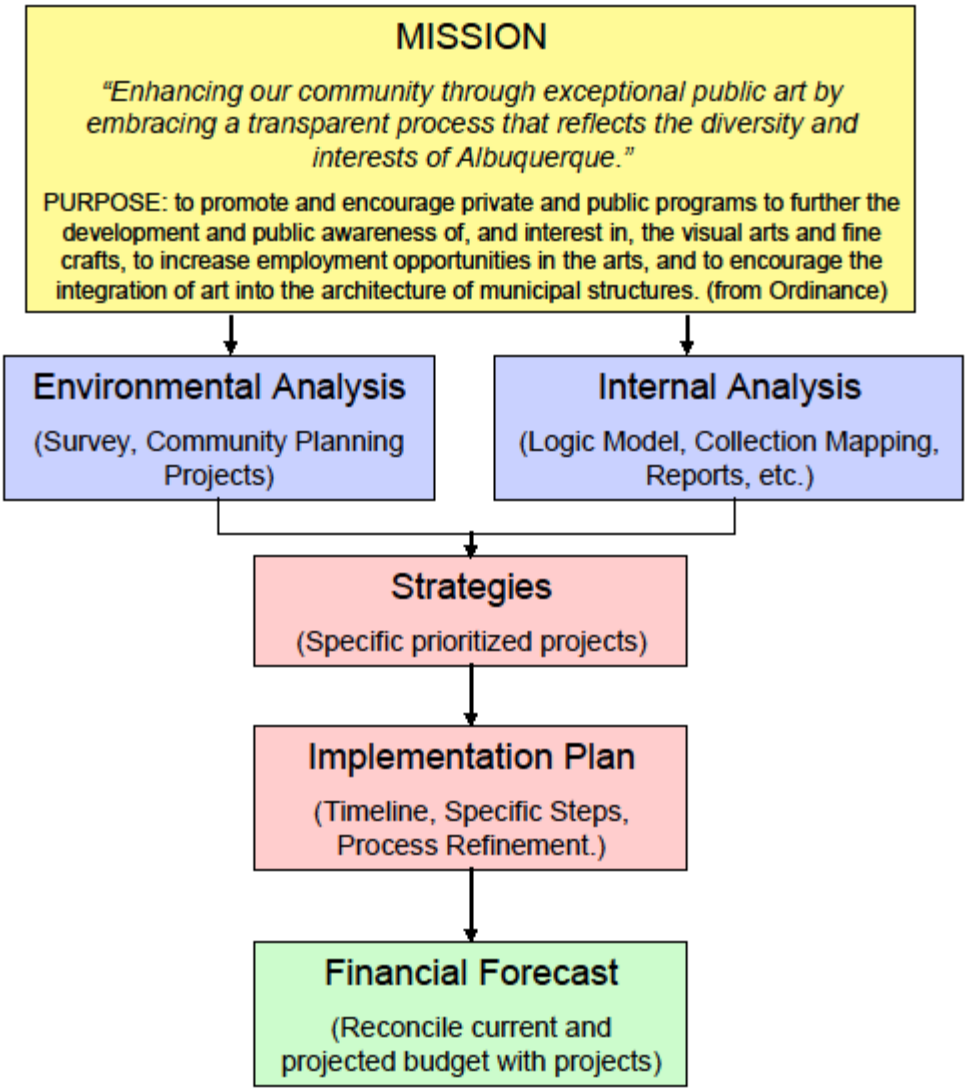
City of Albuquerque
2013-2014 Public Art Strategic Plan

Public Art Urban Enhancement Program
Cultural Services Department
City of Albuquerque

Framework for Strategic Planning



Executive Summary

In September, 2012, the City of Albuquerque Administration asked the Albuquerque Arts Board to create a Strategic Plan in order to help guide the acquisition of new artworks for the Public Art Collection. This plan would help the board accomplish their mission of enhancing Albuquerque through exceptional public artworks by streamlining the decision-making process. It would pay special attention to the best future placement of artworks as well as recommend the types of artworks needed to make the collection diverse and exceptional. The plan would create a clear path for leveraging existing assets and development momentum while creating maximum benefits for the various parties involved in the public art process for the next 12-18 months.

The planning process utilized the creation of a Logic Model to remind us of our mission, rationales and resources and test our assumptions about the current state and desired long range outcomes of the program. It required analysis of the existing collection as well as analysis of the "external" forces that help or hinder the outcomes of any public art project. It also incorporated input from the public, residents from and visitors to Albuquerque, who responded to an online public survey in November and December, 2012.

The result is the plan that follows which recommends four distinct activities and/or initiatives as well as guidance for community initiatives and "do-not-miss opportunities". These four activities include 1) gateway, or bookend, projects at the east and west edges of the city and neon inspired artworks along Central Ave, 2) a bikeways and trails public art project, 3) large scale art ($300,000 - $400,000 range) at destination venues such as the downtown core (Convention Center/Civic Plaza/4th Street – Central Crossroads) Old Town and eventually the Rail Yards, and 4) the implementation of community-wide murals and mosaics. These projects will continue to build the cultural and visual identity of Albuquerque and focus the efforts of the Arts Board and public art staff to this end. This strategic plan builds upon the long history of public art in Albuquerque, but with renewed energy and direction, in order to ensure that the program and collection is world class.

