

FORECAST PUBLIC ART

PHASE ONE
FINAL REPORT
EXECUTIVE
SUMMARY:

COMMUNITY
IDENTIFICATION
+
IDENTIFICATION
AND INVENTORY
OF CULTURAL
ASSETS



2022

Executive Summary

Forecast Public Art, established in 1978, is a 501c3 non-profit organization based in Minnesota. An early industry leader in public art consultation, our team is mission-driven in developing measurable actions towards policy and recommendations that lead to cultural competency, community development, and neighborhood well-being.

In August 2021, the Art Council of Placer County (ACPC) posted a RFQ in search of a Cultural Mapping study to identify racially and economically under-served communities in which art can exponentially improve quality of life. The result of Phase One outreach was intended to identify existing cultural assets and creative resources that the ACPC and other arts organizations can utilize as a resource tool.

Among the 1:1 Interviews, Focus Group Discussions, and Public Survey, three important themes surfaced again and again: [Equity, Workforce Development \(for Artist and Organization\), and Youth.](#)

This executive summary is all but an abbreviated glimpse of the total data we collected; however, it does offer clear concern upon these county-wide themes.

We have collected recommendations and ideas regarding grants, partnerships, advocacy, education, outreach, programming, and marketing. We plan to draft Phase Two content for community feedback with these three themes in mind.

As a nearby neighbor living in Reno, Nevada, I am grateful for the pleasure to work alongside such knowledgeable and tireless contributors to arts and culture in Placer County, especially the ACPC, its staff, and its leadership.

Sincerely,

Mark Salinas, Senior Project Manager
Forecast Public Art

1:1 Interview Testimonials

"Let's rethink what we assume we know about each other and ourselves."

Equity

"The Placer County Latinx community is more than just Dia de Los Muertos and Frida Kahlo; more than just house keepers and gardeners."

"Having a nod to culture doesn't change minds or racism."

"There were early restrictions upon immigrants preventing them to own land so they had to farm it for someone else."

"There is a denial of POC existence - a denial that there is a need for equity- and this blindness to identify underserved communities continues its white hierarchy."

Workforce Development (For Artists + Organizations)

"POC want to collaborate, not consult on projects."

"Libraries are interested in social and emotion success, not just literary success."

"The City of Roseville needs an Arts Commission."

"When folks see themselves represented in art they feel connected to that community and they want to cultivate it; spend money."

"We organizations need to learn how to connect with the younger generation now if we want them to continue our work."

Youth

"Basic living needs are first and foremost. A lot of nudging is required from parents to support the arts or bring art supplies. However when we provide the materials and supplies, they gobble it up."

"55% of our clients are underserved youth in Placer County."

Focus Group Testimonials

"Change moves at the speed of trust."

Equity

"ACPC can support our organization by amplifying voices and helping to provide greater access and representation to underserved groups."

"I want to see a balance of 'popular art' with different points of view. Some public art programs with a social justice lens have been met with resistance and fear."

"BIPOC artists in my community don't feel safe."

"Sierra College is a safe haven for students/art community."

"Accurate, modern tellings of history lack county urgency and importance and this in turn loses the public trust of those we are trying to provide services for."

Workforce Development (Artist)

"We need more volunteers, especially people who work well with youth and teens."

"Provide programs that connect the artist to the land and environment."

"Social mixers to form relationships."

Workforce Development (Organization)

"Our organization needs help with promotion and publication."

"My organization is really embracing video technology to get our message out."

"How can we use phone videos as a tool for business?"

Youth

"Transportation is a big barrier for our students. I'd like to see transportation support to bring kids from rural communities into cities to see art."

"Create a safe/free/affordable transportation option for youth and families."

Focus Group Ideas

"How do we get younger people engaged?"

Equity

- 1) Placing public art where the community already convenes.
- 2) More exhibitions and opportunities for BIPOC artists, but not necessarily labeling these opportunities as "BIPOC" shows.
- 3) Help linking funding to programs. There are many organizations already doing great things, but they need financial support.

Workforce Development (Artist)

- 4) Artist-in-Residence program at senior centers, public libraries, etc.
- 5) Paid internships for emerging artists to create intergenerational community leadership

Workforce Development (Organization)

- 6) ACPC workshops for organizational arts marketing, promotion, and networking.
- 7) Centralized arts/entertainment calendar and newsletter for Placer County.
- 8) Bring BIPOC artists into all exhibitions, events and opportunities to create truly diverse and equitable offerings.

Youth

- 9) Buses for Title 1 Schools to attend museums, Powwows, studio tours.
- 10) Free and affordable programming to provide greater access to youth, families and low-income populations.
- 11) Programs that partner youth with elders/seniors as creative mentors on small public projects.

Public Survey At-A-Glance

Results of the FPA survey are to be used as a planning tool to assist ACPC in advocating and distributing equitable resources throughout the county in support of arts and culture. With county-wide participation ACPC can support an enriched environment of equitable values, robust programming, and collaborative partnerships for both residents and visitors.

Question	Response Trends	Observation
Which are your favorite art and culture experiences? Select all that apply.	<ul style="list-style-type: none">• Annual Events• Festivals• Street Fairs• Studio Tours	<ul style="list-style-type: none">• Social Experiences• Moving Audience• Open entry/exit• Free
I enjoy experiencing art and culture in the following public locations. Select 10 responses.	<ul style="list-style-type: none">• City Parks• Downtown Area• Libraries• Public Walls• Airports• Commercial buildings	<ul style="list-style-type: none">• Urban and suburban areas• Public facilities/usage areas• Free, self-guided locations
People: Do you know of an under-served population in Placer County you would like to see supported?	<ul style="list-style-type: none">• Native Americans• Auburn• Homeless	<ul style="list-style-type: none">• 36% responded no
People: Do you know of an under-valued cultural organization in Placer County you would like to see supported?	<ul style="list-style-type: none">• Native Americans• Art League of Lincoln• Blue Line Arts	<ul style="list-style-type: none">• 48% responded no
I think the following actions would benefit arts and culture development in Placer County. Select 10 responses.	<ul style="list-style-type: none">• Advocate for arts education in county schools 56.4%	<ul style="list-style-type: none">• How to create future audiences?