



PUBLIC REALM

LEARNING JOURNEYS

PARTICIPATORY PLACEMAKING

December 8, 2020

AG EN DA

10:05 ET / 9:05 CT

5 mins

Welcome

10:10 ET / 9:10 CT

5 mins

Introduction with Ben Stone

10:15 ET / 9:15 CT

15 mins

Expert Interview with Jamie Bennett

10:30 ET / 9:30 CT

15 mins

Breakout Discussions #1

10:45 ET / 9:50 CT

15 mins

Case Study with Peter Svarzbein

11:00 ET / 10:05 CT

15 mins

Breakout Discussions #2

11:15 ET / 10:25 CT

15 mins

Debrief & Wrap-Up



GROUP AGREEMENT

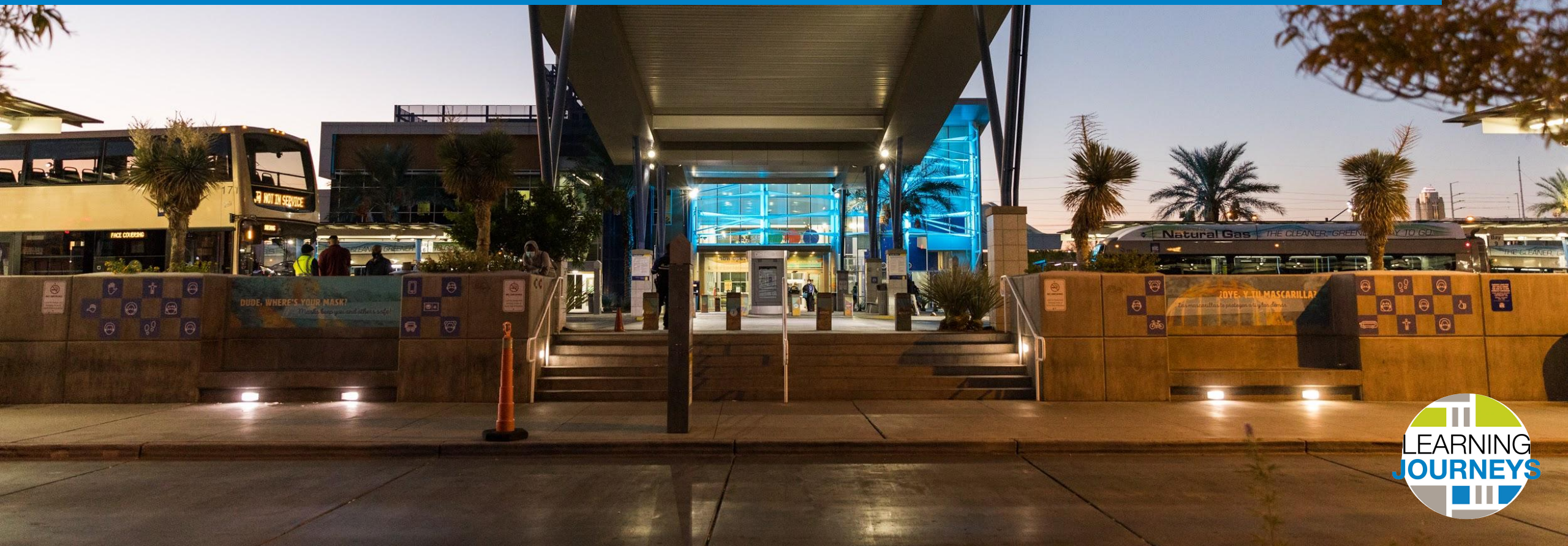
- Please mute yourself until you are ready to speak
- Turn your camera on during breakout sessions and group discussion
- Be conscious of time - there will be time for questions in the end
- Questions through chat during presentations
- We are recording today's session (main room, not breakout groups)
- Feel free to take a break



INTRODUCTION

BEN STONE

Director of Arts & Culture, Smart Growth America



SGA's Arts & Culture team works by:

Funding

projects to create
exemplary case studies

Tracking

artistic projects to
communicate their benefits

Training

practitioners & connecting
peers to expand the field



The Role Of Arts & Culture In Transportation Planning

Seven Challenges, Seven Solutions Seven ways arts and culture can contribute solutions to the most pressing challenges facing the transportation sector today:

1

Generating creative solutions for entrenched transportation problems

Develop better projects that attract greater community support by imagining bold transportation solutions that are unconstrained by traditional processes.



2

Making streets safer for all users

Make streets safer for pedestrians and cyclists by using creative methods to help transportation professionals empathize with all users.



3

Organizing transportation advocates

Equip communities to organize and advocate for more equitably distributed transportation investments.



4

Engaging multiple stakeholders for an inclusive process

Shepherd transportation projects through the community input process more quickly and smoothly by facilitating meaningful participation early and often in the planning process.



5

Fostering local ownership

Accomplish local goals and foster local stewardship by incorporating community-sourced artistic and design elements into transportation projects.



6

Alleviating the disruptive effects of construction

Overcome the disruption of construction and mitigate the impact on businesses, residents, and visitors by using artistic interventions to create a more accessible and inviting environment.



7

Healing wounds and divisions

Remedy the divisions created by urban highways and other detrimental transportation infrastructure by physically and culturally reconnecting communities.



Please refer to “ARTS, CULTURE AND TRANSPORTATION A Creative Placemaking Field Scan” for more detailed information, context, and case studies.

Solution #1

Generating creative solutions for entrenched transportation problems

Arts and culture can help develop better projects that attract greater community support by imagining bold transportation solutions that are unconstrained by traditional processes.



Solution #4

Engaging multiple stakeholders for an inclusive process

Arts and culture can help shepherd transportation projects through the community input process more quickly and smoothly by facilitating meaningful participation early and often in the planning process.





Arts &
Transportation
Rapid Response



BWA SUN MASK

MATERIAL:
WOOD
DIMENSIONS:
17 X 14"

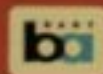
Used in Bwa dance performances to celebrate the farming and harvest season, this style of mask is commonly called a sun mask. With its circular design and radiating, triangular pattern of dark brown and white pigments, it can easily be seen as depicting the light of the sun.

BURKINA
FASO



WE BEEN ON

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"WHETHER STORYTELLING OR CELEBRATING CULTURE, MASKS HAVE ALWAYS SERVED A USEFUL FUNCTION. THIS TIME THEY CAN HELP US PROTECT EACH OTHER."