Logic Model Diagram: ABQ Public Art Program Strategic Plan

Problem Statement

A Public Art Strategic Plan is needed to address requests for public art and to provide a context for decisionmaking to affect Administration approval of Arts Board recommendations.

Goal

To provide a "road map" for Arts Board and Public Art staff to accomplish projects over the next 12-18 months.

Long-Term Outcomes

Public Art Enhances the environment (urban landscape) of the city - adds to sense of identity.
Engages the public who has a stronger sense of ownership in public art in Albuquerque.
The intrinsic value of the Public Art Collection is enhanced/increased.
Public feels that the Public Art Program is responsive to public input and ideas.

Rationales

- Our mission is to enhance our community through exceptional public art by embracing a transparent process that reflects the diversity and interests of Albuquerque.
- Many Departments, including the Mayor's, have been developing plans that include opportunities for public art.
- Public Art funds must be spent by GO Bond purpose, which limits uses of some funds while others are more flexible (see budget).
- There are currently many more requests for funds, including the Arts Board ideas, than the amount of funds that are available.
- We have over 800 artworks and need to be more selective and curatorial on future acquisitions.

Assumptions

- Highest priority should be given to plans that have included lots of public participation and/or have high levels of commitment from pertinant departments.
- There is a need to save money for big, high profile art projects while also responding to organized requests that can happen "quickly".
- There will always be new requests for public art and hopefully (with voter approval) new public art money, every two years.
- A large amount of funds for a monumental project could be augmented by fund raising or a special GO Bond request.

Resources

- 1% for Art Funds by Bond Purpose.
- Four staff at about 57% = 4740 hrs. p/yr.
- An average of 9 Arts Board members = 864 volunteer hours p/yr.
- Supportive interdepartmental relationships.
- Other external Arts Organizations that help out the Public Art Program (i.e. Harwood, 516 Arts, Creative ABQ, NHCC, UNM, etc.).
- Legal & Building Permits process allows for critical review of non-arts issues so that Board/committee can stay focused on ART.
- CABQ.gov Web page.
- Public Art Network.
- Several analysis tools and reports, ie. "collection mapping".
- Pre-strategic plan study by joni palmer, "Beyond Accumulation".
- Recent Public Art Survey of locals and visitors.
- Public Art Evaluation Matrix.
- Mayoral support.

Activity Groups

- Overarching Activity: Use Guidelines to procure Public Art that meets our mission.
- Public Art Themes: Natural Landscape, Corridors, Sustainability/Green, Community/Diversity, Cultural Symbols, History, Unique/Whimsy, Monumental/Iconic, Art at Night, Science/Technology.
- Public Art Locations: Gateways and Route 66, Bikeways and Trails, and Destination Locations.
- Community Diversity: Murals and Mosaics - Community Engagement and Unexpected but "Do Not Miss" Opportunities: Partnerships, Temporary Public Art, etc.
- Mediums: Architecturally Integrated, Land Art, Public Sculpture/Pop Art, Orphan signs, Light art/projections, Event-based, Fine crafts.

Outputs

- Public Art in public spaces with visability that is permanent (direct from Ordinance).
- Public Art that responds to or evokes various concepts and ideas for public consumption.
- Public Art that reflects the diverse spectrum of beliefs, cultural heritage and traditions, and artistic expressions of ABQ and NM (direct from Guidelines).
- Temporary art installations or events that promote the program and the idea of public art in unexpected places and times; requires creative funding.
- Public Art that represents a broad variety of media and styles and supports community interests in having an aesthetically enhanced environment (direct from Guidelines).

Intermediate-Term Outcomes

- Existing assets are leveraged for greater impact.
- Partnerships with intergovernmental and external entities are enhanced.
- Mayor, elected officials and constituents are happy.

Short-Term Outcomes

- Prioritized themes provide criteria for incoming requests.
- Harnessed momentum at significant locations; not left out of critical planning process for project development.
- Diversity in collection is addressed proactively.
- Arts Board, Staff and Administration work smoothly in forward direction.

Introduction

In the report "Beyond Accumulation: Understanding and Envisioning Public Art in Albuquerque," planning consultant Dr. Joni Palmer analyzed ways in which Albuquerque's Public Art Program could move forward, away from simply "accumulating" artworks, towards envisioning a more dynamic role for public art within the city. Her analysis included interviews with various public art stake holders, including city employees and public art program staff, Arts Board members, and creative professionals. One of her recommendations for the program, based on her research, was to create a "Strategic Plan for Public Art." This plan, according to one stakeholder, could be a "roadmap for how to proceed in creating a better city" via public art. The plan would set a framework for making decisions about acquiring artworks while leveraging assets and creating benefits for the various parties involved. As such, it would not be a master plan, but a dynamic working document that helps guide the decision-making process for the Arts Board. This plan will guide the Board, staff and committees in serving the needs of the city as a whole for the next 12-18 months.

