BERKELEY ARTS & CULTURE PLAN UPDATE: STAKEHOLDER ENGAGEMENT PLAN

Date: September 23, 2016

INTRODUCTION

The 2017 Berkeley Arts & Culture Plan Update (Update) will work to refine the City's role in promoting a vibrant arts and cultural community in Berkeley that supports City residents and the region at large. The purpose of this Stakeholder Engagement Plan (SEP) is to ensure that broad and meaningful public input from the general public, as well as authentic input from key stakeholders, is included in the Update process.

The SEP will outline and describe the key roles, responsibilities, tools and timeline for community and stakeholder involvement that will inform the Plan Update including the following sections:

- **Outreach Goals** – Outlines principles and goals to guide the outreach process.
- **Target Audiences** - Identifies potential audiences and stakeholder groups to target for participation.
- **Outreach Tools and Methods** - Describes a range of outreach events/activities for encouraging discussions about the Update at multiple levels.
- **Outreach Matrix** – Displays how different outreach methods best reach particular audiences.
- **Process Schedule** - Identifies the major outreach phases, timing, and tactics.

OUTREACH GOALS

The following goals describe the characteristics of community engagement process that will ensure the most successful project outcome:

1. **Build partnerships**. Create opportunities for stakeholders, such as the Civic Arts Commission, Berkeley Unified School District, cultural and arts institutions and organizations, and the general public to meet and engage with others in a way that strengthens relationships around culture and arts.

2. **Be inclusive and flexible**. The public participation process will use a variety of settings methods to engage community members of all ages, ethnicities and physical abilities.

3. **Engage in high-touch and high-tech**. We know that many people respond well to face-to-face communication. The Visioning Retreat and community workshops will allow staff to reach people in a face-to-face setting. Many of these same materials will be adapted to the digital environment – through the online mapping questionnaire. Adapting these

tools to be accessible by iPad, smartphone and home computer will help reach many additional users, especially those who typically don't attend traditional meetings.

4. **Create authentic and meaningful interactions**. The Project Team will support public participation activities and frame questions and conversations as a meaningful investment that requires teamwork and commitment.

TARGET AUDIENCES

The development of this Update will involve input from a broad spectrum of stakeholders that include: diverse representatives from the Berkeley arts community, leaders in the business community, visionaries of the education community, and members of the Berkeley community at large. Participants in the Update process should reflect the cultural, ethnic, and socio-economic diversity of Berkeley community members. The following stakeholders and audiences will be included during the Update:

- *General public*
    - o Arts and culture users
    - o Seniors and older residents
    - o Youth
    - o Residents
    - o Visitors

- *Key partners*
    - o Berkeley Civics Art Commission
    - o Berkeley Cultural Trust

- *Berkeley elected and appointed officials*

- *Arts community*
    - o Art institutes, cultural centers and theaters
    - o Nonprofits supporting arts programming
    - o Local artists, musicians and performers
    - o Arts program providers

- *Education and related institutions*
    - o UC Berkeley faculty, staff and students
    - o Berkeley Unified School District (BUSD)

- *Businesses and business associations*
    - o Downtown Berkeley Association
    - o Lorin Business Association
    - o Berkeley Chamber of Commerce

OUTREACH TOOLS AND METHODS

This section describes the Update engagement activities that will be conducted by MIG with support from the City. MIG will work closely with the City of Berkeley, the Civics Arts Commission and Berkeley Cultural Trust to promote and publicize these outreach efforts through these entities' established communication channels. These include, but are not limited to:

- City of Berkeley website
- City of Berkeley email list-servs
- City of Berkeley social media and twitter
- Civic Art Commissioner members and members' network
- Berkeley Cultural Trust member organizations
- Berkeley Cultural Trust email listserv

Individual and Group Interviews (September – October 2016)

MIG will interview at least eight key stakeholders, in individual or group interviews, to provide current leaders of arts organizations and other external partners with the opportunity to share their thoughts on the City's arts-related priorities, needs and opportunities. Stakeholders will describe issues and opportunities they would like the Update address, and these conversations will begin to develop the key messages and framework of the Update.