Auseon
Plymouth

NBC
LIVE

GROW



GROW



ARTIST





EXPERT INTERVIEW

JAMIE BENNETT

Executive Director, ArtPlace America



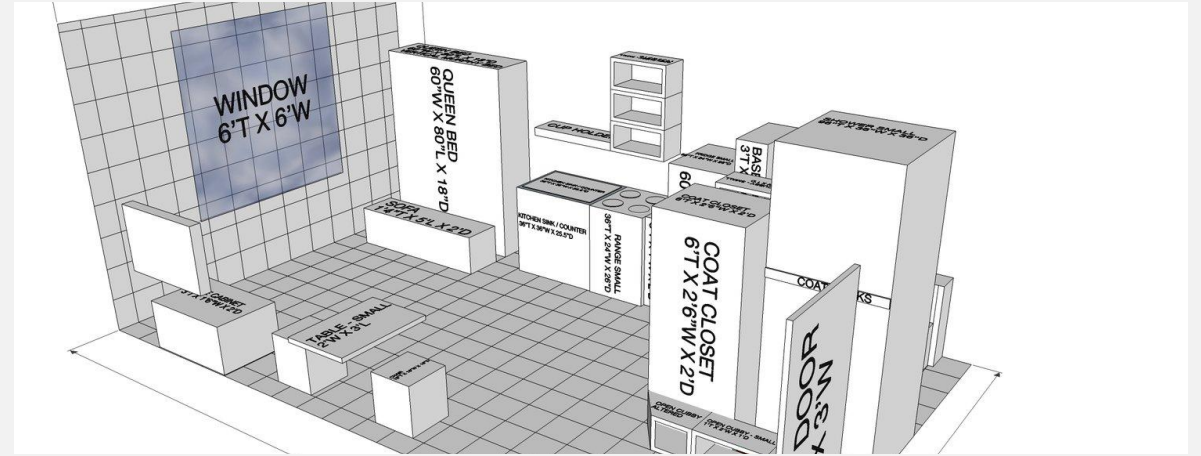
ArtPlace America is a ten-year fund
that has invested more than \$100 million
in **rural, suburban, Tribal, and urban** communities
to support **artists as allies in equitable community
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Liz Lerman

“An Atlas of Creative Tools”
Arizona State University
Phoenix, AZ





Cook Inlet Housing Authority

Anchorage, AK

AGRICULTURE & FOOD RESEARCH



ENVIRONMENT & ENERGY RESEARCH



HEALTH RESEARCH *ROOTS & WINGS*
The West End Poetry Opera



HOUSING RESEARCH



IMMIGRATION RESEARCH



PUBLIC SAFETY RESEARCH



TRANSPORTATION RESEARCH



WORKFORCE DEVELOPMENT RESEARCH



YOUTH DEVELOPMENT RESEARCH

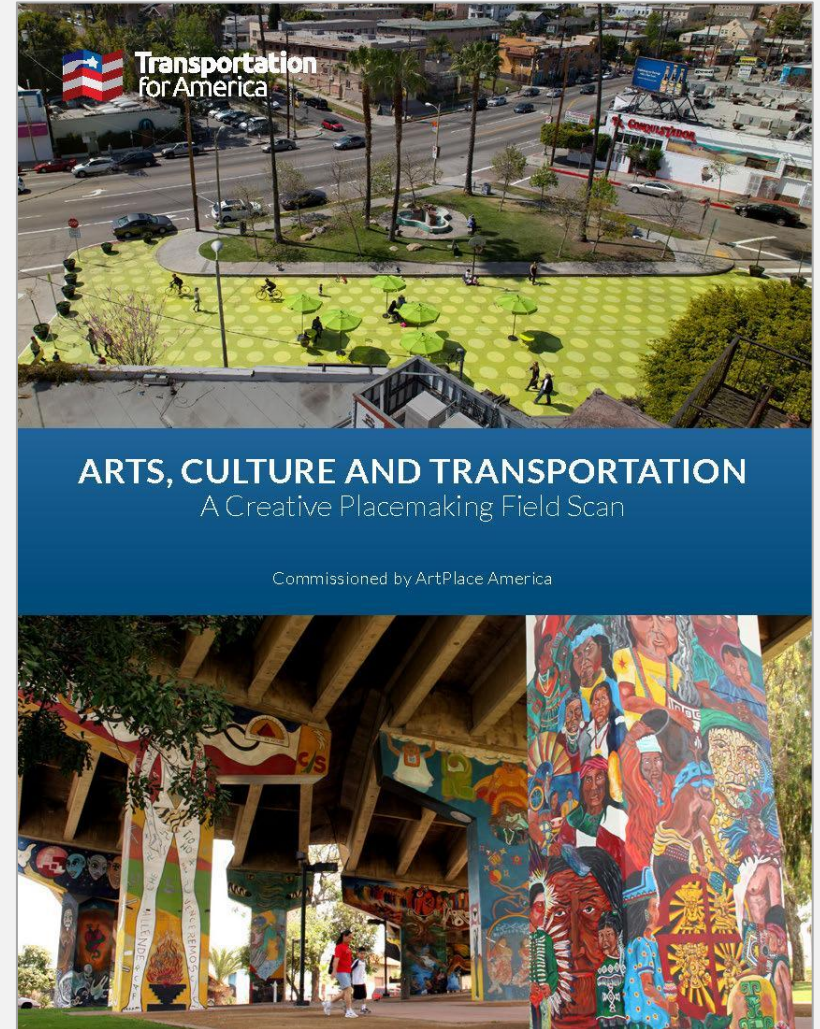


Arts, Culture, and Transportation

What the Arts Can Do

- Generate creative solutions
- Make streets safer for all users
- Organize transportation advocates
- Engage multiple stakeholders for an inclusive process
- Foster local ownership
- Alleviate the disruptive effects of construction
- Heal wounds and divisions

