

## Application for State of the Art Transportation Training Opportunity

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### OVERVIEW

With funding from the National Endowment for the Arts, Transportation For America (T4A), a program of Smart Growth America, has partnered with Americans for the Arts (AFTA) to provide workshops for three selected communities to help integrate artistic and transportation efforts and improve collaboration between local arts agencies and departments of transportation to better address transportation challenges.

The **State of the Art Transportation Training Opportunity** will help local transportation agencies learn about creative placemaking and gain hands-on assistance in how to use arts and culture to build local capacity, expand transportation opportunities, and create projects that more fully serve the needs of these communities.

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. This new approach avoids doing transportation work *to or on* communities. Instead, it cultivates a posture of investing in transportation in partnership *with* communities, raises up local champions, builds local capacity, and reflects community culture and values. 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.

T4A has been working to educate and support our members on the benefits of a community- and cultural-focused approach by highlighting exemplary projects and funding pilot projects around the country. In 2016, we launched [The Scenic Route](#), our guide to creative placemaking in transportation. In partnership with ArtPlace America, we published [Arts, Culture, and Transportation: A Creative Placemaking Field Scan](#) earlier this year. Over the past several years with the generous support of the Kresge Foundation, T4A has also supported creative placemaking pilot projects in six cities.

## ABOUT THE WORKSHOP OPPORTUNITY:

To further support this work, T4A has partnered with Americans for the Arts (AFTA) to provide technical assistance workshops to three cities in 2018, funded by an Our Town grant from the National Endowment for the Arts.

The two-day workshops will include three components:

First, after preliminary calls, T4A and AFTA staff will visit the selected cities to plan the workshop logistics, help select a specific challenge to address in the workshop, and to identify appropriate participants for the workshop.

Second, T4A and AFTA staff will lead a two-day workshop in the selected city. Workshops will be customized to meet the specific needs of each selected city, and may include an overview of creative placemaking, case study presentations of transportation projects that successfully integrate arts and culture, and an explanation of findings from the T4A's recent creative placemaking reports.:

AFTA staff will lead an "introduction to creative placemaking" lesson for participating transportation professionals that will include an explanation of the practice and language of public art, tactical urbanism, social design, and other relevant artistic practices to build capacity for the transportation professionals to collaborate with artists. Concurrently, T4A staff will lead an "introduction to creative placemaking" lesson for participating artists and arts administrators that will include an explanation of transportation planning terminology, best practices, culture, funding systems, and related information on community development practices to prepare artists to successfully contribute to transportation projects. The first day will conclude with a site visit of the project area for all workshop participants.

On the second day of the workshop, the two groups will reconvene and turn their focus to a specific challenge that has been pre-identified by the local participants. This could be a policy challenge, a transportation planning project, a funding or permitting issue, or an advocacy challenge. The full team will develop recommendations on possible short and long term solutions, approaches that may aid in solving the challenge, and suggested next steps in collaboration with local participants.

Finally, after follow up calls with the local team, T4A and AFTA staff will produce a report that summarizes recommendations.

Lessons learned from the three workshops will be used to develop resources to share with the broader field so that these workshops may be brought to scale to benefit a wider range of practitioners. These resources may take the form of webinars, guidebooks, and/or other online resources.

## TIMELINE

- Request for proposals issued – January 17th, 2018
- Informational webinar – February 15<sup>th</sup>, 2018 (tentative)
- Deadline to apply – 5:00 p.m. EDT, February 23, 2018
- Applicants notified about selection – by end of March, 2018
- First site visits by technical assistance team – spring/summer 2018
- Workshops held – summer/fall 2018 (exact dates to be determined with awardees)

## WHO SHOULD APPLY?

Any city or town interested in exploring innovative ways to drive collaboration between artists, planners, engineers, and others on transportation projects should apply.

