

15. Contract with Philadelphia Mural Arts Advocates (\$145,000)

## **Action Item - 15**

**Title:** Contract with Philadelphia Mural Arts Advocates (\$145,000)

**Board of Education Meeting Date:** 1/30/2025

### **Action Under Consideration:**

The Administration recommends that the Board of Education authorize The School District of Philadelphia, through the Superintendent or his designee, to execute and perform a contract, subject to funding, as follows:

**With:**

Philadelphia Mural Arts Advocates

**Purpose:**

To design and install murals on two school buildings and launch an educational campaign focused on school bus electrification, environmental justice, and community health.

**Start date:** 2/3/2025

**End Date:** 3/31/2026

**Compensation not to exceed:**

\$145,000

**Location:**

Two schools to be identified by the Office of Transportation from the schools to which electric buses transport students

**Renewal Option:**

N/A

**Maximum Compensation authorized per option period:**

N/A

**Description:**

**Why is this contract needed?**

The District has secured funding from the EPA's Clean School Bus grant program to replace 20 Type C diesel buses with 20 Type C electric buses, aiming to reduce emissions and promote sustainability. In collaboration with Philadelphia Mural Arts Advocates, named as a sub-awardee, the District's Transportation Department plans to implement mural projects and educational campaigns focused on school bus electrification, environmental justice, and community health at two District school buildings along bus routes served by the new electric buses. Two school sites will be

selected in collaboration with the District Department of Facilities and school leaders, with priority given to areas of the city most affected by environmental, climate change, and health challenges.

**How will the success of this contract be measured?**

The success of the contract with Philadelphia Mural Arts Advocates will be measured by community engagement levels, the murals' visual and cultural impact on schools, and the project's promotion of equity and inclusivity. Key metrics include participation diversity, feedback from stakeholders, and the effectiveness of the education campaign in raising awareness about sustainability and health. Long-term impact on school pride, community connections, and continued engagement with environmental themes will also be evaluated.

**Which Goal and/or Guardrail does this Action Item support?**

**Has this investment been discussed during a progress monitoring session?**

**Which session?**

The mural arts project and education campaign on school bus electrification, environmental justice, and community health directly support Guardrail 1: Welcoming and Supportive Schools by transforming school buildings into vibrant, inspiring spaces, promoting student and community pride, and fostering a sense of belonging. The education campaign raises awareness about sustainability and health, empowering students and families while enhancing safety and well-being. These initiatives create inclusive, engaging, and supportive school environments that align with the District's mission.

**Does this Action Item support a specific strategy/intervention identified in the Strategic Plan?**

N/A

**Related resolution(s)/action item(s)**

N/A

**Funding Source(s)**

FY25 Operating Budget

**Office Originating Request:**

Operations - Transportation Services

## **Action Item - 15**

**Title:** Contract with Philadelphia Mural Arts Advocates (\$145,000)

**Board of Education Meeting Date:** 1/30/2025

### **Action Under Consideration:**

The Administration recommends that the Board of Education authorize The School District of Philadelphia, through the Superintendent or his designee, to execute and perform a contract, subject to funding, as follows:

**With:**

Philadelphia Mural Arts Advocates

**Purpose:**

To design and install murals on two school buildings and launch an educational campaign focused on school bus electrification, environmental justice, and community health.

**Start date:** 2/3/2025

**End Date:** 3/31/2026

**Compensation not to exceed:**

\$145,000

**Location:**

Two schools to be identified by the Office of Transportation from the schools to which electric buses transport students

**Renewal Option:**

N/A

**Maximum Compensation authorized per option period:**

N/A

**Description:**

**Why is this contract needed?**

The District has secured funding from the EPA's Clean School Bus grant program to replace 20 Type C diesel buses with 20 Type C electric buses, aiming to reduce emissions and promote sustainability. In collaboration with Philadelphia Mural Arts Advocates, named as a sub-awardee, the District's Transportation Department plans to implement mural projects and educational campaigns focused on school bus electrification, environmental justice, and community health at two District school buildings along bus routes served by the new electric buses. Two school sites will be

selected in collaboration with the District Department of Facilities and school leaders, with priority given to areas of the city most affected by environmental, climate change, and health challenges.

**How will the success of this contract be measured?**

The success of the contract with Philadelphia Mural Arts Advocates will be measured by community engagement levels, the murals' visual and cultural impact on schools, and the project's promotion of equity and inclusivity. Key metrics include participation diversity, feedback from stakeholders, and the effectiveness of the education campaign in raising awareness about sustainability and health. Long-term impact on school pride, community connections, and continued engagement with environmental themes will also be evaluated.

**Which Goal and/or Guardrail does this Action Item support?**

**Has this investment been discussed during a progress monitoring session?**

**Which session?**

The mural arts project and education campaign on school bus electrification, environmental justice, and community health directly support Guardrail 1: Welcoming and Supportive Schools by transforming school buildings into vibrant, inspiring spaces, promoting student and community pride, and fostering a sense of belonging. The education campaign raises awareness about sustainability and health, empowering students and families while enhancing safety and well-being. These initiatives create inclusive, engaging, and supportive school environments that align with the District's mission.

**Does this Action Item support a specific strategy/intervention identified in the Strategic Plan?**

N/A

**Related resolution(s)/action item(s)**

N/A

**Funding Source(s)**

FY25 Operating Budget

**Office Originating Request:**

Operations - Transportation Services