www.ArtPlaceAmerica/transportation



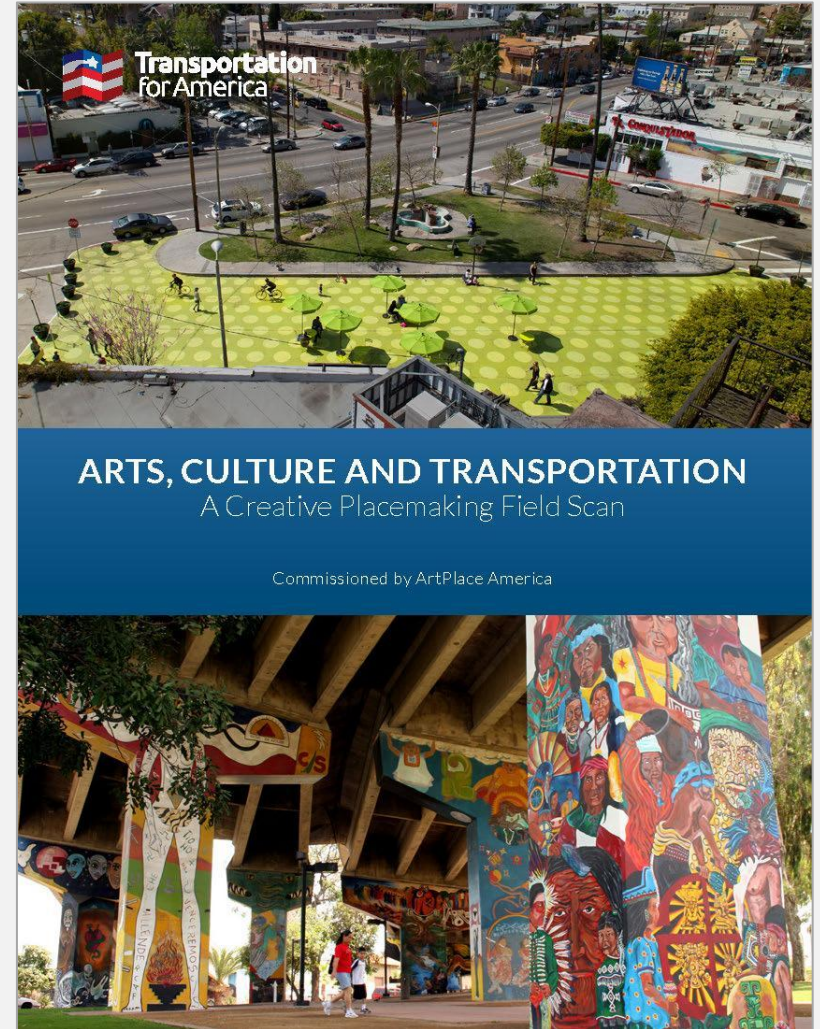
ARTPLACE

Arts, Culture, and Transportation

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www.ArtPlaceAmerica/transportation



ARTPLACE



Dance Exchange
Takoma Park, MD

Arts, Culture, and Public Health

What the Arts Can Address

- Collective trauma
- Racism
- Social Exclusion and Isolation
- Mental Health
- Chronic Disease

www.ArtPlaceAmerica/health



**CREATING
HEALTHY
COMMUNITIES
THROUGH
CROSS-SECTOR
COLLABORATION**

**PUBLIC
HEALTH**

**ARTS &
CULTURE**

**COMMUNITY
DEVELOPMENT**

This paper presents a case for how collaboration among the public health, arts and culture, and community development sectors is critical to addressing the issues and conditions that limit health in America.

ARTPLACE **UF** UNIVERSITY OF FLORIDA **Center for ARTS IN MEDICINE** **STEINMETZ**

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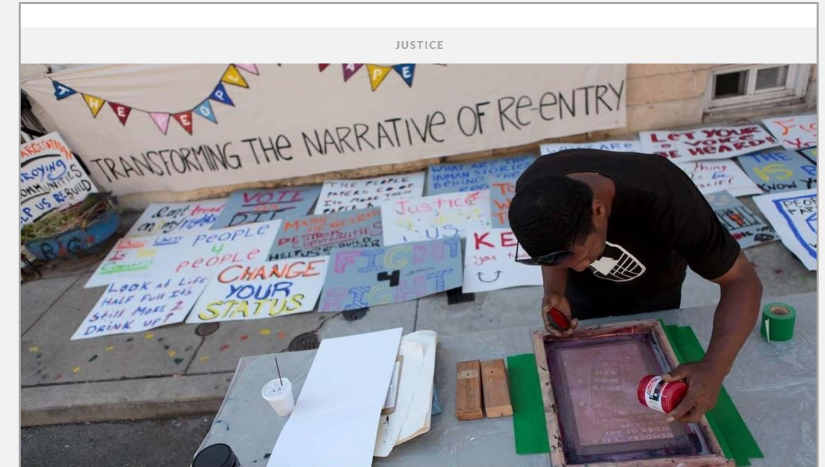
Sugar Hill Museum of Art and Storytelling
Broadway Housing Communities
New York, NY

Arts, Culture, and Public Safety

What the Arts Can Do

- Transform liabilities into assets / revitalize high crime places
- Redefine policing around community-building
- Support justice-involved community members
- Foster opportunities for young people in high crime neighborhoods

www.ArtPlaceAmerica/public-safety



A CREATIVE PLACEMAKING FIELD SCAN

Exploring the Ways Arts and Culture Intersect with Public Safety

Identifying Current Practice and Opportunities for Further Inquiry

Caroline Ross

April 2016

URBAN
INSTITUTE · ELEVATE · THE · DEBATE

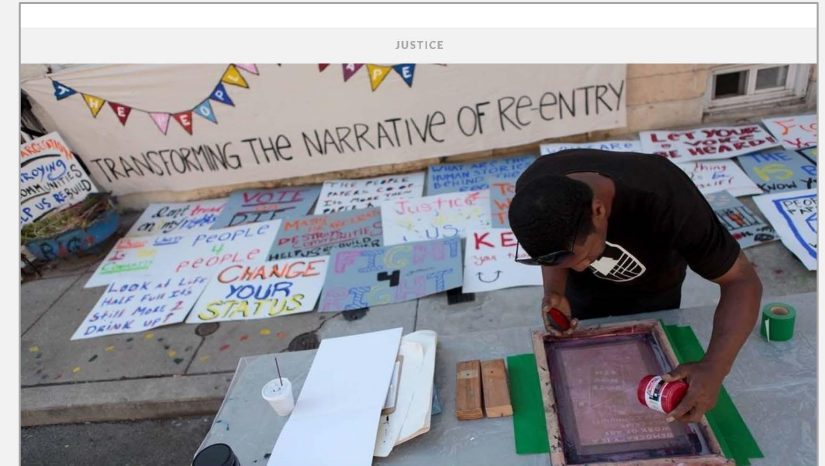
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ARTPLACE



