

FORECAST PUBLIC ART

PHASE ONE
REPORT:

COMMUNITY
IDENTIFICATION
+
IDENTIFICATION
AND INVENTORY
OF CULTURAL
ASSETS



2022

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Introduction

Forecast Public Art (FPA), established in 1978, is a 501c3 non-profit organization based in Minnesota. An early industry leader in public art consultation, our team is mission-driven in developing measurable actions towards policy and recommendations that lead to cultural competency, community development, and neighborhood well-being.

Forecast envisions project outcomes where clients feel a renewed sense of knowledge and belonging, realizing their potential to activate ideas.

In August 2021, the Art Council of Placer County (ACPC) posted a RFQ in search of a Cultural Mapping study to identify racially and economically under-served communities in which art can exponentially improve quality of life. The result of outreach was intended to identify existing cultural assets and creative resources that the ACPC and other arts organizations can utilize as a resource tool.

Among the Phase One 1:1 Interviews, Focus Group Discussions, and Public Survey, three important themes surfaced again and again: [Equity, Workforce Development \(for Artist and Organization\), and Youth](#).

The results of Phase One will inform and guide Phase Two recommendations upon ACPC's future allocation of resources including but not limited to grant funding, in-kind donations, advocacy, outreach, collaboration, marketing, and agency programming towards social equity.

We have collected recommendations and ideas regarding grants, partnerships, advocacy, education, outreach, programming, and marketing. We plan to draft Phase Two content centered arounds the community feedback upon these specific three county-wide themes.

As nearby neighbors living in Reno, Nevada, I am grateful for the pleasure to work alongside such knowledgeable and tireless contributors to arts and culture in Placer County, especially the ACPC, its staff, and its leadership.

Sincerely,

Mark Salinas, Senior Project Manager
Forecast Public Art

Gretchen Hilyard Boyce
Groundwork Planning & Preservation

Placer County

Knowing Your Community

Placer County is a destination for visitors from around the world, but for its local residents, there is a personal sense of how fortunate we are to live, work and play in such a beautiful county. Within its borders, picturesque farm land and Gold-Rush era towns dot the oak-covered foothills. Craggy peaks, forests, tumbling rivers and clear alpine lakes create the natural beauty of the High Country. The gem of our county is scenic North Lake Tahoe, known for its beauty, size and clarity, but we also have numerous small towns known for their unique and rich heritage that make up the landscape along Interstate 80.

If you are an outdoor enthusiast, there is no better place to be than Placer County with its natural lakes, rivers and streams for whitewater rafting and fishing, while also being home to more than one million acres of national forest land filled with trails for hiking, horseback riding and mountain biking. We also boast a handful of world-renowned ski resorts making Placer County a year-round destination for winter and summer recreation that attracts more than one million visitors each year. Culture seekers marvel at the array of artisans, galleries and events. Wine connoisseurs, craft beer aficionados, foodies, shoppers, and history buffs all delight in the bounty of Placer County.

Feel the fascination and experience the adventure within Placer's 1400 square miles of the most beautifully diverse geography in Northern California. Placer County is a continent within a county because of its range of landscape, history, and activities. A Northern California jewel, stretching for a hundred miles.

Excerpted from the Placer County and Visit Placer websites. For more information visit: www.placer.ca.gov and www.visitplacer.com



Placer County Profile provided by ESRI (2022)