Visioning Retreat (November 2016)

The Vision Retreat will bring together invited participants that include: staff, Commissioners, arts leaders and providers to craft a vision statement and goals for the Update. The format will include presentations, lively discussion and creative, interactive exercises. Participants will also identify issues, potential strategies and a timeline for achievement.

Community Workshop #1 (December 2016)

The first community workshop will serve as an opportunity to share information with the general public about the Update process, promote further engagement opportunities and solicit input on the preliminary messages, vision, and goals identified through the interviews and Visioning Retreat. The 2-hour workshop will include a short presentation and interactive exercises to solicit input.

Web-based Survey and Arts Mapping Tool (December 2016 - January 2017)

MIG will use the Mapita survey tool to provide a robust and user-friendly way for stakeholders and the public to provide input into the planning process digitally. This survey, promoted through our partners established communications channels, will reach those who prefer to engage on their schedule and time. Mapita will be used to collect data about the arts community (list of artists, arts organizations and venues) and provides opportunities for the public to share their ideas and opinions.

Pop-up Community Workshop #2 (February 2017)
A second, pop-up style workshop will be held to engage the community in identifying current and future arts programming and facility needs. Traditional meetings often attract a regular and active group of residents who are highly invested in arts issues. To attract a larger audience beyond the usual arts participants, the pop-up workshop to expand the audience for participation and meet people where they are. The pop-up workshop will be held in a popular area and may be held concurrently with other events (Such as Berkeley's Annual Black History Month Celebration, or the Downtown Berkeley Farmers' Market) that draw in the general public. The pop-up will be visual, colorful, and allow for brief interactions so a person can participate on their own terms. It will also provide enticing opportunities for youth to participate.

Policy Working Groups (January 2016 - June 2017)
Participants of three policy working groups will provide policy-level feedback on three main areas of the plan: Arts Education, Civic Arts Grant Program and the Public Art Program. These sessions will include a facilitated discussion with participants and provide more detailed-level feedback on the Update content.

Civic Arts Commission Project Updates (ongoing)
Throughout the process, MIG will provide updates to the Civic Arts Commission during scheduled Commission meetings. These updates will serve as an opportunity to receive feedback from Commission members and allow for public comment from the general public. In addition, Commission members will help promote and publicize outreach events through their own established networks and communication channels.

Berkeley Cultural Arts Project Updates (ongoing)
MIG will provide updates to the Berkeley Cultural Trust throughout the Update process, in order to gain feedback from this consortium of artists and cultural organizations. The Berkeley Cultural Trust will assist with information sharing and promoting engagement opportunities with its network of local artists and arts organizations.

OUTREACH MATRIX

A primary objective of the outreach tools is to encourage discussion and garner feedback from a range of stakeholders, some who engage with the arts community more closely and on a day-to-day basis and others who are more broadly participants and consumers of the arts and cultural environment and offerings in Berkeley. The range of outreach strategies and methods are tailored to gain insight from these different segments in a unique manner. The Outreach Matrix displays how different outreach methods are best suited to reach particular audiences and stakeholders.

	Individual and Group Interviews	Visioning Retreat	Community Workshop #1	Pop Up Community Workshop #2	Survey Mapping Tool	Policy Working Groups
General public • Residents • Visitors • Arts and culture users • Seniors and older residents • Youth and students			X	X	X	
Key partners • Civic Arts Commission • Berkeley Cultural Trust	X	X	X	X	X	X
Berkeley elected and appointed officials		X	X	X	X	X
Arts community • Art institutes, cultural centers and theaters • Nonprofits supporting arts programming • Local artists, musicians and performers	X	X	X	X	X	X
Education and related institutions • UC Berkeley faculty, staff and students • Berkeley Unified School District (BUSD)	X				X	
Businesses and business associations • Downtown Berkeley Association • Lorin Business Association	X				X	

PROCESS SCHEDULE

The graphically represented process schedule shows the outreach efforts in relation to other coordination tasks and project deliverables through the three phases of the Update.