People's Paper Co-op
Village of Arts
& Humanities
Philadelphia, PA

The Five “S” Methodology for Designing Effective Social Interventions

1. Structure
2. System
3. Scale
4. Symbol
5. Sensation

ds4si

The Five “S” Methodology for Designing Effective Social Interventions

1. Structure
2. System
3. Scale
4. **Symbol**
5. **Sensation**

ds4si



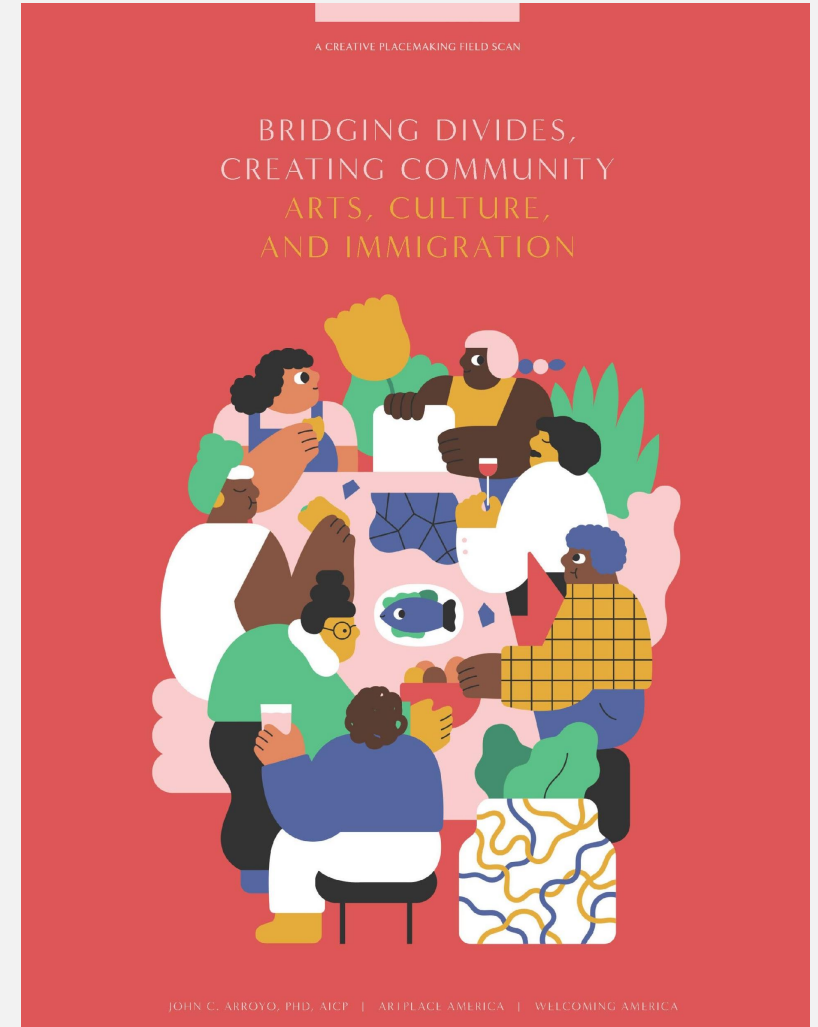
People's Paper Co-op
Village of Arts
& Humanities
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Arts, Culture, and Immigration

What the Arts Can Do

- Bridge newcomers and longer-term populations
- Elevate cultural traditions as assets
- Engage newcomers and other allies in civic processes
- Co-create spaces that reflect identity

www.ArtPlaceAmerica/immigration

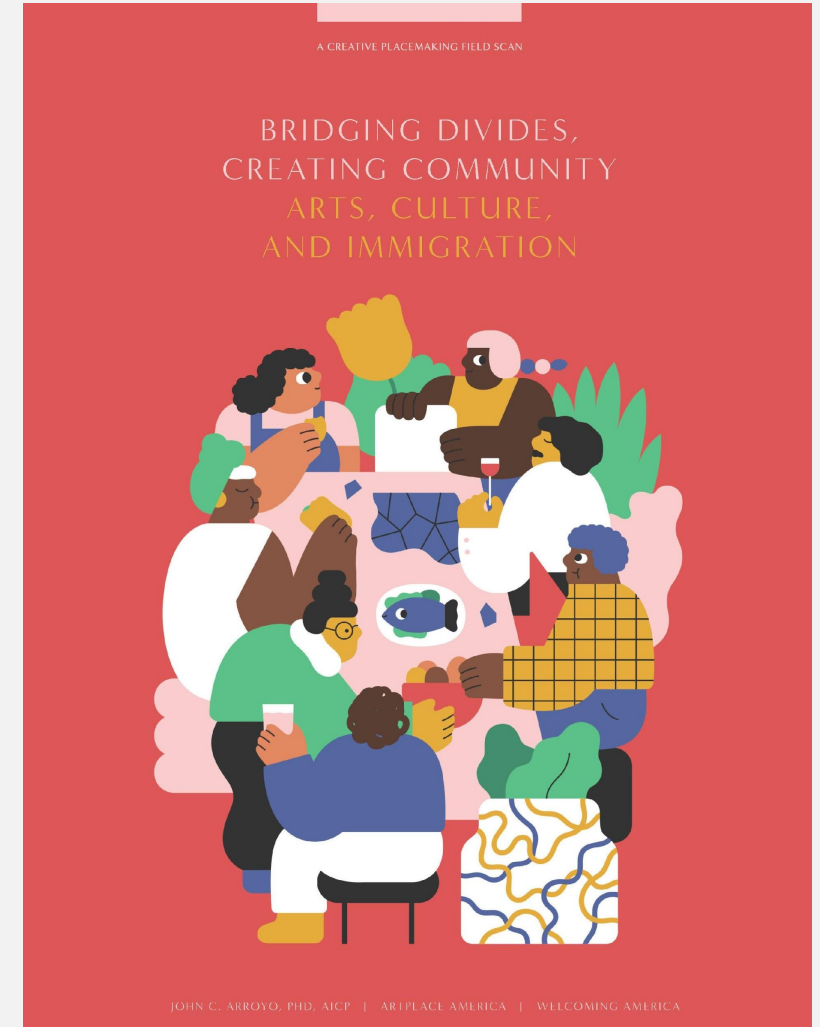


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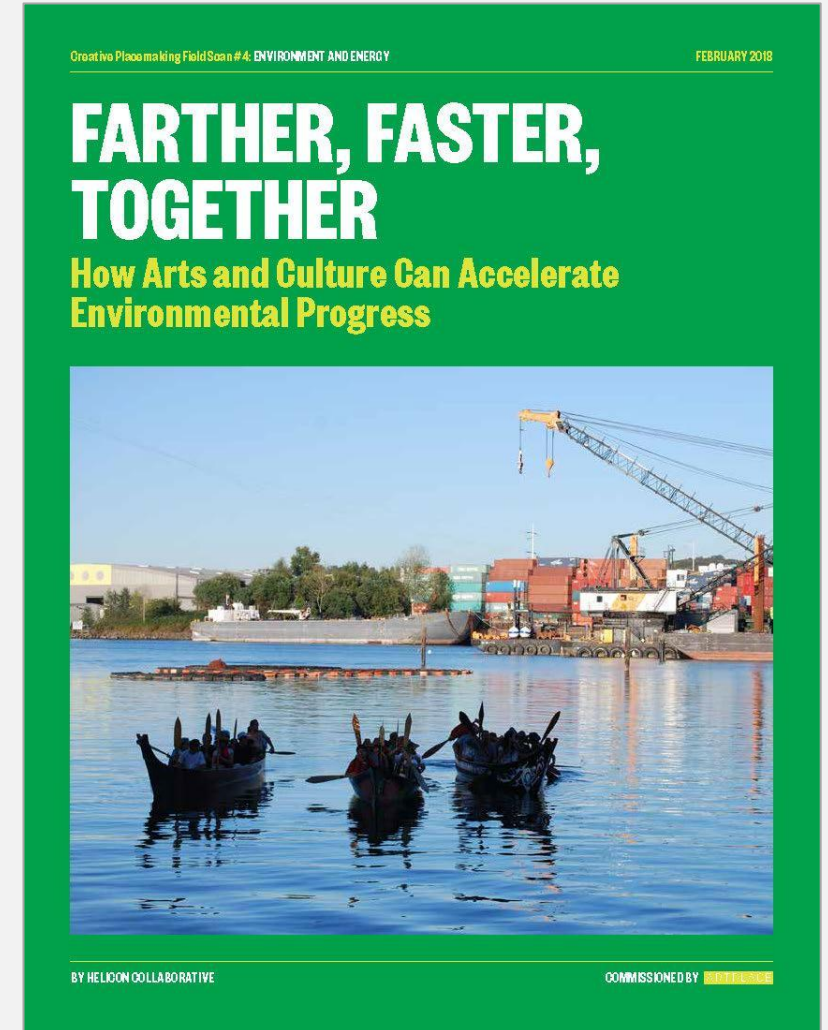
San Jose Taiko
San Jose, CA

