

## Northeast Public Art Engagement Activities

The engagement plan was developed with input from cultural organizations about how best to facilitate discussions to maximize participation and input into the Implementation Framework (Attachment 3). Below is a summary of engagement activities planned and in progress. This information is included to demonstrate varied stakeholder representation and is current as of March 15, 2021.

### Engagement Activities

Engagement opportunities were designed to overcome barriers to participation in COVID-19 conditions. Focusing on digital tactics and targeting cultural organizations with strong ties to the community, engagement is value-focused, meaning it seeks to understand what public art would be valued by citizens in the northeast.

Engagement tactic	Status
Interviews: cultural organizations <ul style="list-style-type: none"> <li>• Dashmesh Cultural Centre</li> <li>• Muslim Council of Calgary</li> <li>• Philippine Cultural Centre Foundation</li> <li>• Action Dignity</li> <li>• Punjabi Resilience and Empowerment in Mental Health (PREM)</li> <li>• Centre for Newcomers</li> <li>• Islamic Centre</li> </ul>	In progress
Interviews: artists and arts organizations <ul style="list-style-type: none"> <li>• Immigrant Council for the Arts</li> </ul>	In progress
One on One Interviews with Representatives from Cultural hubs <ul style="list-style-type: none"> <li>• Genesis Centre</li> <li>• Vivo for Healthier Generations</li> <li>• Village Square Leisure Centre</li> <li>• Northeast community associations</li> </ul>	In progress
Baseline survey to citizens (delivered using the Engage portal) <ul style="list-style-type: none"> <li>• Focus: what public art is valued by citizens.</li> </ul>	In progress  A survey opens March 23 and is live until April 16.
Five workshops open to the public	In progress
One workshop: City Hall School (invitation only)	In progress

## Engagement Questions

Focus groups, interviews and the public survey aim to answer value-based questions about public art in northeast Calgary, including:

- How could public art benefit your community?
- We want to understand what you value about public art in northeast Calgary. Which of the following values are important to you?
- When you think about public art in northeast Calgary, what expectations do you have of The City when hiring an artist?
- Which opportunities are you most interested in seeing in your community?
- If you had to choose between 1 large sculpture (\$\$\$) or multiple small sculptures (\$), which would you prefer?
- Do you know a particular story that you think could be told through public art?
- Tell us what type of art you would like and where you would like to see it.