



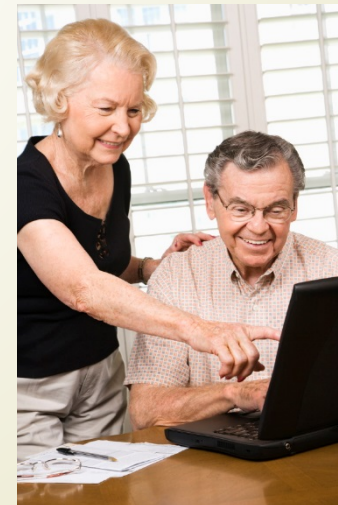
Community coaching for creative placemaking

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Why creative placemaking?



NCCP creative placemaking model





How community coaching works

- ▶ Community (district, town, region) puts together a 'Creative Team' of 12-40 members. Team has at least 1 artist and 1 elected official.
- ▶ Coach works with the group for six to nine months on a set of goals
- ▶ Coach and team meet every 3 to 4 weeks for 2 hours
- ▶ Coach helps team develop a plan
- ▶ Coach helps group become a team with shared mission, goals, values, etc.
- ▶ Coaching sessions focus on what's important, not just on completing project
- ▶ Teams guide development of final plans



Louisiana Creative Communities Initiative 2013



Program design



Communities

- ▶ 10 communities throughout state selected based on application.
- ▶ Diverse types and locations of communities.
- ▶ Communities offered informational webinar
- ▶ Statewide Coordinator observes at least one session in each community
- ▶ \$3,000 award for successful completion

Coaches

- ▶ 20 primary coaches and deputy coaches selected based on application
- ▶ Coaches get one-day training
- ▶ Coaches reach out to team captains
- ▶ Coaches to prepare session notes and meet with program director at least monthly



Implementation



- ▶ March to October (though some went longer)
- ▶ Coach and deputy coach met with team every 3 to 4 weeks for two hours
- ▶ Team members prepared plan
- ▶ Team members presented plan at statewide gathering for panel review
- ▶ Teams either approved for \$3,000 grant, or asked to do additional work to complete their program




Results from Louisiana Creative Communities Initiative

- ▶ **95%** of participants agreed that community coaching is a good way to engage stakeholders in community issues
- ▶ **94%** said they feel confident that their team's work will lead to positive change in their community
- ▶ **92%** said they are glad that they participated in community coaching
- ▶ **85%** began building new working relationships because of community coaching
- ▶ **84%** learned 'a lot' about creative placemaking through community coaching
- ▶ **84%** said they learned more about how arts and culture can help make communities better
- ▶ **79%** learned more about their community through community coaching
- ▶ **75%** said they feel more confident about their ability to promote change in their community because of community coaching



Overall good results, but...

- ▶ Many deputy coaches dropped out of program
 - ▶ Poor relationships between some teams and coaches made program more difficult to complete
 - ▶ Changes in team leadership or coaches often caused major confusion and delays for teams
 - ▶ Some coaches did not have enough knowledge of creative placemaking to be as effective information resources for teams
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Lessons learned

- ▶ It is challenging
 - ▶ Communities need good coordination
 - ▶ Coaches need ongoing nurturing, learning and development
 - ▶ Roles have to be well-clarified
 - ▶ Changes in leadership or coaches can cause major delays
 - ▶ Leaders arise, but hard to predict who they will be
 - ▶ Well-coached teams adapt better to change
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