Connecticut
still revolutionary

Department of Economic and Community Development

Office of the Arts

FY2016

Public Art Community Projects

Outcomes Table

Overview of the Public Art Outcomes Table with examples of possible outcomes linked directly to sample projects.

What is the purpose of the Outcomes Table?

- All COA grantees are required to complete final reports within 60 days following the completion of their project and/or the grant period. The Public Art Outcomes Table provides applicants with an opportunity to customize their own evaluation process.

- At the application stage of the process, applicants consider how they might evaluate the effectiveness of their project and consider appropriate outcomes to achieve the intended results.

Start with the Big Picture: Goal

Projects proposals must align with at least one (1)

Public Art Goal

1. Community Relevance & Civic Engagement
2. Arts Engagement & Artistic Excellence
3. Enhancing the Creative Economy

Break down the big picture goal into "outcomes"

Three (3) Outcomes have been identified for each Goal.

FY16 Public Art Outcomes Table - *Overview*			
Goals	**1. COMMUNITY RELEVANCE & CIVIC ENGAGEMENT**	**2. ARTS ENGAGEMENT & ARTISTIC EXCELLENCE**	**3. ENHANCING THE CREATIVE ECONOMY**
Outcomes	Build or deepen community participation in arts experiences.	Spark innovative and creative learning.	Expand awareness of the creative economy.
	Develop greater awareness of the arts in public spaces.	Foster a sense of pride in one's community.	Increase support for artists and the arts.
	Improve (vacant, underutilized, poorly lit/functioning) public spaces with the arts.	Engage in high quality arts experiences.	Improve perception; create places that matter.

Outcomes are defined as the "results" your project intends to achieve as you carry out your project.

Major Activities

- Project must include a minimum of one (1) major activity.
- Consider the “major activities” of your project, then align a Goal and Outcome with each major activity.
  - *A “Major Activity” may be a community planning session, a workshop, or simply the completed installation and the community reaction to the new installation.*
- Projects seeking higher levels of funding should reflect a greater number of activities whereas projects with small budgets and/or short timelines will likely have fewer.

ONLY enter activities reasonable to track and report on within the grant period.

Identify Indicators: “What to look for”

- Indicators are ways of measuring progress and are tangible things you can observe, hear, experience, count, ask about, measure.
  - NOTE: COA has provided examples of possible “Indicators”. Applicants may develop their own project specific indicators or utilize examples provided.

Evidence: “What to Collect”

- Is the actual information, facts, stories and data documented and gathered through an evaluation process in order to assess the success or effectiveness of the endeavor toward its intended outcomes.
  - NOTE: COA has provided examples of possible “Indicators of Success”. Applicants may develop their own project specific indicators or pull from the examples provided.
- Applicants will not provide this information at the time of application. Awarded projects will be required to fulfill (or explain why they were unable to this data as part of the final report.

Methods of Collecting your Evidence

Consider developing ***BEFORE*** and ***AFTER*** comparisons and use methods of extracting project evaluation specific to your project needs *(examples provided below).*

- Before and After Survey's / Interviews
- Before and After Photographs
- Participant / Community Workshops
- Event Statistics
- Anecdotal / Testimonials
- Project Recognition / Awards
- Sales / Funding Levels / Employment #'s
- Real Estate Impact
- Ability to Leverage New or expanded support
- New Laws / Ordinances Developed

Sample

- Select a **Goal**
- Select a **Outcome**
- Enter your own **Indicator** (or utilize COA examples)
- Enter your plans for data collection, **Evidence**. Data collection MUST successfully align with the original goal and outcome.

FY16 Public Art Outcomes Table – *includes examples of Indicators & Evidence*

GOAL

1. COMMUNITY RELEVANCE & CIVIC ENGAGEMENT

The Arts are essential in the development of great places; therefore, Public Art projects in this goal area provide opportunities for community participation and make a difference by connecting to the community.