Arts, Culture, and Environment

What the Arts Can Do

- Spark public demand
- Build community capacity and agency
- Bridge scales
- Enrich and activate the built environment
- Nurture sustainable economies

www.ArtPlaceAmerica/energy-environment

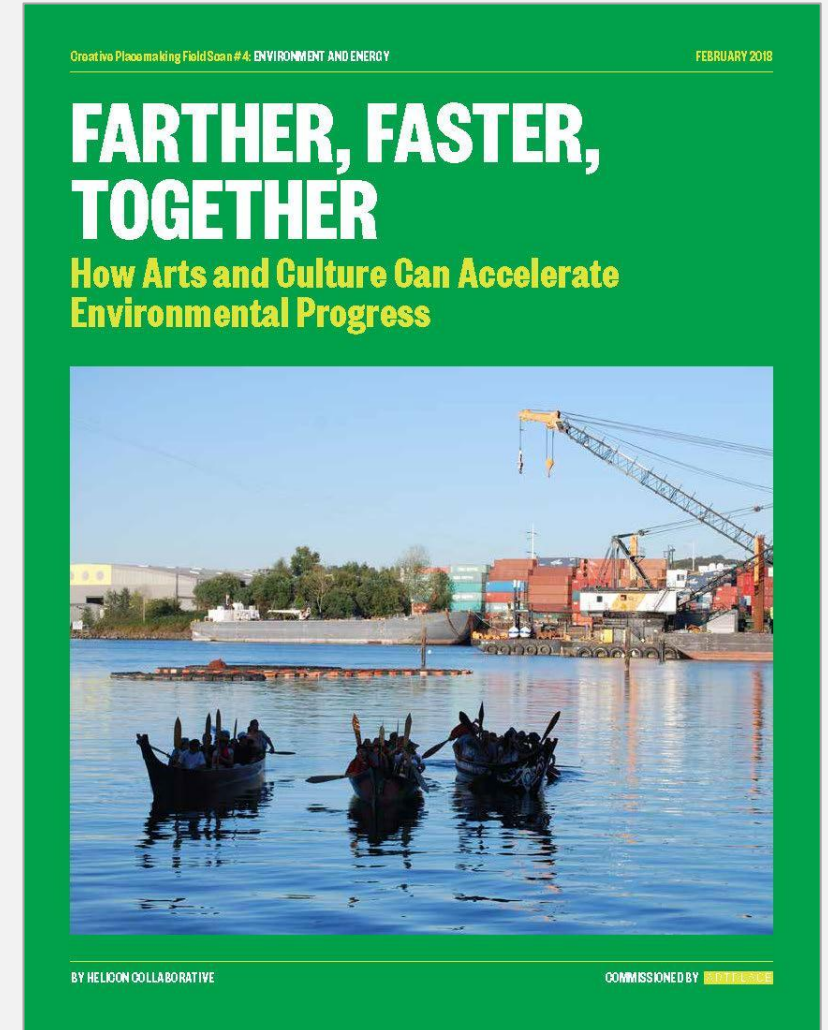


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Blued Trees Symphony

Aviva Rahmani

Peekskill, NY

ARTPLACE

Jamie Bennett

jamie@artplaceamerica.org

 @sarmoti

www.artplaceamerica.org

[@artplaceamerica](https://www.instagram.com/artplaceamerica)

BREAKOUT SESSION I

COMMUNITY & PLACEMAKING

- Who are the placemakers in your community?
- What groups in your community do you think feel most and least empowered to get involved in local placemaking? Why?

CASE STUDY: Art into Reality

PETER SVARZBEIN

Councilmember, El Paso City (District 1)

- *An artist imagines a better world, and tries to render it in surprising ways. And this becomes a way for his/her audiences to experience the possibilities of freedom that they can't find in reality.*

