

## Application for Cultural Corridor Consortium grant funding

### GRANT FUNDING AVAILABLE

After working closely with Nashville, Portland and San Diego over the last few years, Transportation for America is seeking to award **\$50,000 (each)** to creative placemaking projects in three new cities that engage residents, attract the attention of local public works and transportation agencies, and spark new conversations that bring more people to the table to plan and implement new transportation investments. We are especially committed to funding collaborative projects that expand transportation opportunities and local control for low-income people, recent immigrants, and people of color living in communities that have experienced disproportionate disinvestment and disconnection.

**The application deadline for this opportunity is Friday, June 2, 2017 at 5:00 p.m. EST.**

Applications may be filled out online via a form on the T4America website at <http://t4america.org/creative-placemaking-grants/> or emailed as a pdf to [3CGrant@t4america.org](mailto:3CGrant@t4america.org) by the deadline. Late submissions will not be accepted.

### ABOUT THE PROGRAM

T4A believes that incorporating participatory artistic and cultural practice into the planning and building of transportation projects results in projects that better serve local communities, cultivate local champions, build local capacity, and reflect community culture and values. This new approach avoids doing transportation work *to or on* communities, instead cultivating a posture of investing in transportation *in partnership with* communities. It transforms stale, often poorly attended community meetings with a much more engaging approach. There's been a surge of interest around the country in this approach, as communities have developed strategies to be more responsive to their transportation needs and the unique cultural characteristics of place, while striving to answer the following questions:

- How can cities and regions turn small- and large-scale transportation investments planned for diverse and rapidly changing areas into assets that improve community stability, economic opportunity, and social equity?
- How can these transportation investments transform neighborhoods in a positive way by building social capital, supporting local businesses, and celebrating the stories, cultural history, and diversity of existing residents rather than displacing them?

Successfully implementing creative placemaking strategies could help answer these important questions by sparking public engagement that facilitates the difficult – but necessary – conversations required to create better projects that more fully serve the needs of these communities, and reflect what makes them unique in the first place.

Beginning with the production of [The Scenic Route](#), our guide to creative placemaking in transportation and enabled with support from the Kresge Foundation, we've been working to educate our members on the benefits of this approach, highlight exemplary projects, and fund pilot projects around the country. Our inaugural funding through the Cultural Corridor Consortium program currently supports projects in Nashville, San Diego, and Portland, OR. For more information about these projects, led by Conexión Américas, Circulate San Diego, and the Asian Pacific American Network of Oregon, as well as numerous other public, private, and nonprofit partners, visit this [blog post](#) about the work currently underway in each city.

To further support this work, T4A seeks to fund catalytic projects in three new cities that engage residents, attract the attention of local public works and transportation agencies, and spark new conversations that facilitate new multi-sector approaches to local transportation investments and street design. We're especially interested in funding collaborative projects that expand transportation opportunities and local control for low-income people, recent immigrants, and people of color living in disinvested communities.

## TIMELINE

- Request for proposals issued - April 28, 2017
- Informational webinar – Thursday, May 11, 2017 at 4:00 p.m. Eastern
- Deadline to apply – Friday, June 2, 2017 at 5:00 p.m. Eastern
- Applicants notified about grant awards by end of June 2017
- Grant period begins - August 1, 2017
- In-person meeting - winter/spring 2018
- Grant period ends - July 31, 2018

## FUNDING AMOUNT

**\$50,000\***

- + travel and accommodations for two team members to participate in an in-person meeting.
- + support for photo and video documentation.

*(\*\$10,000 awarded after signing of MOU; \$20,000 awarded after submission of interim report and expense report due 1/31/18; \$20,000 awarded after submission of final report and expense report due 7/31/18)*

## NUMBER OF GRANTS TO BE AWARDED

Three

## GRANT PERIOD

August 1, 2017 - July 31, 2018

## TECHNICAL ASSISTANCE

T4A's arts and culture team will provide guidance to assist the awarded organizations in selecting, implementing and evaluating creative placemaking strategies that address transportation challenges and opportunities. Additional T4A staff will be available to provide expertise in areas of transportation policy, design, and advocacy as appropriate.

## CULTURAL CORRIDOR CONSORTIUM (3C) PEER LEARNING

Grantees will join T4A's Cultural Corridor Consortium network and, through bi-monthly online video meetings, will learn from past 3C grantees, T4A staff and partners, while sharing challenges and lessons learned with their peer grantees. Grantees will also participate in an in-person convening with T4A staff in early 2018 (dates and location TBD).

## DESIRED OUTCOMES

Through the 3C grant program, T4A aims to:

- Advance artistic and cultural practice as a strategy that transportation agencies will adopt to strengthen community involvement in transportation decision making, facilitate productive community/agency meetings, and support community-driven infrastructure investments.
- Secure commitments from local transportation agencies and/or MPOs to adopt and develop creative placemaking programs.
- Plan and implement creative placemaking pilot projects in low-income corridors with planned transportation investments that serve as prototypes for future investments
- Equip stakeholders to work across sectors to achieve shared goals.
- Strengthen local capacity to lead projects and continue creative placemaking and transportation projects after granting period.
- Support projects that have a place-based strategy, a defined geographic area (could be a single intersection, a multi-city region, or something in between), a clearly identified transportation challenge or opportunity, and a proposed artistic strategy to address the transportation challenge/opportunity.

