



Connecting artists to opportunities to make a living

In the Know

COMMUNITY ENGAGEMENT

With Natalie Earhart & Miriam Conner

FOR THE CITY OF AUSTIN'S NEXUS GRANT



ACTIVITIES

Active Listening

- Beginning stages of community engagement is connecting human to human individually
- Active Listening
 - when one person speaks the other does not speak or respond but listens and takes in information. You can physically show you're listening by nodding your head and/or eye to eye contact
- Pair up!
 - 1 person speaks for 2 mins, the other listens
 - The listener repeats what stood out for 1 min (Switch)

Questions

Who is your project for?

Who is being left out?

From the Nexus app:

Describe your organization's specialized programming and accommodations for individuals with disabilities, if any.

Describe your organization's specialized language access accommodations or programming for non-English speaking communities, if any.

Questions

Who is your community and why?

From the Nexus app:

Who holds power in your organization and how do they represent your community?

Identify your key constituencies and explain how you serve them.



WHAT IS COMMUNITY ENGAGEMENT?

Talk to people like they're human

- Communicate with authenticity and sincerity
- Demonstrate empathy and understanding towards others
- Treat others with respect & dignity
- Listen actively—value what others have to say
- Encourage open and two-way communication



What is community engagement?

- Using clear and plain language to avoid confusion
- Creating a friendly and approachable atmosphere
- Being mindful of tone and emotions conveyed in communication
- Adapting communication style to suit individual preferences



What is community engagement?

- Building meaningful connections and fostering trust
- Respecting and valuing diversity in communication
- Taking accountability for mistakes and showing willingness to learn and improve



Understanding Community

- Participate in community events and activities to immerse yourself in the local culture and understand community values
- Learn the history and cultural heritage of the community to comprehend its traditions and identity



Denise Bunton and her family enjoy the 2010 Juneteenth celebration in Rosewood Park. Pictured here are, from left to right, Denise, Jordan, Aubrey, Alliyah, and Angel Bunton.



The city purchased the 17-acre Bertram-Huppertz farm sometime between 1875 and 1929. The parcel included what are now the Boggy Creek greenbelt and Rosewood Park. Lifelong resident Willie Simmons remembers raiding peach and plum trees along Nile Street and playing in Boggy Creek in his youth, when the area was still quite rural. The greenbelt remains a defining feature of Rosewood, paralleling Boggy Creek from northeast to southwest through the neighborhood. This is a portion of the trail in the greenbelt.

Understanding Community

- Recognize the unique perspectives and voices within the community and ensure inclusivity in your understanding
- Stay informed about current events and issues affecting the community to be more aware of their concerns



EXAMPLE

AUSTIN PARKS FOUNDATION'S EASTLINK TRAIL

Austin Parks Foundation's EastLink Trail

EastLink is a 5.1 mile urban trail in Central East Austin, connecting Bartholomew Park to Lady Bird Lake and other civic assets in between



EASTLINK IS A 5.1 MILE TRAIL IN CENTRAL EAST AUSTIN. IT CONNECTS BALCONES PARK TO FOX GOOD WOODS, AND MANY OTHER SPACES IN BETWEEN.

AUSTIN PARKS FOUNDATION, IN PARTNERSHIP WITH THE CITY OF AUSTIN AND THE MUELLER FOUNDATION, DO IT IN THE COMMUNITY TOGETHER TO CREATE MORE SPACES AND MAKE SURE THAT WILL INSURE AND MEET THE DIVERSE NEEDS.

EastLink Trail

Community Partnership

- Austin Parks Foundation, along with the City of Austin and the Mueller Foundation, collaboratively leads the efforts to make the EastLink Trail a reality



EastLink Trail

Engaging the Community

- The project brings the community together to share their stories and envision spaces that meet their unique needs along the trail

The Pillars Project

- Commissioned six artists to create murals on pillars along Rosewood Avenue, reflecting the history and future of East Austin's community as told by the trail