The process for creating this plan involved using the mission to guide the over-arching programmatic goals, analyzing the current conditions, both as it pertains to the collection and the development environment in Albuquerque and then creating a strategy in response to these findings. A logic model was constructed to test our assumptions about how to achieve our desired goals and outcomes. The outcomes of this plan will include: 1) A simpler effort meeting long-term objectives by fostering more efficient communication between staff, the Arts Board, user agencies and the City Administration, 2) Providing criteria for incoming requests, 3) Harnessing momentum at significant locations for project development, 4) Addressing diversity in the collection proactively, 5) Leveraging existing assets for greater impact, 6) Enhanced partnerships with intergovernmental and external entities, 7) Convincing Albuquerque's residents, visitors, and City administration of the program's responsiveness and viability, 8) The community has a stronger sense of ownership in public art in Albuquerque, 9) The intrinsic value of the Public Art Collection is enhanced, which in turn enhances the urban landscape of the city.

The questions we attempted to answer were: 1) What makes Albuquerque unique and how can we augment that uniqueness with public artworks? 2) What types of artworks are we lacking and what types should we encourage? 3) Where can public artworks best leverage existing assets and build upon existing community benefits? 4) What City plans are already being created that can be, or are expecting to be, augmented by public art? Answers to these questions will inform the strategies we formulate to create the most benefit for the citizens of Albuquerque.

In beginning to answer these questions we started with a few assumptions: 1) Highest priority should be given to plans that have included public participation and/or have high levels of commitment from pertinent City departments, 2) The need to save money for big, high profile art projects while also responding to organized requests that can happen relatively quickly, 3) There will always be requests for public art and hopefully (with voter approval) new public art money, every two years, 4) A large amount of funds for a monumental project could be augmented by fund raising or a special GO Bond request.

Background

The Art in Municipal Places Ordinance was introduced and approved by the Albuquerque City Council in 1978. The Purpose of the ordinance is to "promote and encourage private and public programs to further the development and the public awareness of and interest in, the fine and performing arts and cultural properties; to increase employment opportunities in the arts; and to encourage the integration of art into the architecture of municipal structures."

The mission for the program was set forth by the Arts Board at a board retreat in the spring of 2011. The mission is:

"Enhancing our community through exceptional public art by embracing a transparent process that reflects the diversity and interests of Albuquerque."

As it pertains to the mission, the term *exceptional* implies "above average," "unique," "original," "accomplished," "iconic," and "appropriate," to the site, public art collection, and the needs of the users.

Transparent literally means "open and visible to all." The legislatively approved methods of identifying and funding public artworks include equitable stakeholder representation in the selection of those works. We must follow established municipal procedures to ensure transmission of pertinent information to parties, and at all levels, by participating and approving the prescribed methods of decision-making related to the procurement of public artworks. Transparency also implies "visibility." Some possible ways to increase transparency and visibility include better use of the website and more outreach to targeted sectors of our community by Arts Board members and staff.

Diversity means a broad representation of the cultural, historic and ethnic make-up of the community. Applied to the public art collection, diversity means theme, media, style, scale, public art genre, artistic and aesthetic interests representing the lifespan (history) of the Program. Diversity applies to the program in the composition of selection committee members, the Arts Board and staff, and includes diversity of the artists. Some possible ways to increase the diversity are to conduct active workshop and educational outreach to students and potential public art practitioners. It also includes the careful vetting of proposals to avoid replication of artists, themes, and media in the collection. This can be accomplished at the board and committee level using the overarching matrix evaluation method.

Although some may get caught up in the semantics of the mission statement, the basic theme is to enhance the urban landscape and culture of Albuquerque with the acquisition of quality artworks through a clear and open process. The artworks should reflect the rich culture of this city and help us all appreciate the spirit of Albuquerque.

Below are the goals of the program, as set forth over time by the Arts Board and the City Administration:

1. The Program will develop public art projects which enhance the urban environment of public spaces as well as the visual design form and content of the city; which enhance a particular community; and, which may enhance the tourist and economic potential of Albuquerque and particular sites within the community.

2. The Public Art Collection will reflect the diverse spectrum of beliefs, cultural heritage and traditions, and artistic expressions of Albuquerque and New Mexico.

3. The Public Art Collection will include Works of Art representing a broad variety of media and styles and support community interests in having an aesthetically enhanced environment.

4. The Program will adhere to all federal, state and local laws related to inclusion and non-discrimination.

5. The Program will identify and pursue additional sources of funds and donations of Works of Art to the City of Albuquerque.

6. The Program will inform the public regarding public art including opportunities for public participation in all phases of the public art process.

7. The Program will promote the visual arts of Albuquerque and New Mexico and, inform and work to increase understanding within the community about the purposes and meaning of the Works of Art in the Collection through art outreach education, media and social events.

8. The Program will document, maintain and conserve Works of Art in the Collection, regardless of the source of acquisition, and make the Collection available to the public through a variety of media.

9. The Program will develop opportunities for local artists through participation in Albuquerque Public Art Program workshops and educational events.