## ELIGIBILITY

**Lead applicant:** T4A has worked with various types of organizations to support creative placemaking in transportation projects, and we understand that good ideas and vision can come from all sectors. We also recognize that all communities organize differently. As a result, any type of organization may serve as the lead applicant for this grant opportunity. However, each application must include partners that include representatives from at least two of the following categories: public/quasi-public, private, or nonprofit.

**Geography:** urban, suburban, rural and Native American communities within the United States and its territories are eligible.

**Transportation challenge or opportunity:** T4A will accept proposals for creative placemaking projects addressing a wide variety of transportation challenges or opportunities, with a preference for projects that improve the quality, design, uniqueness, and local ownership of transit corridors, and that connect to larger transportation plans or system investments.

**Phase of project:** Projects at any phase of development are eligible

**MPO relationship:** To ensure that the 3C grant builds local capacity to continue creative transportation solutions after the granting period, we strongly encourage all applicants include within their application materials a letter of support from the local Metropolitan Planning Organization or equivalent indicating awareness of and support for the proposed project.

## SELECTION CRITERIA

Projects that achieve the following will be prioritized during our selection process:

- Contain partnerships that are mutually beneficial, innovative, and logical, in which the role of each partner is clearly explained
- Demonstrate interest in integrating creative placemaking practice into transportation planning, design, and/or implementation beyond the grant period
- Clearly explain the ways in which the stated transportation challenges/opportunities will be addressed by the creative placemaking practice, and why this practice is the appropriate approach
- Place equity at the forefront of the proposed work, and explain how the benefits of the funded project will be equitably distributed amongst stakeholders
- Connect to local transportation projects and/or policy discussions
- Include a plan to measure the qualitative and/or quantitative impact of the proposed project.

## RESOURCES AND BACKGROUND INFORMATION

- *The Scenic Route*, Transportation for America: <https://creativeplacemaking.t4america.org>
- *How to Do Creative Placemaking*, the National Endowment for the Arts: <https://www.arts.gov/publications/how-do-creative-placemaking>
- *Makers on Market: Lessons from San Francisco's Market Street Prototyping Festival*, Gehl Studio: [https://gehl.institute.org/wp-content/uploads/2017/02/MSPF\\_Report\\_Final\\_20151218.pdf](https://gehl.institute.org/wp-content/uploads/2017/02/MSPF_Report_Final_20151218.pdf)
- *How Arts and Cultural Strategies Create, Reinforce, and Enhance Sense of Place*, American Planning Association: <https://www.planning.org/research/arts/briefingpapers/character.htm>
- *Guide for Business Districts to Work with Local Artists*, Springboard for the Arts: <http://springboardexchange.org/guide-for-business-districts/>

## PRE-APPLICATION ASSISTANCE AND COMMUNICATION

On May 11, 2017 T4America held a webinar to discuss the technical assistance program and to answer any questions. A recording of the webinar is available online:

<http://t4america.org/2017/05/24/3crfpwebinar/>

All pre-application questions or inquiries must be made in writing to [3CGrant@t4america.org](mailto:3CGrant@t4america.org). The T4America project team will contact you promptly. Please do not contact other T4America staff.

## APPLICATION FORM

On May 29, 2017 the PDF application was updated with fillable entries and a clarification on the required attachments. There is no word count on any entry.

**Name of lead applicant organization**

**Contact person at applicant organization**

**Address**

**Phone**

**Email**

**Organization website**

**Partner organization name(s):**  
*each organization must submit a letter of support attached to this application*

1. Describe the transportation challenge and/or opportunity you intend to address.

2. How will you use artistic and cultural practice to address this challenge/opportunity?

3. Why is creative placemaking the right strategy? Explain how the above approach is the appropriate tool or strategy to address the challenge or opportunity. Have you attempted other approaches? What benefit do you expect this approach to offer over other approaches?

4. As defined and used by the organization leading this application, what is equity? What specific, previous actions taken by the lead applicant organization embody this definition?

5. What are your strategies for building connections between local stakeholders, artists and creatives, government leadership and transportation professionals?

6. Based on your knowledge of the community, local landscape, outcomes and the field of creative placemaking, how do you anticipate measuring the efficacy of your project? What types of qualitative and/or quantitative data do you intend to collect? What specific goals do you intend for your proposed project to accomplish and how will you measure your success in achieving these goals?

7. How will the lead applicant and partner organizations commit to continuing creative placemaking practice after the grant period has ended through new funding programs, policy changes, or other means?

## ATTACHMENTS

**Please attach the following materials:**

1. Budget for your project. Please include plans for measuring your success. Feel free to be creative.
2. A letter of support from your local MPO (optional but recommended).
3. A map indicating the location of your proposed project.
4. Three pieces of supporting media (photo, video, etc.) that illustrate your challenge, opportunity, vision and/or local assets.
5. Letters of support from any partner organizations.

Note: On May 29, 2017, the list of required attachments was clarified to include item #5. If applying through the online form, the maximum file size for each attachment is 15 MB.