Applicant teams must include:

- Representatives from the local arts agency, arts council, arts commission, or equivalent
- Representatives from the local department of transportation or transit agency
- Applications must also include a letter of support from the Mayor's Office or equivalent

Teams may also include:

- Representatives from advocacy organizations
- Local elected officials
- Representatives from the department of public works or other relevant agencies

## REQUIREMENTS OF AWARDEES

Awardees will be required to work with staff of T4A and AFTA to plan and implement each training. Specifically, awardees will be asked, among other needs:

- Commitment to participate in initial site visit and two-day workshop, as well as preliminary and post-workshop calls.
- Provide breakfast and lunch for participants on both days of workshop
- Secure a space to host workshop and transportation for site visit if necessary
- Coordinate the invitation of participants

## NUMBER OF WORKSHOPS TO BE AWARDED

3

## SELECTION CRITERIA

Awards will be determined based on proposals' adherence to T4A and AFTA's goals, described below:

- 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.
- Plan and implement creative placemaking approaches to transportation challenges.
- Equip stakeholders to work across sectors to achieve shared goals.
- Strengthen local capacity to lead projects and continue creative placemaking and transportation projects after workshop has ended.
- Support teams that are committed to using a place-based strategy that incorporates the arts to address transportation challenges and opportunities.

## APPLICATION

Applications must be filled out and submitted online here: <http://t4america.org/creative-placemaking-workshops/apply/> But the full application is included here to help you assemble the necessary information before beginning the online application.

### City/Town Information

- a. City/town name
- b. State
- C. City/town population

### Main Point of Contact

The Main Point of Contact may represent any of the partners, and will be responsible for helping to organize the team for pre- and post-workshop calls, coordinating workshop logistics, and participating in the pre-workshop site visit.

- a. First name
- b. Last name
- c. Professional Title
- d. Organization name
- e. Email address
- f. Phone number.
- g. Short biography

### List of Team Members

Teams must consist of representatives from the local arts agency, arts council, arts commission, or equivalent, as well as representatives from the local department of transportation or transit agency. Additional team members may include representatives from advocacy organizations, local elected officials, and/or representatives from the department of public works or other relevant agencies. List the first/last names, organization and title, and a short bio for all team members.

### Application Questions

- a. Why is your team interested in participating in the Arts & Transportation Community Building Trainings? Please explain how your team's participation in the program will benefit the community and the types of information or support the team hopes to gain from this training. (1000 character limit.)
- b. Describe your city/town: Please provide a description of your community's population, economy, arts and culture community, and transportation challenges. (1000 character limit.)
- c. Does your community currently use creative placemaking/arts & culture practices in conjunction with transportation projects? If so, briefly describe these efforts and the previous success and/or challenges of integrating creative placemaking with transportation projects. (1000 character limit.)

d. Describe the specific project/issues you plan to address in the workshop, which could include policy decisions, physical changes to transportation infrastructure, creative community engagement for a transportation project, etc.) and the outcomes you hope to drive as a result of the workshop. You may describe more than one possible project/issue; the coordinating team will help to select the scope of the final project. (2000 character limit.)

e. Please select one or more of the “seven challenges, seven solutions” you wish to address in the workshop from the list below (from the Arts, Culture and Transportation Field Scan), and explain how you hope to better use the approach(es). (1000 character limit.)

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.

2. Making streets safer for all users.

Arts and culture can make streets safer for pedestrians and cyclists by using creative methods to help transportation professionals empathize with all users.

3. Organizing transportation advocates.

Arts and culture can help equip communities to organize and advocate for more equitably distributed transportation investments.

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.

5. Fostering local ownership.

Arts and culture can help accomplish local goals including improving health, encouraging walking and biking, or increasing transit ridership by incorporating community-sourced artistic and design elements into transportation projects to foster local stewardship and use.

6. Alleviating the disruptive effects of construction.

Arts and culture can help 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.

Arts and culture can help remedy the divisions created by urban highways and other detrimental transportation infrastructure by physically and culturally reconnecting communities.

f. A critical goal of the Arts & Transportation Community Building Trainings is to ensure that the affected communities are able to implement projects and ideas that arise in the workshop. Please describe existing institutional capacity and any potential programs or funding sources that the team may be able to leverage to implement projects post-workshop. (1000 character limit.)