10. The Program will work with other organizations to promote the arts.

The purpose of the ordinance, the goals and mission of the program as well as the guidelines (which guide the processes and procedures of the program) are all important aspects that serve to remind stakeholders why and how we go about the business of public art. However, they do not offer the board or staff specific direction that best serves the program in its current state of evolution of the collection, the program or of the City - they merely guide the procedures for acquiring the artworks. A Strategic Plan is dynamic and cohesive. It should help highlight locations for future public artworks and encourage mediums and themes of artworks to make the collection exceptional and diverse. It will also help the program be responsive to local developments and City construction projects where public art should be included for maximum benefit and impact to the citizens.

But what is Public Art?

So, what is "public art"? Public art can be defined in numerous ways, but a simple definition is "any works of art in any media that have been planned and executed with the specific intention of being sited or staged in the physical public domain, usually outside and accessible to all." This definition includes privately funded public art, and for our purposes we include these additions: "it is paid for with public money and went through a public process." Implications of the term "public art" include site specificity, as well as community involvement and collaboration.

In the theoretical realm, we prefer this definition by past Public Art Program Manager, Gordon Church, "Public Art represents an ongoing reaffirmation by the people of a city of who and what they are and what they value. The public art process is an important way for people in a city to define their identity beyond constructing streets, buildings and parks."[1]

Where Are We Now?

In 2013, the Albuquerque Public Art Program will be 35 years old. The Albuquerque Public Art Collection holds 801 artworks, either completed or in process as of this writing – January, 2013. Despite the emphasis on integrating art into municipal buildings in the ordinance, only 60 are installation projects. 437 are 2-dimensional artworks that include: paintings, prints, and photographs. 20 are murals (three of which are indoors), two of which are in the process of being decommissioned. 33 are mosaics. 186 are sculptures, large-scale and small-scale, indoor and outdoor. 63 are arts and crafts, projects that include tapestries, pottery, jewelry and retablos.

There are roughly 67 artworks in libraries, 11 along roadways, 99 at community centers, 27 in parks, 211 in government office buildings, 24 at the zoo, three at the botanical garden, five at the aquarium, 99 at the airport, five at the nature center, six at animal shelters, 11 at bus shelters, 14 on sidewalks, nine at museums, nine in sculpture gardens, five in open space, six at fire stations, 18 at police stations, 11 along waterways, six in plazas, four in parking garages, 88 in public buildings/spaces, seven in recreation

[1] For a more in-depth discussion about the meaning of public art, watch the full interview with Gordon Church.

areas, six along bridges, six are in storage, and many are still in process and have not been installed yet. There are currently over two dozen projects that are in process including the City-wide sculpture projects (nine sculptures being installed at various city-owned sites), two fire station sculptural projects, a large sculpture at a city-owned parking garage downtown, and the Bear Canyon Bridge project.

The Arts Board has been considering the possibility of commissioning a large "iconic" or "monumental" artwork for the past few years. Issues having to do with the location, budget and process have kept the project from moving beyond the conceptual phase. At the same time, there is genuine momentum in the city to develop big picture plans for specific areas of the city to encourage residential pride for the city and to increase tourism potential. Significant efforts to develop recreational, economic and tourism opportunities are being developed for Central Ave, the Rio Grande and other areas around Albuquerque. These efforts present numerous do-not-miss opportunities for the Public Art Program.

The Public Art Online Survey

Starting on December 3, 2012, the Public Art Program launched a comprehensive survey to acquire feedback from the public. The survey elicited feedback from residents of Albuquerque as well as visitors to the city. Questions ranged from feelings and thoughts about past experiences with public artworks to feedback about the future of public artworks. Overall, 1,609 respondents started the survey, but only 1,381 answered every question.[2]

Summarizing the data that was collected, it seems Albuquerque residents believe the personality of Albuquerque has to do with Natural Landscapes, Diversity, and Culture. Although somewhat broad, these three words (used in tandem with the findings in the "Beyond Accumulation" report) can help guide the program when it comes to proposing public art projects as well as recommending actual artworks at the selection phase of a project. Residents also thought public art was a good use of public funds

[2] See appendix for complete listing of how the survey was promoted and distributed, as well as complete results.

(90.2%), and that public art increased their quality of life (86.5%). Visitors to Albuquerque felt that public art enhanced their experience of Albuquerque (67.6%). Residents would like to see more artworks integrated into architecture (75.6%), more functional art (playground, street furniture, way finding) (66.9%), more murals (65.5%), more free standing sculptures (63%), more land art/earthworks (58%), and more exterior mosaics (53.5%). When it comes to the location of future artworks the residents of Albuquerque would like to see more artworks on bike and walking trails (53%), Downtown (47.7%) and along transit routes and interstates (47.7%, and 40.9% respectively). This data helps guide the program as we move forward with projects and can assure the residents of Albuquerque that we are responsive to their interests and viable in our mission to enhance the urban landscape with exceptional public artworks via an open and transparent process.

