How Can the Arts and Design Help Neighbors Envision the Future?

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www.T4america.org
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Transportation for America is the alliance of elected, business and civic leaders from communities across the country, united to ensure that states and the federal government invest in smart, locally-driven transportation solutions — because these are the investments that hold the key to our future economic prosperity.

T4A is committed to helping your community create the transportation investments necessary for a prosperous future.
Ranata Reeder
Outreach Director
Transportation for America
Today’s Presenters

Ben Stone
Director of Arts & Culture
SGA & T4America

James Rojas
Urban Planner/Community Activist/Artist
PLACE IT!

Renata Soto
Co-founder and Executive Director
Conexión Américas
Ben Stone

Director of Arts & Culture
SGA & T4America
What is Creative Placemaking?

In the transportation context, creative placemaking is an approach that deeply engages the arts, culture, and creativity, especially from underrepresented communities, in planning and designing projects so that the resulting communities better reflect and celebrate local culture, heritage and values.
What is Creative Placemaking?

It’s an approach that deeply engages the arts, culture, and creativity in planning and designing transportation projects to better reflect and celebrate local culture, heritage and values.
Scenic Route: 8 Approaches to Creative Placemaking

1. Identify the Community’s Assets and Strengths
2. Integrate the Arts into Design, Construction and Engineering
3. Marketing to Cultivate Ownership and Pride
4. Leveraging Cultural Districts and Corridors
5. Mobilize the Community to Achieve Your Shared Goals
6. Develop Local Leadership & Capacity
7. Organize Events and Activities
8. Incorporate Arts in Public and Advisory Meetings
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Community Meetings according to Google

And IRL?
James Rojas

Urban Planner/Community Activist/Artist
PLACE IT!
Using Art-Making for inclusive Transportation Planning and Visioning
Goals

• Target new Audiences (youth, women and Immigrants)
• Deeper Engagement
• Build Trust
• Listen & Learn

Don’t Ask, IMAGINE
Theory:
Everybody is a Planner

- Tapping their visual and spatial language
- Everybody has experiences
- Everybody has something to offer the planning process
Method:
Creating Art is the Planning Tool

• Imagine
• Investigate
• Construct
• Reflect

Art Making Transforms Lives
Venue: Play

- Safe Space
- Inquiry
- Experimentation
- Fun
No Abstract Tools

- No Maps
- No Numbers
- No Words
- No PowerPoint's
Step 1: Set Up
Step 2: Ask a simple question?

- EXAMPLES
- Build your favorite childhood memory
- Build your ideal Park
Step 3. Build

Self-Reflection:
• Memories
• Capturing experiential knowledge
• Inquiry

Details that matter
Build your favorite Childhood Memory
Step 4: One-Minute Presentation
Tell your Story:
• Where we come from
• Who we are
• What we value
Workshop Topics:

Part One: Individual Activity
• Icebreaker
• Reflection
• Empathy
• Validation

• 15-30 minutes

Part Two: Group Activity
• Collaboration
• Consensus building
• Idea Generation

• 20-35 minutes
Part 2. Collaboration:

- Diversity of Experiences
- Different Talents
- Different Perspectives

We are Stronger Together!
Negotiation:
Working for common values

- Different Needs
- Scarce Resources
- Understanding how our ideas impact each other!
Group Projects

Tangible
- Mobility
- Urban design
- Bike
- Pedestrian

Fuzzy
- Health
- Economic Development
- Social Equity
- Sustainability
1-2 minute team presentations
Synthesis:

• What did we learn about ourselves, each other and the built environment

• What are the commonalities
Document: Pictures, Notes, Video
Primary Step before the Planning Process Begins

- Listen
- Learn
- Collaborate
- Values
PLACE IT!
INTERACTIVE PLANNING

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Renata Soto

Co-founder and Executive Director
Conexión Américas
mission
to build a
welcoming community
and create opportunities
where Latino families can
belong, contribute, and succeed
homeownership
{financial counseling + access to financing}

tax paying

entrepreneurship
{business, education, coaching + culinary incubator}

youth development
{school success: path to college}

school success
{from pre-k to college}

parent engagement
{school success}

advocacy

community development
{outreach + arts + cultural engagement}

adult education
{English classes +}
Latinos in Tennessee are the third fastest growing Hispanic population in the nation.
Latinos in Nashville

10% of Nashville’s population is Latino.
Immigrants in Nashville

1 in 10 Nashvillians is foreign born

(and most of them live in South Nashville along the Nolensville Pike corridor)
Turning a nondescript strip shopping site into a global community center in South Nashville
ARTIST AT THE HEART OF THE MAKING OF NEW CENTER
Participatory art-making to build sense of community ownership

Jairo Prado
1 lead artist
12 months
350 volunteers
“Migration”

7,000+ pieces of hand-cut tile
unmeasurable neighborhood pride
ENVISION NOLENSVILLE PIKE

COMMUNITY, CREATIVITY, AND IMAGINATION IN PLACEMAKING

NASHVILLE | JUNE 2016
BEFORE LOOKING FORWARD: LEARNING ABOUT THE NEIGHBORHOOD’S HISTORY

*Oral Histories Project*

Immigrant students interview native-born residents
What places do you like to visit on Nolensville Pike?
What do you like to do?
ENVISION NOLENSVILLE PIKE
COMMUNITY, CREATIVITY, AND IMAGINATION IN PLACEMAKING
NASHVILLE | JUNE 2016

The Report
Presented June 21, 2016
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Metro Arts Commission
Metro Parks and Recreation Board
Metro Planning Commission
Metro Public Works
Metro Transit Authority
Nashville Area MPO
Nashville Civic Design Center
Nashville Public Library
Nashville Zoo
Oasis Center

Office of Mayor Megan Barry
Salahadeen Center of Nashville
Transportation for America
Walk/Bike Nashville
Woodbine Neighborhood Association

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Gracias!
Thank you - Q&A

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The 2nd edition of the premier conference on state transportation funding and policy

November 16-17, 2016 // Sacramento, CA

Congress passed a five-year transportation bill in late 2015. Now states have an opportunity to lead the way on policy and funding for transportation. A range of experts will cover emerging innovations at the state level and what state legislators and advocates can do to increase transparency, get better returns on their investments and raise new money for transportation.

$250 for T4A members/$350 for non-members