PUBLIC ART OUTCOMES		INDICATORS: examples of what to look for	EVIDENCE: examples of what to collect
a)	Build or deepen community participation in arts experiences.		
b)	Develop greater awareness of the arts in public spaces.		Collect Statements / observations from the community
c)	Improve (vacant, underutilized, poorly lit/functioning) public spaces with arts.	• Improve public safety through visual improvements, includes better lighting, wayfinding signage, etc.	• increased feelings of safety

Outcome

Examples

The next few slides include various projects, each listing at least one (1) possible outcome.

Note: projects included were randomly selected. Some are CT projects and others are out-of-state. Sample outcomes were developed by COA as a way to show "possible" outcome scenarios for FY16 projects.

Interactive Community Mural

Goal: Arts Engagement & Artistic Excellence

Public Art Outcome: Foster a sense of pride in one's community

What to Look For: Reach a new audience and discuss perceptions of the arts in the community.

What to Collect: Pre-survey participants at the event, then carry out a post-survey with a new set of questions following project engagement. Compare how engagement changed their perception of their community.

- At project completion, report survey results to COA as part of the final report.

Mural by local artists, New London (above)
Old State House Farmers Market temporary mural project by Tao LaBossiere, Hartford, (below)

Public Art Light Installation

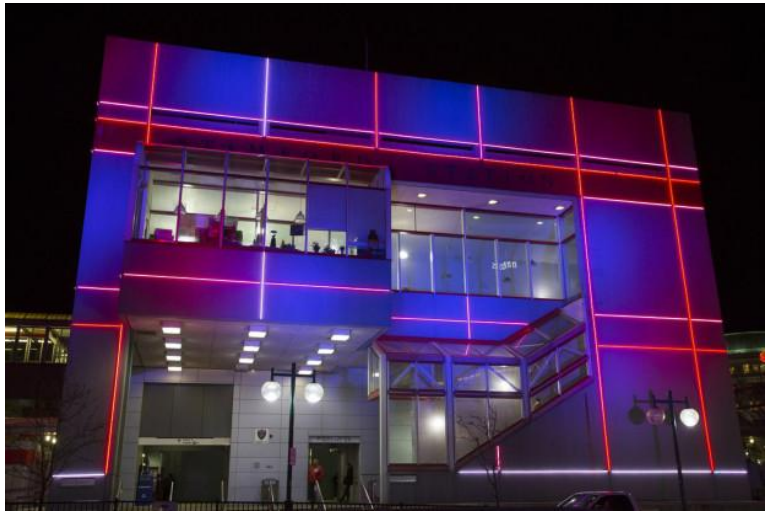
Goal: Community & Civic Engagement

Public Art Outcome: Improve public spaces with the arts

What to Look For: Improve public safety through artistic lighting improvements.

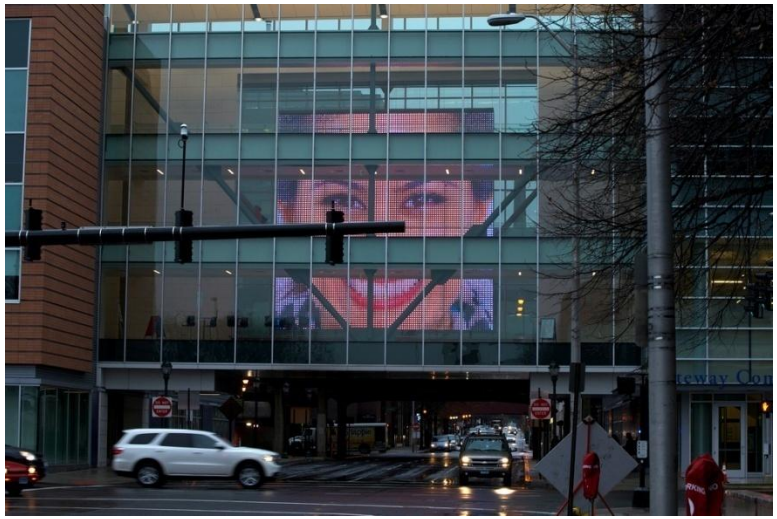
What to Collect: Interview the community about their feelings of safety in the area targeted for the installation or engage in workshops to determine the appropriate placement for the project based on community feedback.