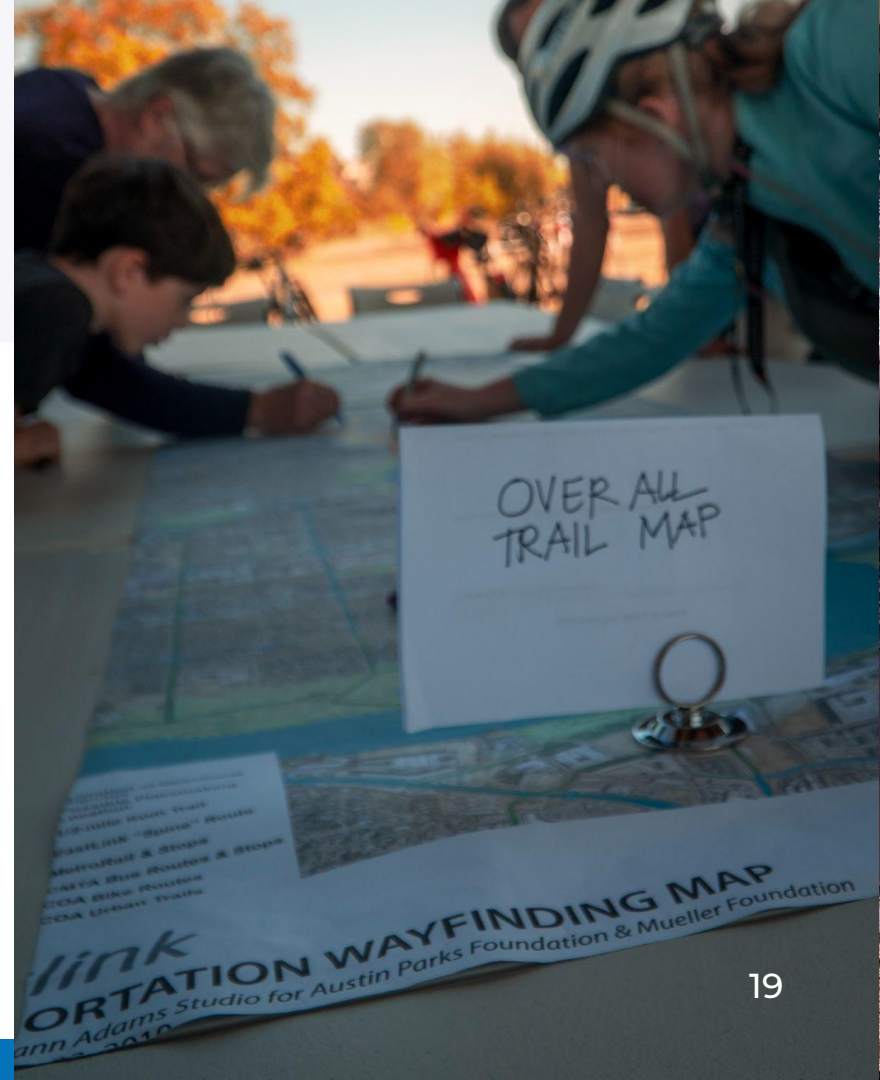
EastLink Trail

Engagement Process

- Traditional and non-traditional methods, meetings, activations, and events were used to reach community members with diverse perspectives

Trail Activations

- Two community lead trail tours, one on activism and the other on environment to help connect the community to EastLink in meaningful ways





PARTNERSHIPS

From the Nexus app:

Provide the name(s) of creative collaborator(s).
Describe your collaborator's role in the
development and implementation of your
proposed activities.

Example: Austin Parks Foundation's EastLink Trail

Community Advisory Groups

- Input was sought from the technical advisory group (TAG) and community advisory group (PALS) to create a full placemaking report
- Engagement Partners:
 - Reclaim: Our Stories, Our Voices
 - Ghisallo Cycling Initiative
 - Notes 4 Notes
 - E4 Youth
 - City Of Austin: Transportation
 - Smart Trips Austin.
 - Economic Development Cultural Arts Division
 - Parks And Recreation
 - Public Works
 - Street And Bridge
 - Arte Texas
 - People United For Mobility Action (Puma)
 - Raasin In The Sun
 - Capitol View Arts

You don't have to do this alone

Why bring in partners?

- Resource sharing
- Leveraging strengths
- Increased impact
- Access to new audiences
- Learning and innovation
- Reduced duplication of efforts (community fatigue)
- Enhancing credibility



Partnerships

- Collaborate with other creatives, local organizations, businesses, and institutions to leverage resources and knowledge
- Engage with community leaders and mentors to bridge the gap between ideas and actions



EXAMPLE TRAIL CONSERVANCY'S ART AND CULTURAL PLAN

Trail Conservancy

Project

- The Common Waters Demonstration Project celebrates Lady Bird Lake by intersecting art, activism, environment, and community with a collaborative art installation to inform the Trail Conservancy's Art + Culture Plan



Trail Conservancy

Call for Artists

- The project encouraged applications from artists, designers, and creatives with lived experience in Austin
- Specifically seeking participation from traditionally non white communities
 - Black, Chicano, Hispanic, Latino, Asian American, Indigenous

Trail Conservancy

Inclusive Collaboration

- Artists Rejina Thomas, Ruben Esquivel, and Taylor Davis, were selected and share an understanding of underrepresented communities in Austin
- They collaborated with environmental artist Stacy Levy and Public City to create the floating wetland



Trail Conservancy

Community Workshop

- An immersive workshop engaged the community and selected creatives to explore themes of cultural preservation, environmental activism, and climate change, guided by local and national experts





Trail Conservancy

- **Community Creation & Celebration:** The community was invited to celebrate and assist in fabricating the designed floating wetlands, fostering a sense of ownership and engagement in the project
- **Partners:** Community Ceremony, Art Spark, Future Front, Juiceland
- **Community Partnerships:** The project is a collaboration with various organizations, including:
 - Watershed Protection Department's Shoreline Stewardship Program
 - Austin Parks and Recreation
 - Austin Art in Public Places
 - Several foundations and sponsors



EXAMPLE

PARKS AND RECREATION DEPARTMENT'S ELISABET NEY

Example Partnership

Community Sponsorship

- Generous sponsorship from Johnny Walker, Zilker Brewing Co, and Topo Chico played a vital role in facilitating the engagement events and activities





TOOLS

From Nexus app:

How will the requested funding help you expand your programmatic reach and amplify Austin's diverse arts and cultural sector?

