

Goal 2: Community Involve and Connect

Raleigh’s vision for arts and culture stresses the power of the arts to help people realize their own forms of creative expression, increase people’s understanding of the city’s diverse cultures, and connect people throughout the city.

Participation in public art can strengthen people’s sense of self-worth by supporting their creative and civic agency. It can also build connections among different groups — whether defined by neighborhoods or other commonalities or shared interests — by stimulating meaningful cultural understanding, civic dialogue and sense of shared purpose.

The program can accomplish this by involving people in processes for identifying, planning and creating public art projects and by developing resources that ensure that every encounter with public art can be a portal to a deeper creative, cultural and civic experiences.

Strategies to Involve and Connect

Stakeholder Input into Program Directions and Priorities

Stakeholder input into the priorities and direction of the public art program will help the PADB and staff ensure that funding and resources are dedicated to projects and programs that resonate with the community. Strategies for soliciting stakeholder input include:

- 2.1 Conduct periodic surveys to assess public art priorities.
- 2.2 Meet periodically with trusted community leaders, stakeholder groups and representatives to provide program updates and seek input.
- 2.3 Provide forums for artists, arts organizations and other stakeholders to discuss public art concerns, priorities and directions.

Stakeholder Involvement and Community Participation in Projects

The public art commissioning process begins with stakeholder involvement and community participation to ensure that the project and commissioning process are informed by the needs and interests of the communities in which the artwork is to be sited and/or the communities that the project addresses. This engagement and participation continues through different stages of the public art commissioning process to ensure that the resulting project meets community expectations. Strategies for accomplishing this include:

- 2.4 Actively seek stakeholder input on individual public art projects, including factors such as the theme, subject matter, and location.
- 2.5 Provide adequate funding and staffing resources, in both annual budgets and project budgets, for staff and artists to work on community engagement and to enable and incentivize community participation.
- 2.6 Create a framework that helps the program outline the goals, approaches and outcomes for community engagement for each project.
- 2.7 Provide flexibility in the size and composition of Artist Selection Panels so they can be broadly inclusive.

- 2.8 Develop community engagement events, Public Art Exhibitions, and other creative activities to enhance community engagement with projects while they are underway.
- 2.9 Develop programming that features and/or is co-produced with artists, curators, project partners and other stakeholders.

Engaging with the Collection

The public art program can develop and provide access to programs and resources that ensure that every encounter with public art can be a portal for people to have a deeper civic and creative experience, and deeper connections to places that are enhanced by art installations. Strategies for accomplishing this include:

- 2.10 Develop programming, such as events and Public Art Exhibitions, that engage people with the existing collection and offer them fresh connections to it.
- 2.11 Develop programming that features and/or is co-produced with artists, curators, project partners and other stakeholders.
- 2.12 Expand the reach of programming through partnerships with arts, business, civic, education, place-based and similar organizations.
- 2.13 Conduct a regular assessment of on-site, printed, and web-based platforms that provide information about and engagement with the Municipal Art Collection.
- 2.14 Provide tools that allow people to share their responses to public art and to organize their favorites into own collections and tours.

Connecting Communities

The public art program can develop projects that connect communities across geographic, cultural and economic differences. Strategies for accomplishing this include:

- 2.15 Adopt a framework to guide the conceptualization, planning and implementation of public art projects that connect Raleigh's communities.
- 2.16 Curate an ongoing series of public art projects or exhibitions that focus specifically on incorporating the diverse arts traditions of Raleigh's communities.
- 2.17 Consider organizing projects around infrastructure systems, such as greenways, water infrastructure and transit, that connect Raleigh's communities.
- 2.18 Consider organizing projects around themes, such as history, that are unique to different communities but can connect everyone to larger narratives.

Framework for Public Engagement in Public Art Projects

This framework should be used by program staff and the Public Art and Design Board when they are developing and implementing community engagement strategies for public art projects.

Develop public art projects that allow the public to engage with artists and arts producers, to participate in the making of art projects, and to express their voices through the artwork that is created or through related activities.

Consider public art in the earliest stages of capital project scope development, feasibility studies and bond order development.

Consult with the community early; understand that community's concerns, aspirations and sense of identity when establishing the goals for the project; identify representative community member who can share historic or cultural resources, and be a liaison between the artists, City, and community.

When a project is being planned, establish goals for the level of community engagement that is desired for that project, select an artist whose qualifications include experience and inclination to work at that level of community involvement, and collaborate with the artist to design the community engagement approaches.

Document public engagement processes thoroughly, as part of the overall story of creating a public artwork, and to demonstrate how public engagement processes helped shape projects.

Consider the following resources when planning public engagement: The City of Raleigh's *Public Participation Playbook*,⁹ and the International Association for Public Participation's *Spectrum of Public Participation*.¹⁰

⁹ <https://cityofraleigh0drupal.blob.core.usgovcloudapi.net/drupal-prod/COR22/CEPDPlaybook.pdf>, accessed October, 2021.

¹⁰ <https://www.iap2.org/page/pillars>, accessed October, 2021.

Framework for Public Art Projects that Connect Communities

This framework should be used by program staff and the Public Art and Design Board to develop and implement public art projects that connect communities throughout the city.

Identify issues, themes and narratives that are shared across different communities in Raleigh.

Identify infrastructure networks, such as greenways, watersheds and complete streets, that connect or can be found in communities throughout Raleigh.

Identify partnerships with organizations that can tap into citywide advocacy and service networks.

Identify project and curatorial approaches that connect communities.

> Examples include citywide engagement processes as projects are being developed; multiple projects that consider different aspects of an issue or a narrative; multiple projects of a certain type that appear in different locations; temporary exhibitions in locations spread throughout the City; and mobile projects

Develop programming and interpretive strategies that help the public understand the connection between projects.