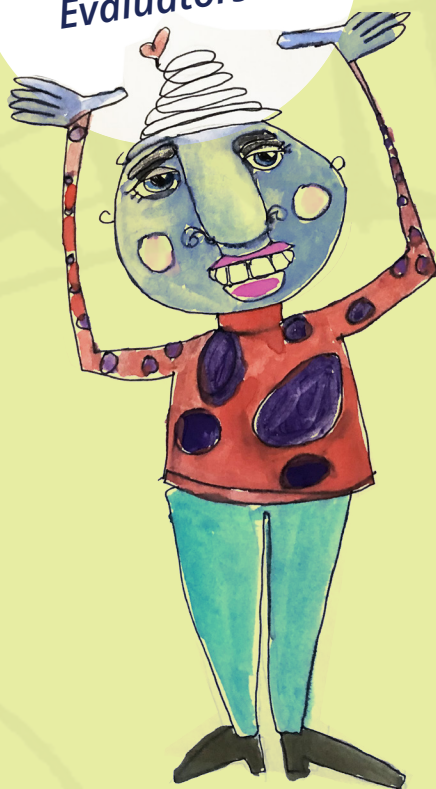


# **Creative Placemaking Values:**

*A Guide for  
Practitioners,  
Funders, and  
Evaluators*



## Values in practice:

Both arts/culture and community planning/development are fields that have been shaped by and continue to reinforce inequitable outcomes in many communities.

It's important to bring a set of values to creative placemaking practice that are both explicit and transparent. Some early efforts put more focus on economic outcomes and not enough on social and community-designed goals. This guide is an attempt to acknowledge the obligation to affirmatively reflect community assets and equitable goals in creative placemaking.

This guide outlines critical questions partners should discuss—throughout the entire duration of the project—to ensure that the process and outcomes are aligned to values and that the partners are in agreement.

Questions are organized under the following four categories:

- 1. Considering Community**
- 2. Working Together**
- 3. Developing Goals**
- 4. Assessing Work**

## What is creative placemaking?

*But first...*



Creative Placemaking:  
**Community residents**  
**intentionally using arts,**  
**culture, & design strategies**  
**in local partnerships for**  
**equitable, healthy, &**  
**sustainable outcomes.**



## Considering Community

1. Does the community desire the change envisioned in the project goals?  
Is community experience leading?
2. Will this work include practices that expand opportunities and address barriers so that members of the community experience benefits?
3. Do we understand how power and influence imbalance may impact this process and the goals? Who benefits? Who leads? Who is missing? Who pays? What's at stake? Who decides?
4. What are community strengths and assets—people (including artists), institutions, history, culture, and solutions—that exist and are they represented and included in a community-led process?

## Working Together

1.

How are we building reciprocal relationships of trust and respect, listening carefully, and working in teams and/or collaboratively? Who's at the table, who needs to be at the table, who sets the table? What do we need to do to earn the right to listen? Who do we need to listen to for work to be successful?

## 2.

How are we accounting for this work being labor intensive—requiring flexibility, agility, patience, listening, and willingness to relinquish control? Are timeframes realistic for all of the partners? How do we value people's time with payment/stipends?

### 3.

Are artists at the table and respected for their unique abilities, including as connectors and catalyzers, with creative skills to bring to problem solving?

4.

### Are artists being paid for their time/work?

[illegible]

## Working Together

5.

Are we creating safe and welcoming spaces for community members to express ideas and share experiences?

6.

Does this work include collaborations of multiple partners from different sectors (public/private) and disciplines (arts, health, environment, human services)? Is it cross-disciplinary and cross-sector?

**7.**

How are we recognizing, highlighting, and contributing to the narrative of this place?

8.

Who is doing the work? Did we seek local expertise? Are we working with local or non-local partners, artists, etc. with specific intentionality?

[illegible]

## Developing the Goals

1.

Are we genuinely recruiting and welcoming all community members to participate in and benefit from this process and from the integration of arts, culture, and design into the initiative?

## 2.

How will we know when/whether we have succeeded?

### 3.

Are we honoring and seeking to hear all perspectives in the community? What are possible negative outcomes? Have we tried to imagine all unintended outcomes?

4.

Are we considering the process outcomes along with other goals?

5.

Have we taken the time to discuss the quantitative and qualitative outcomes?

[illegible]

## Assessing the Work

1.

Are we using measures of success that reflect the ways artists, formal and informal arts spaces, and creative interventions have contributed toward community outcomes?

## 2.

Is equitable evaluation driving the understanding of the impact of the work?

[illegible]



A national field scan commissioned by Arizona State University's Herberger Institute for Design and the Arts, ArtPlace America, The Kresge Foundation, and the National Endowment for the Arts, and conducted by Bridgespan, determined that articulating and clarifying the purpose and values of creative placemaking will be helpful for strengthening the field.

As a response to that research, this document was developed through a series of open workshops during the 2018–2019 Creative Placemaking Leadership Summits, as well as conversations with colleagues from the four national research partners. Margy Waller, Field Coordinator for these national partners in Creative Placemaking, conducted the effort.



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