Themes

Themes that have been identified as integral to the sprit of Albuquerque include:

- Natural Landscapes (river/water, mountains, the sky, the desert, etc.)
- Corridors (streets, highways, trails, paths)
- Sustainability/Green
- Community/Diversity
- Cultural Symbols
- History
- Uniqueness/Whimsy
- Monumental/Iconic
- Art at Night
- Science/Technology

Locations

Locations for future sites of public artworks include:

- *The Heart*, (Rt. 66/Central Ave, 4th Street/ Camino Real, Downtown Core, Old Town, BioPark/Zoo, Tingley Beach, the Rio Grande,)

- *Entry/Exit and Corridors,* (I-40 east and west gateways, Bikeways/Trails - pedestrian, cycling and equestrian, Local bus stops and routes)
- *Destination Venues*, (local and visitor destinations including Museums, Rail Yards, Cultural/Community Centers, Civic Plaza, Convention Center, Parks)

Mediums

Mediums for future public artworks include:

- Murals/Street art
- Land art
- Public sculpture/Plop art
- Mosaics
- Architecturally integrated installations
- Orphan signs
- Photography
- Paintings
- Prints
- Fine crafts (tapestries, pottery, jewelry and wood carvings)
- Temporary and/or Event-based mediums
- Light art/Projections/Moving images

Initiatives and Activities

Utilizing the above described themes, locations and mediums, a prioritized list of public art project possibilities emerges as a tool to help guide the decision-making process for the Arts Board in order to serve the needs of the city as a whole for the next 12-18 months. Assessing internal and external project momentum, known requests for projects, and public survey responses, this strategic plan recommends pursuing the following overarching public art activities: 1) gateway, or bookend, projects at the east and west edges of the city and neon inspired artworks along Central Ave, 2) a bikeways and trails public art project, 3) large scale art ($300,000 - $400,000 range) at destination venues such as the downtown core (Convention Center/Civic Plaza/4th Street – Central Crossroads) Old Town and eventually the Rail Yards, and 4) the implementation of

community-wide murals and mosaics. Although a singular monumental artwork could one day be a viable pursuit, at this time the program would be best served if funds were spent on large-scale projects with broader community benefit and impact leveraging current city-wide planning and momentum. (The metaphorical theme for a series of such projects is that of a "squash blossom" necklace – an iconic southwestern cultural symbol itself – wherein the most prominent center piece of the necklace, the Naja, is supported by complimentary designed pendants to create a unified and balanced whole.)

Additionally, public art activities that involve deep community engagement, such as partnership projects and/or projects that are not anticipated but represent "do not miss opportunities," are also part of this strategic plan. These initiatives could work in tandem with temporary art installation events, and in partnership with other arts organizations that help to promote the program and the wealth of emerging artistic talent in Albuquerque and foster greater community involvement in the program. Internships and structured education and outreach opportunities will be pursued at the administrative level with Arts Board input and support.

Road Trip - Gateways and Route 66 Art Projects

The East/West gateways project and neon inspired artwork along Central Ave leverages emerging public/private partnerships that are in the process of being developed. The Mayor and many citizens see the value in investing in a real collaborative effort to enhance Rt. 66, and revitalizing Rt. 66/Central Ave is part of the Mayor's ABQ The Plan, which includes Bus Rapid Transit planning. This initiative has significant inter-departmental support and planning including the implementation of a new Rt. 66 way finding project and special sign and neon zoning changes. There is also public support, as art along transit routes and gateways projects were noted locations in our survey. We currently have only one orphan sign project in our collection, and only two neon-inspired artworks in our collection, both from the 1990s. Public Art on Rt. 66 provides an opportunity for reinterpretation of a multiple layered cultural asset of the city. A Rt. 66 project is a logical, strategic choice for the Arts Board to emphasize through new projects and initiatives. The "bookend" idea is a tangible reality. Within the next two years we could realistically support 4-6 neon-inspired projects along specified sections of the Rt.

66/Central Ave corridor. There are at least 4-6 areas that need the addition of Public Art works to enhance and elevate stretches that would otherwise be overlooked. Multiple 1% for Art funding sources are available for creative uses along Central Ave end to end.

Bike Ride - Bikeways Art Project

Bicycling is growing as both a recreational and practical commuter alternative, and Albuquerque is poised to be a leader in the field. The Bosque Trail, for example, is a local and regional treasure and is frequently mentioned nationally as one of the best bicycle and walking trails in the country. Viewing public artworks while bicycling and traveling to work is a no-brainer. We would like to be strategically committed to art work siting along the bicycle trail corridors, especially at intersections or connection nodes. The soon to be completed Bear Canyon Bridge will serve as both a commitment to the Bicycle trail initiative and as a gateway, iconic work for the Public Art Program and the City. Bikeways and trails public art projects would be beneficial for many reasons including that improving the bike trails and implementing a potential 50-mile bike loop is part of the Mayor's ABQ the Plan, there is broad public support (bike trails had the highest percentage of support for future public art locations for Albuquerque residents in our survey), and there are no artworks specifically sited along bike trails. Currently there is a push by Open Space and those working on bike trails to create more way finding along the trails, artworks could play a role in this goal as well.