- Following installation, interview the same participants and report results to COA as part of the final report.



Sandy Garnett, Joy Wulke, Jamie Bernett, and Steve Hamelin, ***Stamford Illumination***, Stamford Train Station, Stamford (above)

Electroland, ***College Faces***, Gateway Community College, New Haven (below)



Poetry embedded in Public Art

Goal: Arts Engagement & Artistic Excellence

Priority Outcome: Engage in high quality arts experiences.

Indicators of Success: Engage in activities which advance critical thinking.

Sources of Evidence: Discuss the selected poetry in community workshops, discussions, and other educational opportunities.

- Following project completion, provide participant anecdotal experiences as part of the COA final report.

Passage by Mags Harris and Lajos Heder, installed in Pheonix, AZ
Poetry recorded, played through speakers installed in chairs (above)
Poetry projected onto sidewalk (below)

Public Art Master Planning

Goal: Enhancing the Creative Economy

Priority Outcome: Expand awareness of the creative economy.

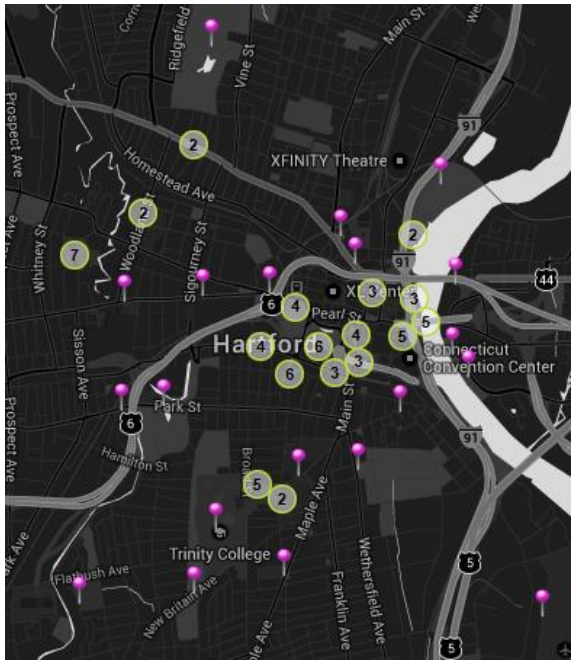
Indicators of Success: Recognize the value of existing community assets and plan for future public art as part of a community process.

Sources of Evidence: Conduct a series of community workshops, survey and record the number of participants at each workshop.

- As part of the COA final report, provide qualitative and quantitative feedback.

Maps from CultureNOW showing arts and cultural assets currently logged into their database.

New Haven (above)
Hartford (below)



Pop-Up Community Libraries

Goal: Community & Civic Engagement

Priority Outcome: Improve public spaces with the arts

Indicators of Success: Spaces become animated with literary and visual arts experiences.

Sources of Evidence: Document the number of locations activated by the project, participation levels, and community interest.

- Following installation, survey participants and report quantitative and qualitative results to COA as part of the final report.

A series of small book boxes located in throughout communities. www.littlefreelibrary.org (above)

An example of a mobile library at a Bus Stop, located in downtown Bogota (below)

Signage

Wayfinding Opportunities

Goal: Enhancing the Creative Economy

Priority Outcome: Increase support for artists.

Indicators of Success: Provide employment for local artists.

Sources of Evidence: Document the number of artists employed by the project. Follow-up with artists, find out if further jobs were secured as a result of the project.

- Report quantitative results to COA as part of the final report.

See next slide for a second potential outcome associated with this project.

Hartford Utility Box Murals, part of a larger city-wide project (above).

Business signage created by artists. How might public art initiatives spill over into private business improvements. (right)