How to do Creative Placemaking
Digging Deep! Community Engagement Methods and Techniques
WELCOME!

Katherine Bray-Simons
Design Specialist, Our Town
National Endowment for the Arts

Lynne McCormack
National Program Director, Creative Placemaking
Local Initiatives Support Corporation
OUR TOWN
Creative Placemaking at the National Endowment for the Arts

These grants support projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes. Matching grants range from $25,000 to $200,000.
Our Town

PROBLEM STATEMENT: American communities everywhere face a distinctive set of local economic, physical, and/or social challenges. Yet community leaders are often unaware of solutions that stem from the successful adoption and integration of arts, design, and cultural strategies.

Increased integration of arts, design, and cultural strategies among local, cross-sector partners, leading to economic, physical, and social change

Sustained support and recognition of arts, design, and cultural strategies as integral to every phase of community development across the United States
Creative Research: A Means and End

Sometimes the community discovery process itself becomes creative placemaking.

SPACES: Artist Residency at The Village
## Community Engagement Spectrum

<table>
<thead>
<tr>
<th>Inform:</th>
<th>Feedback:</th>
<th>Involve:</th>
<th>Collaborate:</th>
<th>Empower:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide residents with information and assist in understanding problems, alternatives, and/or solutions.</td>
<td>Obtain public feedback on analysis, alternatives, and/or decisions.</td>
<td>Work directly with residents and consistently consider their concerns and aspirations.</td>
<td>Partner with residents in decision making; including in identification of solutions.</td>
<td>Residents are making decisions and leading solution-based efforts.</td>
</tr>
</tbody>
</table>
Steps of Discovery

1. Surface what you know
2. Determine what you need to know
3. Gather the information
4. Organize, & analyze
5. Synthesize your findings
6. Tell the story

All with community and creative engagement
What Information Already Exists?

What existing information may be available?

Much demographic and economic information may have been collected.
Where Can You Find Existing Information?

- Business improvement district
- Housing authority
- Social service organizations
- Faith-based outreach organizations
- Local CDC office
- LISC office
- School administration
- Local arts council/center
- Community foundation
- Neighborhood council
Network Mapping

Network/relationship mapping

Who do folks in the core team know?

Who in community has influence, makes decisions, has power?
Asset Mapping

Identify:
• Favorite places
• Problem spaces
• Gathering places
• Arts & cultural resources
• Artists and creative workers
Community Assets

Tangible assets
- Public spaces, parks
- Cultural organizations
- Landscapes, streetscapes
- Housing
- Local businesses
- Markets
- Schools
- Faith-based institutions

Recurring events
- Fairs and festivals
- Parades
- Public holidays

History and traditions
- Memorable events
- Cultural traditions
- Historic sites

Public services
- Health
- Education
- Recreation
- Public safety

And many more…

People
- Local heroes, leaders, activists
- Creative workers: artists, writers, musicians, etc.
- Resident demographics
- Attitudes

Digging Deep!
Community Engagement Methods and Techniques
Roles for Artists

• Artists as facilitators
• Artist as organizers
• Ask questions and listen deeply
• Bring fresh eyes to community work
• Prepare for the uncertainty
• Collaborate cross-sector
• Help residents in leadership development
Interviews

- Determine information needs
- Develop tailored questions
- Train interviewers
- Schedule interviews
- Ask open-ended questions
- Be flexible
- Listen
- Take notes and write summary

Interviewing for Meditation on Memory: A Visual Mapping of Fairhill
Community Conversations: Focus groups

- Convene groups of 8 - 12 people
- Provide hospitality
- Allow 60 - 90 minutes
- Ask 3 - 4 specific questions
- Moderate discussion
- Record and/or take notes
- Thank and explain how this will help community
- Write up summary
Social Media

How can we use Social Media to engage with, and discover the community?

Polls and Surveys

• Select sample
• Acquire lists
• Design questions
• Pretest
• Build survey
• Distribute & collect
• Analyze & report
Process check

• Do the folks participating actually reflect the demographics of the neighborhood?

• Have we really reached all the folks we need to include?

• Are we really listening to the issues being surfaced?

• Do we need to change our thinking on how to do this project?

• What additional resources, knowledge and expertise do we need?

• What (cultural) opportunities are missing?

• What should stay the same and what should change?
Refine the Project Concept

Incorporate community feedback into your plan

Refine and/or confirm your design

Remember – the project itself may not be as important as your community-engagement process

Consider scale of the challenge and your creative response
Reflect and Celebrate!

- Take time at meetings
- Give participants a chance to reflect on your events and their participation
- Keep a record
- Report your successes
- Cultivate lasting relationships
Allison Orr
Artistic Director
& Founder
Forklift Danceworks

Krissie Marty
Associate Artistic Director
& Community Collaborations Director
Forklift Danceworks

Paul Slutes
Aquatic Maintenance Supervisor
City of Austin Parks and Recreation Department Aquatic Division

Jonica Moore
A multi-year collaboration between Forklift Danceworks, the City of Austin’s Parks & Recreation Department, and East Austin neighborhoods about the future of our city pools.
FORKLIFT DANCEWORKS
Interview Questions

- What do you love about your job (or this place)?
- What is hard about your job (or this place)? What's challenging?
- How did you get into this job? What brought you to this place?
- What do you want people to know about your job (or this place)?
MY PARK, MY POOL, MY CITY
Questions?

Please direct your question to a specific panelist. Type your question in the chat box.

For example:
This question is for Paul, How do you invite artists to participate?
Our next webinar

January 9, 2018
Crafting an Evaluation Plan & Measuring Impact

Register
www.lisc.org/our-events/events/how-to-do-creative-placemaking