-Guillermo Gomez Pena-



CASE STUDY: Art into Reality



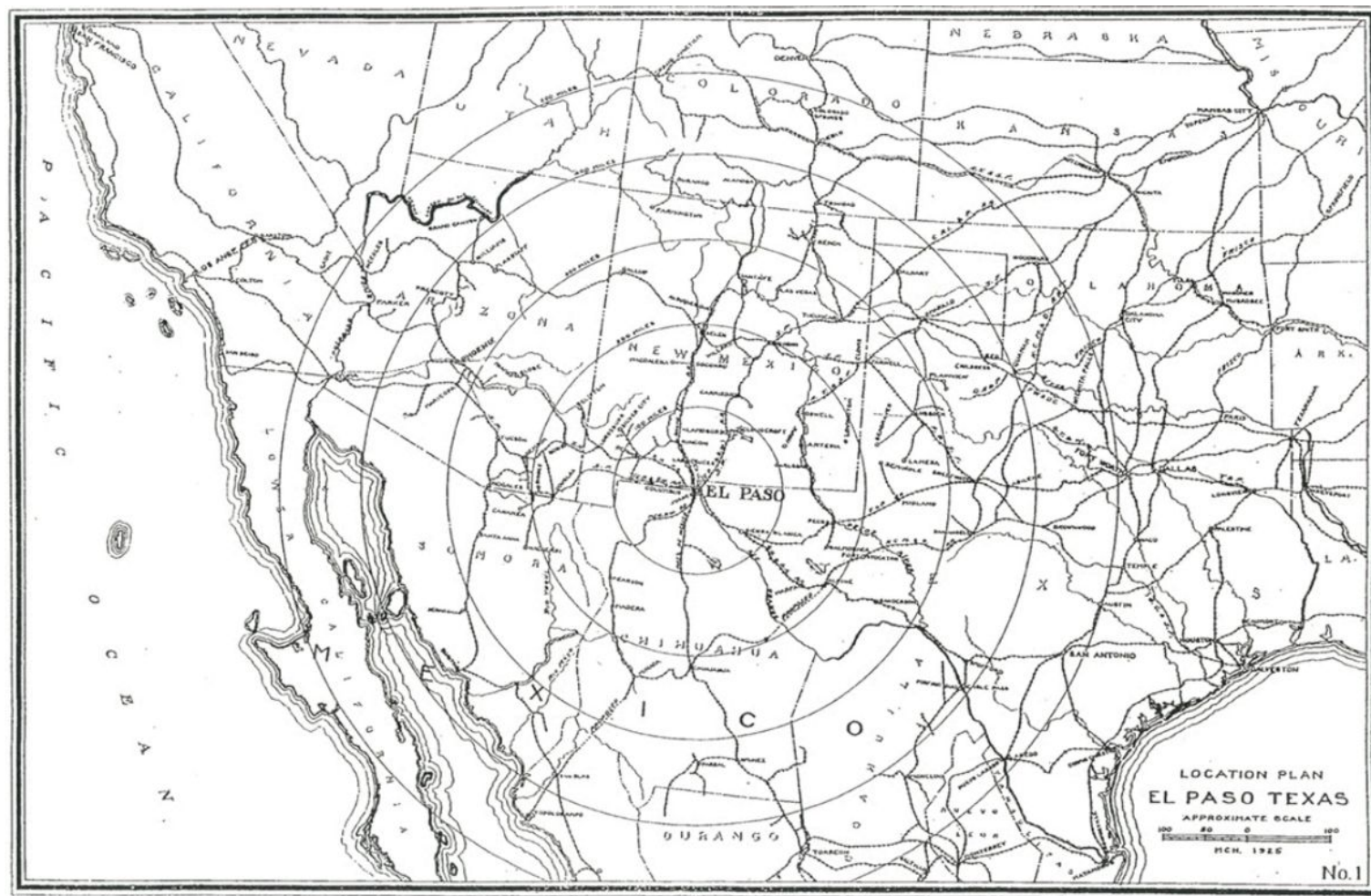
REP. PETER SVARZBEIN

CASE STUDY: Art into Reality



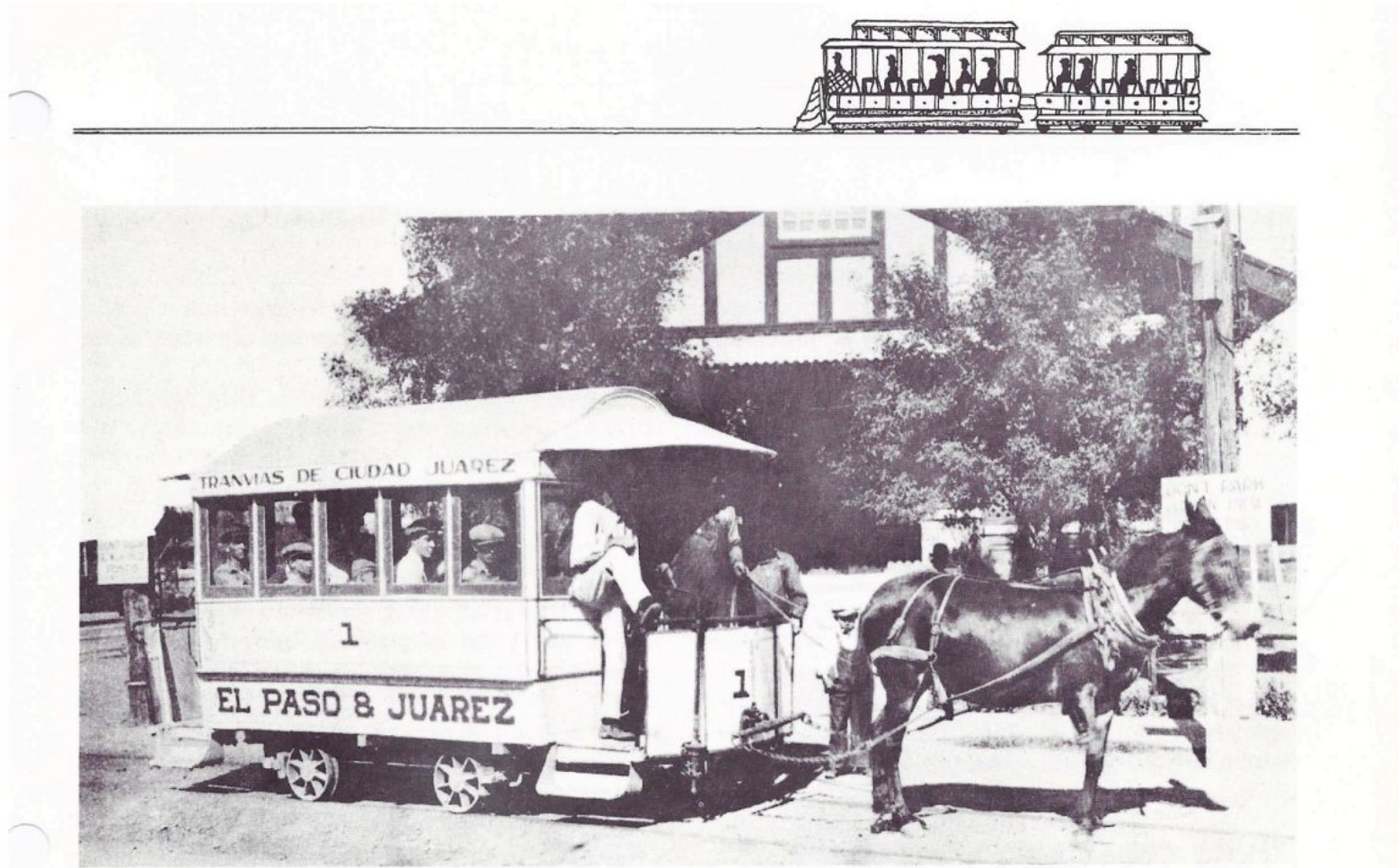
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CASE STUDY: Art into Reality



