partners must completely manage all aspects of the Open Street. Open Streets must occur on recurring, regular weekly schedules.  
Yes, your organization may apply to both opportunities.

22. Is Open Streets application different from the Programming RFQ application?

- o Answer: Yes, they are two separate applications for each opportunity:
  - i. Programming RFQ: <https://arcg.is/00qSiG2>
  - ii. Open Streets Application: <https://arcg.is/004rnnv0>

23. Does NYC DOT have a list of Tier 1 and Tier 2 Priority Investment Areas?

- o Answer: Priority Investment Areas are identified in the NYC Streets Plan, available on the [NYC DOT website](#).

24. After you become a partner, how often do you get selected for programming?

- o Answer: NYC DOT solicits proposals for funded programming opportunities to organizations on the Partner List by issuing Request for Proposals (RFPs). Additionally, Open Streets and Plaza Partners use their own funding to sponsor programming and reference the Partner List throughout the season.

25. Is the Open Streets application accessible through the NYC DOT website?

- o Answer: Yes, the Open Streets application is accessible through the [NYC DOT website](#). Please note this is a completely separate, unique opportunity than the Programming RFQ application.

26. Do you get to choose the location of the programming?

- o Answer: Assuming an organization's acceptance onto the list, NYC DOT Programming Partners are eligible for several unique Request for Proposal (RFP) opportunities throughout the year. Activation locations vary and are dependent on the opportunity presented. Every organization has the discretion to choose which opportunity they would like to apply to be considered for. NYC DOT Open Streets and Plaza Partners may also refer to the Partner List to identify and contact organizations who may be available to provide programming in those spaces.

27. Is funding provided for programming?

- o Answer: A limited amount of funding is available to selected partners who apply to NYC DOT RFP opportunities. However, acceptance to the Programming List does not guarantee that any funding will be provided.

28. Regarding M/WBE certification- How can non-profit organizations receive an equivalent certification?

- o Answer: Non-profit organizations are not eligible for M/WBE certification. For more information, please visit: [nyc.gov/mwbe](https://nyc.gov/mwbe)

29. Is there a difference between Plaza Partners and Plaza Programming Partners? Is there a process for becoming a plaza partner as well?

- o Answer: Programming Partners can provide services at public spaces citywide, including but not limited to Plazas, Open Streets, and other NYC DOT properties.

NYC DOT partners with community organizations to create plazas and prioritizes neighborhoods that lack open space, amongst other criteria. Plaza partners operate and manage these spaces and are eligible for support through the Public Space Equity Program. For more information, visit [nyc.gov/plazas](https://nyc.gov/plazas)

30. For musicians, can one person apply as one person for several different acts?

- o Answer: Applicants are welcome to present themselves however they see fit. Musicians should apply under the Arts and Culture typology and will have an opportunity to share a description of the programming being offered.

31. What if an accepted applicant needs to withdraw from the programming partner list?

- o Answer: Applications are non-binding.

32. Is there any special accommodation for people with disabilities?

- o Answer: If anyone needs assistance completing the RFQ application, please reach out to us at [programming@dot.nyc.gov](mailto:programming@dot.nyc.gov). In regard to providing services, NYC DOT highly encourages partners to adapt programming to accommodate people with disabilities and communities of all ages and abilities. Adaptations may differ depending on the type of programming service. NYC DOT is committed to accessibility and inclusion. Applicants and partners are expected to comply with all applicable accessibility requirements.

33. I'm already on the Partner List. Do I need to apply again?

- o Answer: The current Partner List is active through 2025 and the new list will be released in April 2026. All partners on the current list must reapply now. The next RFQ application opportunity will not be until late 2027.

34. Approximately what is the range of the financial compensation for programming partners for each event?

- o Answer: This RFQ isn't a procurement opportunity, rather it is a chance to be included on a list for potential procurement opportunities.

35. What is the bidding process like, i.e. does it require an extensive application or is it different for each event?

- o Answer: Again, this RFQ isn't a procurement opportunity. If accepted, Programming Partners become eligible for limited funding opportunities from NYC DOT, Open Streets, and Plaza partners throughout the year.

36. Will bidding on each event be by invitation only from the NYC DOT's community partner? Or will each opportunity be shared with the entire list of program partners?

- o Answer: NYC DOT solicits proposals for funded programming opportunities by issuing Request for Proposals (RFPs) throughout the Programming and Open Streets season. Additionally, Open Streets and Plaza Partners use their own funding to sponsor programming and reference the Partner List throughout the season. Organizations on the Partner List can confidently pitch their offerings as official, vetted NYC DOT Programming Partners.

37. Are there any limits on the number of applications or events that programming partners can bid on or participate in?

- o Answer: This RFQ isn't a procurement opportunity, rather it is a chance to be included on a list for potential procurement opportunities. There is a limit of one application per organization, and a maximum of four typologies can be applied for consideration.

38. We are a large agency with diverse programming located throughout the city. We have large program departments that work independently in different program areas. Can each department submit an application under different programming typologies, or must we submit one application for our entire agency?

- o Answer: Please only submit one application for the organization. Applicants are limited to a maximum of 4 typologies for consideration.

39. When will NYC DOT be adjudicating this application?

- o Answer: The RFQ application deadline is Friday, January 30, 2026. Notification of acceptance will go out in Spring 2026, and the Partner List will be released in April 2026.

40. As I began the application, I noticed that secondary contact information is required. I am a sole proprietor, so I don't have secondary contact information. How should I proceed?

- o Answer: The Secondary Contact prompt is meant to be a failsafe in the event someone is unable to reach you at the Primary email address or Phone number. Ideally, you'll be able to provide back-up contact information in those sections.

41. Will you be releasing a link to any recording of the webinar? If so, where can this be found?

- o Answer: Although a recording of the webinar is unavailable, a copy of the webinar slideshow deck is available on the RFQ application page and the NYC DOT Public Realm Programming website.

42. Will selected partners have the option to pursue public programming opportunities outside of RFQ? For example, could partners reach out to the Public Realm department with an idea for an event?

- o Answer: This RFQ isn't a procurement opportunity, rather it is a chance to be included on a list for potential procurement opportunities.

43. How selective may partners be on the locations where they participate? For example, could partners aim to respond to RFQ OR just propose general activities in an area where we are very active in the community?

- o Answer: As mentioned above, this RFQ is an opportunity to be included on the Public Realm Programming Partner List and organizations on the list are eligible to respond to Request for Proposals (RFP) released by NYC DOT for programming in Open Streets and Plaza locations citywide. Specific programming assignments are determined following proposal approvals. Organizations have discretion as to whether they would like to respond to participate to any given RFP opportunity. Organizations can also propose activations directly to Open Streets and Plaza partners who may have their own funding to use toward programming.