Travel for Business and Pleasure – Destination Art Projects

Mayor Richard J. Berry initiated a program to begin a Convention Center renewal/renovation as well as a complete makeover of the 4th Street Mall. The Downtown Arts and Cultural District Plan is complete and ready to be presented to the City Administration and Council for implementation. Both of these major efforts have been designed to increase the desirability of our convention hosting capacity, enhancing economic stimulus through visitor lodging and related expenditures in the downtown core. The new vision of the Convention Center and the 4th Street Mall renovation can be at the forefront of efforts to site medium and large scale public art in a dynamic way to enhance the downtown area in general. Albuquerque residents named Downtown as a

location where they would like to see more public art, second only to bike trails. The near downtown Rail Yard development, expanding MRA zones around Old Town and the Rio Grande are also initiatives to attract visitors while providing locals destinations for community leisure activities. The Albuquerque BioPark 20 year Master Plan process is just underway and expected to identify significant opportunities for coupling activities along Rt. 66 and the River creating even more momentum for public art integrated into the Central Ave and Rio Grande location. The upgraded BioPark Master Plan is expected to be complete in late summer 2013.

Community Diversity – Murals and Mosaics

Murals are an art form with a lot of history and roots in Albuquerque, but have languished over the past decade. We have 17 intact, outdoor murals in our collection at this time, with two that are about to be decommissioned. 65% of residents responded that they would like to see more murals in Albuquerque and 53.3% would like to see more mosaics. The Convention Center mosaic mural is an example of an extremely successful public artwork representing partnership, quality and imagery of the true spirit of Albuquerque. Although there have been maintenance issues in the past regarding the longevity of murals, there have been improvements in materials as well as a broader understanding that murals simply cannot last forever. A murals plan, with guidelines about materials as well as specific language about the life span of publicly funded murals could help alleviate the issues that have hindered this art form in the past. The program has about 12 pending requests for murals in the Albuquerque area and a mural and mosaic initiative could be a way to respond to community requests for artworks while also relatively quickly and inexpensively enhancing the urban landscape and celebrating Albuquerque's rich artistic culture. A successful and sustainable mural program should be multi-tiered to accommodate various levels of participation, funding and styles. The Public Art Program staff has developed a comprehensive draft of such a tiered program specifically for murals. Refinement, adoption and implementation of a contemporary murals plan is a goal of this strategic plan.

Community Engagement and "Do Not Miss" Opportunities

While the strategic plan lists the previous four activities for immediate action in the next 12-18 months, there are two groups of projects that should be included to ensure that the Public Art Program is responsive to various constituents. The first is Community Engagement Activities, which involve partnerships with unique constituencies or which involve funds leveraged from sources other than the 1% for Art budget. These initiatives usually involve other City, regional and/or national organizations. Examples include the Our Town grant administered by the National Endowment for the Arts. The City has partnered with UNM and two local art-related non-profits to apply for funds to help revitalize certain stretches of the International District. If the City is awarded a contract with the NEA for this project, the Public Art Program has committed to work with the planning and design group if a public art component is desired as part of the overall scope of the finished product.

The Public Art Program should also be sure to consider the "do not miss" opportunities that sometimes arise unexpectedly. These include unsolicited proposals from various constituents including artists, citizens, as well as board members and staff. If an exquisite suite of prints or photographs, for example, is presented to the Board for purchase, the board shall consider the works in relation to the existing collection and the strategic plan to see if there is a place for it. A detailed justification should be created in this type of instance so that the administration and the public understand why this acquisition is important for the collection and the program.

Show Me the Money - Budget

The Public Art Program is currently funded and can accomplish many projects upon approval of this strategic plan. However, as required by ordinance, the funds will need to be reconciled with locations as part of this strategic planning process. See the attached financial spreadsheet for details on current available funds and projected 2013 GO Bond funds.

You Like Us, You Really Do! - Constituent/User Agency Relations

The Public Art Program is supported by various City Departments in a variety of ways. Most departments support the program because we address their needs and requests in a professional manner resulting in aesthetic expressions that compliment their own missions and programs. Examples are; Library, Fire, Family and Community, Department of Municipal Development etc. We are also supported technically and procedurally by many departments who engage with the program through project and contract development, installation and maintenance. For example, while the Building Permit process has recently become slightly more complex, staff is embracing the review process as a positive opportunity to allow Art Selection Committees and the Arts Board to remain focused on *art*, knowing that safety, security and legal issues will all be handled internally.

The program was founded and continues to be supported by grass-roots organizations, community-building associations and a large contingent of arts- interested citizens. Education and outreach activities over the past 5-10 years have demonstrated a loyal and dedicated public constituency that can be tapped for input, support and advocacy. These people, the citizens of Albuquerque, are why the Program is happily moving towards celebrating its 35th anniversary in the fall of 2013. This strategic plan builds upon that long history, but embraces a new dimension and direction.

Arts Board Implementation Steps

Over the course of the next 12-18 months, the Albuquerque Arts Board will endeavor to implement this strategic plan by:

1) Evaluating all known current and existing requests for public art projects using the strategic plan evaluation matrix;
2) Review, refine and adopt a murals plan;
3) Remain engaged in the ABQ The Plan planning initiatives;
4) Evaluate future and incoming requests for public art projects using the strategic plan evaluation matrix, until such time as the strategic plan is updated or project categories have been adequately fulfilled;

5) Review and update Arts Board related documents such as the Unsolicited Proposals section of the Guidelines, Bylaws, and Ordinance;
6) Recommend art projects and artists for projects that meet the strategic plan objectives.