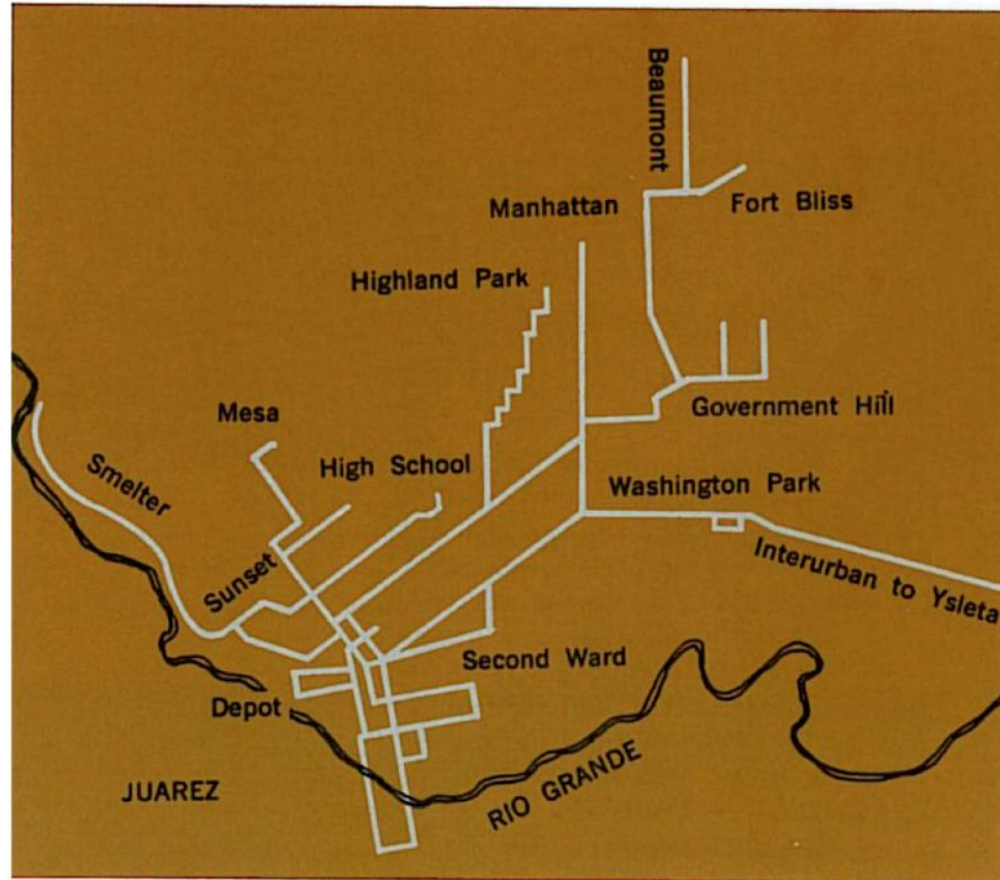
REP. PETER SVARZBEIN

CASE STUDY: Art into Reality



REP. PETER SVARZBEIN

CASE STUDY: Art into Reality



El Paso 1925: 63 miles of commuter rail

CASE STUDY: Art into Reality



REP. PETER SVARZBEIN

CASE STUDY: Art into Reality



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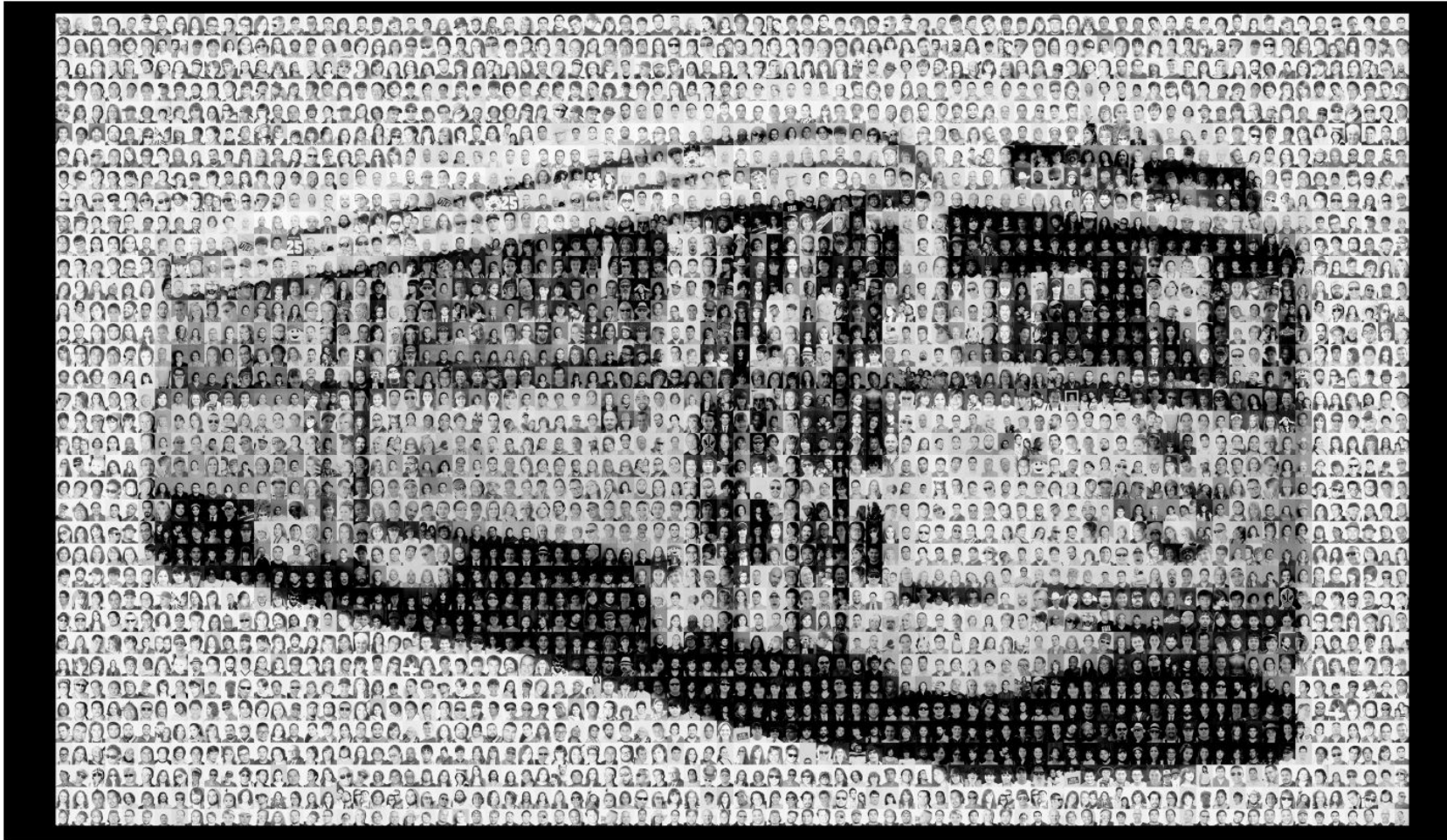
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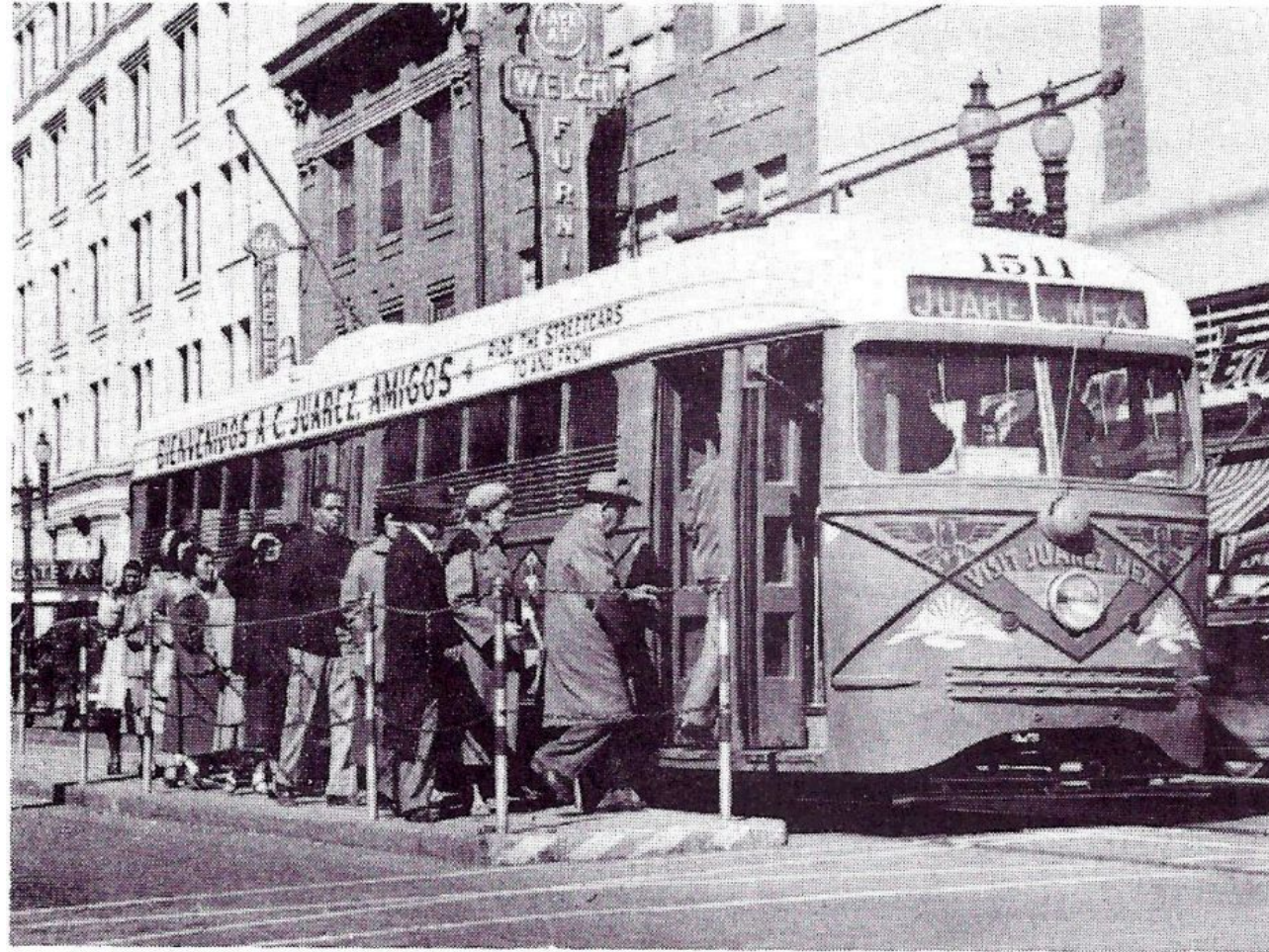
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EL PASO TERMINAL DESIGN