<https://www.placer.ca.gov/DocumentCenter/View/58572/Placer-County-Data>

<https://www.placer.ca.gov/DocumentCenter/View/58573/District-1-Data>

<https://www.placer.ca.gov/DocumentCenter/View/58574/District-2-Data>

<https://www.placer.ca.gov/DocumentCenter/View/58575/District-3-Data>

<https://www.placer.ca.gov/DocumentCenter/View/58576/District-4-Data>

<https://www.placer.ca.gov/DocumentCenter/View/58577/District-5-Data>



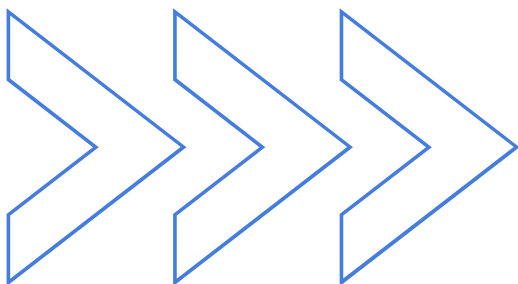
Knowing Your Arts Audience

Perhaps you are an artist that is dependent upon the general public for sales, attendance, or promotion. Or, perhaps you are a cultural organization that is dependent upon the general public for preservation, development, and education. To develop the general public into an arts and culture audience takes time, relationship-building, and strategy. This begins with understanding who you are as an individual or organization- what unique services you offer or require, and who in the general public you can attract and maintain as a supporter or patron. Developing conversations around who you can exchange, collaborate, attract, and retain will develop the general public into your arts audience. And that starts with getting familiar with the current and forecasted composition of who lives in your county and districts. On the Placer County website are links to your individual District, as well as the overall County.

The sooner you can identify your past partnerships, the sooner you can search such data and census material to explore ways to deepen and expand future partnerships. In the forthcoming interview, focus group, and survey results, remember to look at the big picture - literally the map.

Placer County is extremely unique in that it spans Roseville (elevation 164') to Tahoe City (elevation 6250'); it includes populations that depend on seasonal tourism dollars; it holds onto rural, historical interests while making way for younger, new residents from Sacramento and beyond.

So, if you are an artist or an organization, chances are you will need different methods to reach these different audiences. And if you are a state-local arts agency, like the Arts Council of Placer County, you too will need inventive methods to communicate county-wide.



"Let's put politics aside and connect as human beings.

And let's offer to rethink what we assume we know about each other and ourselves.

We know we need each other here."

1:1 Interviews

1:1 Interviews consisted of 50 minute telephone conversations that allowed us to directly connect to individuals through our own research and 2nd and 3rd party recommendations. We sought out individuals affiliated with public institutions and social service organizations, specifically those servicing historically under-represented communities. Below is a summary of the topics and questions that guided these conversations.

COMMUNITY

- What underserved or under resourced communities exist in Placer County?
If so, how would you describe each community as being underserved?
IE: under representation, historic discrimination, not enough public resources, economic obstacles, access inaccessibility, lack of telecommunications?
- Are there any pockets in Placer County where these communities are focused? If so, where?
- Where do members of these underserved communities obtain their current resources?
- How do members communicate with one another, stay in touch, share news?
- How are the needs of underserved communities in Placer communicated to the city or county?
- Are there any organizations that work with these communities that you know of that we should contact?
- Are there any leaders, advocates, spokesperson of these underserved communities that you know of that we should contact?

ART

- In a general sense, how do you think the arts and culture is best serving Placer County?
- Have you heard of the Arts Council of Placer County (ACPC)?
- Can you think of one connection with an underserved or under resourced community that can be fostered or strengthened through the arts?
- Can you think of a way in which the arts can support the well-being of these communities and individuals?
- Do you have any thoughts how public art can serve this community to provide a better quality of living?
- How can new connections be made with these communities?
- How can those connections be sustained over time?
- How can arts and culture collaborate with your public service organization to serve or inform your clients/members/community?