Tools for community engagement

- In-person
- Social media
- Door to door
- Utilize social media and digital platforms to reach a wider audience



Tools for community engagement

- Face-to-face interactions
 - Community forums
 - Town halls
 - Workshops
- Encourage active participation
 - Surveys
 - Polls
 - Focus groups



Arts+
Culture
on the Trail

JOIN US ON
MAY 14

to celebrate the unveiling of

COMMON WATERS

OUR FLOATING WETLAND INSTALLATION

SCAN FOR DETAILS



LAUNCH 10 AM - 12 PM

WALLER BEACH BOAT LAUNCH
(NEAR THE HOLIDAY INN)

HELP us with the final assembly of
the wetland

PROCESSION 12 PM - 1 PM

WALLER BEACH BOAT LAUNCH
DOWN LADY BIRD LAKE

JOIN the float down Lady Bird Lake

CELEBRATION 12 PM - 2 PM

LAKESHORE PARK

CELEBRATE the install near the shore
of Lakeshore Park. Live music all day,
drinks and snacks, meet the artists and
a special performance.

DON'T MISS THIS!



The Trail
Foundation



Cultural Arts



WATERSHED
PROTECTION
SHORELINE STEWARDSHIP PROGRAM



AUSTIN
PARKS &
RECREATION

[THETRAILFOUNDATION.ORG/ARTSANDCULTURE](http://thetrailfoundation.org/artsandculture)

Arts+
Culture
on the Trail

ACOMPÁÑENOS
ESTE

14 DE MAYO

para celebrar la inauguración de

AGUAS COMUNES

NUESTRA INSTALACIÓN DE HUMEDALES FLOTANTES

CONOZCA MÁS Y CONSULTE
EL CALENDARIO DE EVENTOS EN:



LANZAMIENTO

10 AM a 12 PM

LANZAMIENTO DE BOTES DE WALLER BEACH
(CERCA DEL HOLIDAY INN)

AYÚDENOS con el montaje final del humedal

PROCESIÓN 12 PM a 1 PM

LANZAMIENTO DE BOTES DE WALLER
BEACH HACIA ABAJO DEL LAGO LADY BIRD

ACOMPÁÑE al flotador en su viaje en el
Lago Lady Bird

CELEBRACIÓN 12 PM a 2 PM

LAKESHORE PARK

CELEBRE la instalación cerca de la orilla de
Lakeshore Park. Música en vivo todo el día,
bebidas y refrigerios, conozca a los artistas, y
una presentación muy especial.

¡NO SE LO PIERDA!



The Trail
Foundation



Cultural Arts



WATERSHED
PROTECTION
SHORELINE STEWARDSHIP PROGRAM



AUSTIN
PARKS &
RECREATION

CONOZCA MÁS Y CONSULTE EL CALENDARIO DE EVENTOS EN:

[THETRAILFOUNDATION.ORG/ARTSANDCULTURE](http://thetrailfoundation.org/artsandculture)



AUSTIN PARKS FOUNDATION'S

THE PILLARS ON EASTLINK TRAIL

Produced by Public City

With Support from Arte Texas + Capitol View Arts

NOVEMBER 20TH, 2021

12 PM TO 4 PM

ARTIST MARKET | LIVE MUSIC | DJ | LIVE PAINTING | PERFORMANCE
FOOD + BEVERAGES

On Rosewood Ave underneath the Pleasant Valley Bridge
2326-2312 Rosewood Ave
Austin, TX 78702



AUSTIN
PARKS
FOUNDATION



MUELLER
FOUNDATION



AUSTIN
PARKS &
RECREATION



AustinParks.org/EastLink

Big Medium
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EXAMPLE

PARKS AND RECREATION DEPARTMENT'S ELISABET NEY

Parks & Rec Dept's Elisabet Ney

Artist Salon Event

- Creative Policy and MuseWork organized an Artist Salon at the Elisabet Ney Museum, inspired by Ney's historic salons that brought artists and intellectuals together



Parks & Rec Dept's Elisabet Ney

Engaging the Community

- The Artist Salon served as a platform for lively discussions on the Interpretive Plan, encouraging participants to envision the future of the museum and its role in the Austin art scene



Parks & Rec Dept's Elisabet Ney

- Upcoming Reimagining Engagement Event on October 21st
 - Discussions at the event covered various aspects, including creative practices, infrastructure, and programs, to explore the potential within the historic space of the Elisabet Ney Museum
- Surveys and questionnaires for quantitative data collection
 - Visitor impressions
 - Interests
 - Expectations
- On-site interviews to capture in-depth insights and personal experiences from attendees

Parks & Rec Dept's Elisabet Ney

- On-site interviews
 - Capture in-depth insights and personal experiences from attendees
- Comment boxes and input boards
 - Encourage written feedback and suggestions from participants during the engagement event





CREATIVE POLICY

Miriam Conner
CreativePolicy.com
Miriam@CreativePolicy.com



Connecting artists to opportunities to make a living

Thank you!

communityamplifier.org