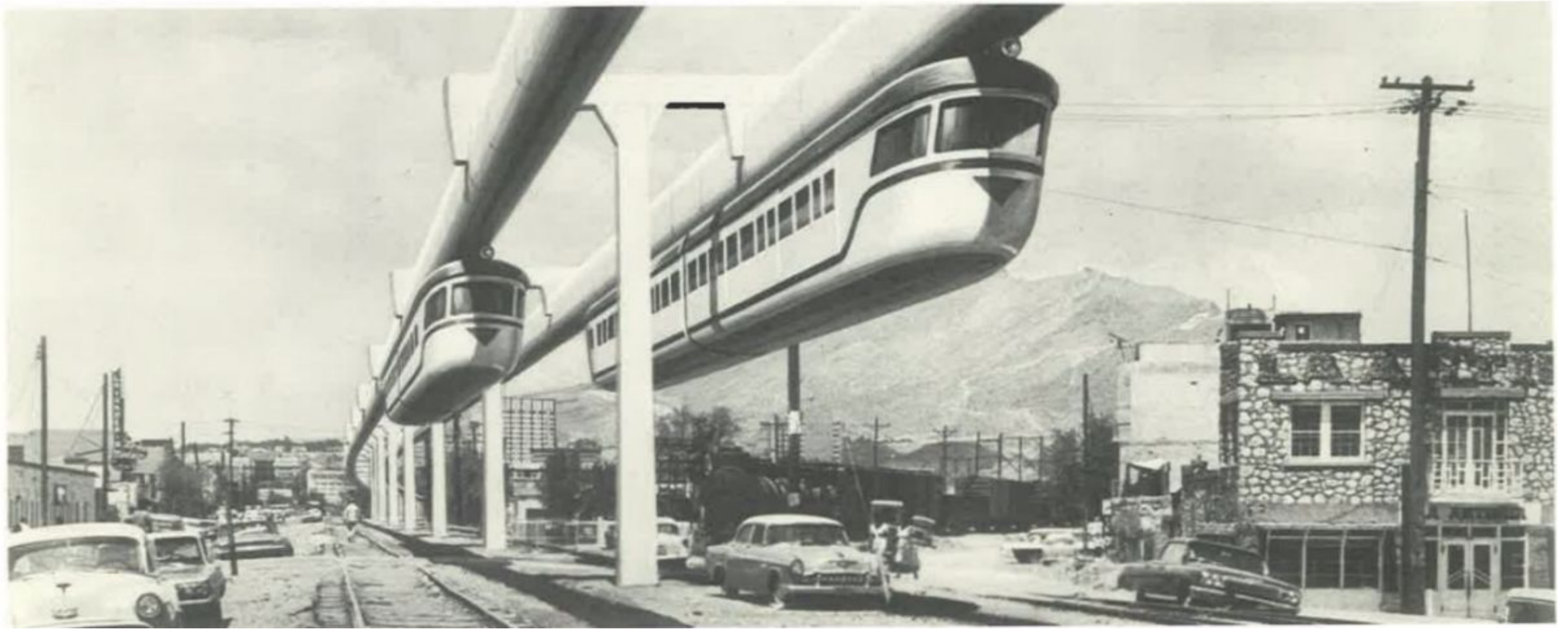
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REP. PETER SVARZBEIN

CASE STUDY: Art into Reality

THANK YOU

@PeterSvarzbein
Facebook.com/EpTrolley

BREAKOUT SESSION II

GOVERNANCE

Collaborating to support the community and lift existing ideas & efforts

- What is your experience with initiatives for empowering and supporting the community in placemaking efforts?
- How did government, NGOs, and the private sector each empower/enable/support community members to get involved?
- Are there limitations you have observed and/or addressed?



DEBRIEF

THANK YOU!

- Happy Hour: Weather Edition - Dec. 15th, 4:00 pm EST / 3:00 pm CST
- Virtual Community Engagement - Jan. 5th, 10:00 am EST / 9:00 am CST
- Recording of this and future sessions can be found in *Resources* page of Learning Journeys website

<https://smartgrowthamerica.org/learning-journeys/>