Administrative Implementation Steps

Administrative implementation of the strategic plan will happen at several levels during the next year to year and a half. Upon adoption by the Arts Board the strategic plan will be submitted to the Administration for reference as projects move forward for approval. The Public Art Program staff will continue to manage the current project in process (see appendix) and work to implement additional administrative functions that will complement and support the Public Art Strategic Plan such as:

1) Update and better utilize the Public Art website;
2) Develop a preliminary 6-9 month calendar of events and topics for the Arts Board to take action on or be involved with at meetings or in public;
3) Continue to provide program history and collection mapping data to Arts Board and Art Selection Committee.
4) Develop a standardized "Art Selection Committee Orientation" presentation that can be tailored for individual committee when starting new projects;
5) Develop a standardized site evaluation tool and format for future large-scale projects;
6) Continue to be involved with, and strengthen, inter-departmental connections related to large civic projects such as ABQ The Plan and other capital improvement projects;
7) Continue to provide the Arts Board with necessary support for public art selection tasks;
8) Stay abreast of national and international public art trends and best practices.

Ready, Set, GO!

This Public Art Strategic Plan was adopted by the Albuquerque Arts Board on Wednesday, February 20th, at their regular monthly meeting.

Appendix

City of Albuquerque Public Art Program Ordinance
City of Albuquerque Public Art Program Guidelines
Beyond Accumulation: Understanding and Envisioning Public Art in Albuquerque, a report by Dr. Joni Palmer

Distribution of the Public Art Survey:

- Public Art e-newsletter, reaches 1,061 people
- Public Art Network listserv, reaches 1,100
- Alibi ad, reaches 45,000
- ABQ Arts ad, reaches 24,000
- ACVB listserv, reaches 120,000
- City of Albuquerque Neighborhood Association newsletter, reaches 540
- Business Weekly online article, reaches 6,000
- Mention in the Journal, reaches 96,000
- Duke City fix posting
- Facebook posting
- Creative Albuquerque e-newsletter, reaches 3,500
- On main landing page of City website

Survey Results

- 61.9% of respondents were female, 38.1% were male
- 52.1% were Baby Boomers (born 1946-1964), 21.2% were from Generation X (born 1965 – 1979), 16% were born before 1945, and 10.3% were Millenials (born after 1980)
- 42.8% had an undergraduate degree, 36.9% had a graduate degree, 15.6% had a high school degree, 4.5% had a PhD
- 50.3% were residents of Albuquerque and 49.7% were visitors to Albuquerque

The following is a summary of the information we collected form Albuquerque residents.

- The top three choices for general spirit/personality of Albuquerque were, Natural Landscapes 68.6%, the Diversity 47.6%, and the Culture 44.7%
- 71.7% thought that Albuquerque's public art enhanced that spirit, 22.2% thought it "somewhat" enhanced that spirit, 4.2% didn't think it enhanced it, and 2.6% were unsure
- 90.2% thought public art was a good use of public money, 3.6% didn't think it was, and 6.2% were unsure

- 86.5% thought public art improved their quality of life, 6.9% didn't think it did, and 6.6% were unsure
- 51.5% felt some ownership of public art in Albuquerque, 31.7% did not, and 16.8% had no opinion
- 79.9% thought public art enhanced their experience of being an Albuquerque resident, 4.8% didn't think so, 13.6% thought it "somewhat" enhanced their experience, and 1.7% were unsure
- 36.7% thought public art is paid for with public money, 54.4% thought it could be seen by the public for free, 54.4% thought it was located in a public place, 17.9% thought it went through a public process and 55.8% thought all of the above
- 49.2% use public art as landmarks, 50.8% do not
- 26.4% use public art as a gathering place, 73.6% do not
- 75.5% use public art for sightseeing, 49.3% use it for photography, 36.9% use it as inspiration for other art, 5.7% use it for geocaching, and 13.1% use it for other activities
- 69.8% think there should be more signage and/or interpretive information at public artworks, 10.2% don't think there should be any more signage and 20% were unsure
- 76.5% think public art has increased their appreciation of arts and culture in Albuquerque, 14.8% do not think it has and 8.7% were unsure
- 72.7% think public artworks have increased their appreciation of artists, 16.5% do not think it has and 10.8% were unsure
- 57.7% were aware of up to 50 public artworks in Albuquerque, 22.6% were aware of less than 10, 12.7% were aware of up to 100, 3% were aware of up to 200 and 4% were aware of more than 200
- 62.1% thought public art in Albuquerque looks or feels Unique, 61.1% thought it looks/feels Regional, 57.2% thought it looks/feels Quirky, and 35% thought it looks/feels Urban
- 44.9% thought public artworks in Albuquerque were cared for reasonably well, 13.6% thought they were cared for very well, 28.4% thought they were cared for as needed, and 12% thought they were not cared for enough