1:1 Interview Listing

SENIORS			
	Seniors First	Interview Completed	Deborah Tyler, Program Manager and Placer Rides
		Interview Completed	Clare Smith
YOUTH			
	Taylor House	Interview Completed	Lisa Peat, Founder and Executive Director
	Kids First	Interview Completed	Mike Mason, Community Development and Comms
	Sierra College (Rocklin Campus)		Kris Latshaw, Admin Assistant, Student Equity
FOOD BANK			
	Placer Community Foundation	Interview Completed	Eileen Speaker, Grants Manager
	Placer Food Bank		Sienna Anaya-Vasquez, CalFresh Manager
TRANSPORTATION			
	Tahoe Truckee Area Regional		Jamie Wright, Public Works Manager – Transit Services
HEALTH + HUMAN			
	Placer County Health and Human	Interview Completed	Raúl Martínez, Assistant Director
LIBRARY			
	Municipal System	Interview Completed	Sara Schlehofer, Community Engagement Specialist
	County System	Interview Completed	Sophie Bruno, Assistant Director of Library Services
LATINX			
	Latino Leadership Council	Interview Completed	Elisa Herrera, Executive Director
INDIGENOUS			
	United Auburn Indian Community	Interview Completed	Rebecca Allen
		Interview Completed	Antonio Ruiz
	Maidu Museum and Historic Site	Interview Completed	Kaitlin Kincade, Sennior Interpretive Service Specialist
		Interview Completed	Pepper Youngs, Cultural Arts Director
	Sierra Native Alliance	Interview Completed	Loren Nakai, Program Manager
		Interview Completed	Anno Nakai, Executive Director
ASIAN			
	Placer County Japanese American	Interview Completed	Jim Craig, JAACL Co-President
LGBTQ			
	PFLAG Greater Placer County		
BLACK			
	Allies for Black Lives		

1:1 Interview Testimonials

"Let's rethink what we assume we know about each other and ourselves."

Equity

"The Placer County Latinx community is more than just Dia de Los Muertos and Frida Kahlo; more than just house keepers and gardeners."

"Having a nod to culture doesn't change minds or racism."

"There were early restrictions upon immigrants preventing them to own land so they had to farm it for someone else."

"There is a denial of POC existence - a denial that there is a need for equity- and this blindness to identify underserved communities continues its white hierarchy."

Workforce Development (For Artists + Organizations)

"POC want to collaborate, not consult on projects."

"Libraries are interested in social and emotion success, not just literary success."

"The City of Roseville needs an Arts Commission."

"When folks see themselves represented in art they feel connected to that community and they want to cultivate it; spend money."

"We organizations need to learn how to connect with the younger generation now if we want them to continue our work."

Youth

"Basic living needs are first and foremost. A lot of nudging is required from parents to support the arts or bring art supplies. However when we provide the materials and supplies, they gobble it up."

"55% of our clients are underserved youth in Placer County."

Focus Groups

Focus Groups consisted of a series of four virtual and in-person convenings of ACPC Communities of Color grantees and other ACPC recommended BIPOC arts advocates in Placer County. Often, set focus group questions will provide as entry points for alternate discussions, thoughts, and topics. This practice created a flexible manner for the group to communicate values, successes, needs and barriers. Below is a summary of the topics and questions that guided these discussions.

1) Grants Funding

-Please rank the importance of these grant needs for your organization:

Preservation: Documentation and recording of lifestyles, passing traditions onto younger generation

Development: Operational expenses such as staff, rent, utilities, internet, website design and maintenance.

Outreach: Community engagement, events, educational understanding, membership, contributions

Other?

-Which need was reflected in your ACPC Community of Color grant application?

-If not a ACPC grant recipient, could you see your organization applying for a grant for one of these needs? If so, what is that?

2) Volunteerism

-What percentage of your organization's success is based upon volunteerism?

-What are the three major tasks your organization's volunteers assist?

-How do you find your volunteers?

-How do you keep them?

3) In-Kind Contributions

-What percentage of your organization's success is based upon in-kind contributions (non-cash)?

-What are the three major items that are donated (non-cash)?

-How do you find in-kind donors?

-How do you keep them?

4) Audience

- Who is your audience? Describe who they are, where they live, what they do, and why they follow you.
- How far do they travel to attend your events, take part in your programming?
- Are tourists a part of your audience? If so, when in the year?
- What percentage of your audience are artists or in an arts-related industry/field?
- How often do you partner with another arts organization? Is this a BIPOC organization?
- How often do you partner with a non-arts organization? Is this a BIPOC organization?
- Does your organization provide services outside of its own county district?

5) Communication

- How do you communicate with your audience? US postcards, e-blasts, flyers, telephone calls?
- How much of your communications is on social media?
- Does anyone lack internet where they live?
- What types of arts and culture does the media (tv, newspaper, magazine, radio) cover in Placer County?
- Do you send press releases for your major events and for your successes?
- Does the media cover your events? If not, why do you think so?

Focus Group Listing

FOCUS GROUP #1: February 24, 2022		
Status	Name	Organization
	Ray Gonzales	Artist
	Dr Harbans Sroan	Gurbani Charitable Foundation
	Amy Reed	Ma Series Arts
	Kulvinder Singh	Sikh Coalition
	Rocky Zapata	Auburn Hip Hop Congress
	Maidu Museum	Maidu Museum
	Stan Padilla	Artist
Attended	Alan Wallace	Maidu Independent Theater
FOCUS GROUP #2 February 23, 2022		
Status	Name	Organization
	Natalie Pohley Zapata	Arts Action Academy
	Anne Brown	Auburn Civic Symphony
	Nancie McLaughlin	McLaughlin Theatre Company
Attended	Sandi Escobar	Sierra College
Attended	Brooke Abrames	Blue Line Arts
Attended	Jennifer Packer	Sierra College
	Leslie Rogers	Placer High School Music Boosters
	Michael Maul	Lincoln High School
FOCUS GROUP #3 March 24, 2022		
Status	Name	Organization
	Ray Gonzales	artist
	Dr Harbans Sroan	Gurbani Charitable Foundation
	Amy Reed	Ma Series Arts
	Kulvinder Singh	Sikh Coalition
	Maidu Museum	Maidu Museum
	Stan Padilla	Stan Padilla
Attended	Natalie Pohley Zapata	Arts Action Academy /Auburn Hip Hop Congress
Attended	Anne Brown	Auburn Civic Symphony
Attended	Rocky Zapata	Arts Action Academy /Auburn Hip Hop Congress
	Nancie McLaughlin	McLaughlin Theatre Company
	Leslie Rogers	Placer High School Music Boosters
	Michael Maul	Lincoln High School
FOCUS GROUP #4 August 12, 2022		
Status	Name	Organization
Attended	Rebecca Allen	Auburn Rancheria
Attended	Antonio Ruiz	Auburn Rancheria
Attended	Anno Nakai	Sierra Native Alliance
Attended	Lorenn Nakai	Sierra Native Alliance
Attended	Travis Nakai	Sierra Native Alliance
Attended	Kaitlin Kincade	Maidu Museum
Attended	Pepper Youngs	Maidu Museum

Focus Group Testimonials

"Change moves at the speed of trust."

Equity

"ACPC can support our organization by amplifying voices and helping to provide greater access and representation to underserved groups."

"I want to see a balance of 'popular art' with different points of view. Some public art programs with a social justice lens have been met with resistance and fear."

"BIPOC artists in my community don't feel safe."

"Sierra College is a safe haven for students/art community."

"Accurate, modern tellings of history lack county urgency and importance and this in turn loses the public trust of those we are trying to provide services for."

Workforce Development (Artist)

"We need more volunteers, especially people who work well with youth and teens."

"Provide programs that connect the artist to the land and environment."

"Social mixers to form relationships."

Workforce Development (Organization)

"Our organization needs help with promotion and publication."

"My organization is really embracing video technology to get our message out."

"How can we use phone videos as a tool for business?"

Youth

"Transportation is a big barrier for our students. I'd like to see transportation support to bring kids from rural communities into cities to see art."

"Create a safe/free/affordable transportation option for youth and families."

Focus Group Ideas

"How do we get younger people engaged?"

Equity

- 1) Placing public art where the community already convenes.
- 2) More exhibitions and opportunities for BIPOC artists, but not necessarily labeling these opportunities as "BIPOC" shows.
- 3) Help linking funding to programs. There are many organizations already doing great things, but they need financial support.