- 87.2% had never participated in a public art selection process, 12.8% had participated
- 71.5% had never participated in a planning process where public art was discussed, 25.9% had, and 2.6% were unsure
- 50.2% would share their photography of public artworks with anyone for any use commercial or not, 49.5% would share on social media outlets, 27% would share online with limited commercial use and credit to the photographer, 23.8% would share on internet for private or educational use and 13.4% would not share online
- 96.9% have never used a public art smart phone app, 3.1% have used one
- 41% would not use a public art smart phone app if the City created one, 28.8% were "likely" to use one, 15.6% were "very likely" to use one and 14.6% were unsure
- When asked what types of public artworks they would like to see in the future, 75.6% want to see more artwork integrated into architecture, 66.9% would like to see functional art (playground, street furniture, way finding), 65.5% would like to see more murals, 63% would like to see more free standing sculptures, 58% would like to see more land art/earthworks, and 53.5% would like to see more exterior mosaics
- When asked what themes they would like to see in the future, 53.2% thought more art that represented the cultural symbols and traditions of the community, 47.7% would like to see more playfulness and whimsy, 42.8% would like to see themes around the idea of beauty
- When asked where they would like to see future artworks be placed, 53% would like to see it on bike and walking trails, 47.7% would like to see more art downtown and 47.7% would like to see it along transit routes, and 40.9% would like to see it along the interstate
- When asked where they would like to see a large and/or "iconic" artwork placed, 28.2% thought the Rail Yards development, 23.6% thought Civic Plaza, and 22.1% thought at the entrance to the city or "gateways"

The responses from non Albuquerque residents, or visitors to Albuquerque are summarized below.

- 44% of respondents had visited Albuquerque in the last 6 months, 19.6% had visited within the past year, 18.1% had visited over a year ago, 12.8% within the past month and 5.5% had never been to Albuquerque
- 57.3% came for leisure, 30.9% came to visit family, 24.9% came for a special event, 24.1% came for arts and culture, 10.5% came for business, 5.3% came for the public art and 2.7% came for a convention
- When planning their visit, 43.1% thought that arts and cultural offerings played "somewhat" of a role in their decision to visit, 32.7% "definitely" thought it played a role, 14.2% thought it played no role, and 10.8% hadn't thought about it
- 61.1% of respondents notice public art when they travel, 31.5% seek out public art when they travel, 5% rarely notice it and 2.4% do not pay attention to public art
- 42.3% responded that they noticed public art promotional materials on the ACVB website, 31.7% noticed it on the City website, 30.7% noticed it in other tourism materials, 26.8% did not notice any promotional materials, 26.3% noticed it in newspaper or magazine articles, 18.6% noticed it in magazine advertisements, 2% noticed it in conference materials, and 6.4% noticed it in "other" ways
- While visiting Albuquerque, 63.1% noticed public art Downtown, 57.3% noticed it at the airport, 55.7 noticed it at cultural venues such as the BioPark and museums, 52.3% noticed it along interstates and highways, 31.9% along streets, 28.1% in neighborhood parks, 9.7% at the Convention Center, 7.4% did not notice public art and 8.3% responded with "other"
- 40.7% "definitely" expected Albuquerque to have a sense of place, 34.3% "somewhat" expected it, 18% had no expectations about a sense of place and 7% were unsure
- 67.6% thought public art enhanced their experience in Albuquerque, 12.4% thought it did not and 20% thought it "somewhat" enhanced their experience

- If they were to return to Albuquerque, 73.4% responded that they would be "likely" to visit specific artworks, 8.4% were not likely to visit specific artworks and 18.6% were not likely to but like to see public art in the places they visit
- 42.8% responded that they photographed public art while in Albuquerque, 57.2% responded that they did not
- 96.2% had not used a public art smart phone app, 3.8% had
- 49.2% would not likely use a public art smart phone app even if the City offered one, 21.6% would likely use on and 11.7% would very likely use one, while 17.5% were unsure
- 52.1% have talked about Albuquerque's public art since returning home and 47.9% have not
- 47% have a "somewhat" increased awareness of public art in Albuquerque since their last visit, 39.7% 'definitely" do and 13.2% have no increased awareness
- 41.1.% have an increased awareness of public art in their own community since visiting Albuquerque, 33.7% do not and 25.2% have a "somewhat" increased awareness of public art in their community
- 56.6% have an increased awareness of public art in other cities they visit, 15.5% do not and 27.9% have a "somewhat" increased awareness of public art in other cities after visiting Albuquerque

Possible Strategic Alliances

Strategic Alliances and Partnerships for Public Art – These are agencies and organizations that we could be creating or strengthening partnerships with.

1. AMAFCA
2. MRCOG
3. MRGCD
4. Bosque enthusiasts/environmentalists
5. NMDOT
6. GABAC
7. Bus, Rail Runner, Airport
8. Open Space
9. EPC
10. Historic Preservation
11. Planning Dept.

12. Parks and Recreation Dept.
13. Museums
14. Arts Orgs.
15. Developers/Architects
16. UNM
17. CNM
18. APS
19. Charter Schools
20. Regional, national and international Public Art Programs
21. American for the Arts / Public Art Network
22. Local business community