Workforce Development (Artist)

- 4) Artist-in-Residence program at senior centers, public libraries, etc.
- 5) Paid internships for emerging artists to create intergenerational community leadership

Workforce Development (Organization)

- 6) ACPC workshops for organizational arts marketing, promotion, and networking.
- 7) Centralized arts/entertainment calendar and newsletter for Placer County.
- 8) Bring BIPOC artists into all exhibitions, events and opportunities to create truly diverse and equitable offerings.

Youth

- 9) Buses for Title 1 Schools to attend museums, Powwows, studio tours.
- 10) Free and affordable programming to provide greater access to youth, families and low-income populations.
- 11) Programs that partner youth with elders/seniors as creative mentors on small public projects.

Arts Council of Placer County

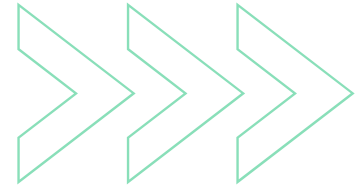
Results of the community survey are to be used as a planning tool to assist ACPC in advocating and distributing equitable resources throughout the county in support of arts and culture. With county-wide participation, ACPC can support an enriched environment of equitable values, robust programming, and collaborative partnerships for both residents and visitors.



The community survey was prepared by Forecast Public Art and available in both English and Spanish. The survey was open to public response from April 2022 - July 2022 and 365 responses were received. All survey questions were approved by the ACPC Steering Committee. The survey was distributed by ACPC staff, Trustees, Steering Committee members, partners, and FPA staff through website, e-blasts, flyers, social media, personal emails, and phone calls.

The 5-7 minute survey offered the following incentives:
(4) \$25 Big Spoon Yogurt gift cards / (1) \$200 Placer County artwork gift certificate.

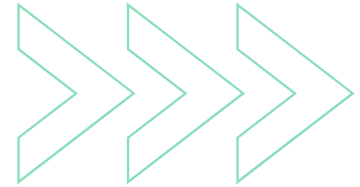
Survey



Distribution locations and distribution partners included:

12 Bridges High School
Art Studio Trek
Arts League of Lincoln
Arts Roseville
Auburn Arts Commission
Auburn Chamber of Commerce
Auburn Civic Symphony
Auburn Hip Hop Congress
Bead Shop
Bear River Missionary Baptist Church
Big Spoon Yogurt
Blue Line Arts
Boys & Girls Club of Placer County
CAM Center
CB Music Studios
Classical Tahoe
Coldwell Banker
Colfax Rancheria
Folsom Lake
Gallery Keoki
Granite Bay Chamber of Commerce
Hobby Lobby
Kids First
Lake Tahoe Photo Gallery
Latino Leadership Council
Library (County System)
Library (Municipal Systems)
Lincoln Arts Commission
Lincoln Chamber of Commerce
Lincoln Gifts & Souvenirs
Lincoln Library
Lincoln Theater Company
Loomis Barn Quilt Trail
Maidu Indy Theater
Maidu Museum and Historic Site
Michael's
Morgan Stanley
North Auburn Artist Studio Tour
North Lake Tahoe Historical Society
North Lake Tahoe Tourism

North Tahoe Arts
Northern California Dance Conservatory
Perky Peacock Cafe
PFLAG Greater Placer County
Placer County Association of Realtors in Rocklin
Placer County Business Resource Center
Placer County Community Foundation
Placer County Fair
Placer County Health and Human Services
Placer County Japanese American Citizens League
Placer County Master Gardeners
Placer County Mobile Library
Placer County Museum Division
Placer County Staff and Elected
Placer Food Bank
Placer Valley Tourism
Rocklin Arts Commission
Rocklin Chamber of Commerce
Rocklin Civic Celebration
Roseville Arts Commission
Roseville Chamber of Commerce
Roseville Creative Arts & Music
Roseville Govt Relations
Roseville Staff and Elected
Seniors First
Sheridan Elementary School
Sheridan Stewart Community Hall
Sierra Business Council
Sierra College Art Department
Sierra College Arts Building
Sierra College Bookstore
Sierra College Library
Sierra College Music
Sierra College Ridley Gallery
Sierra College Theatre
Sierra Native Alliance
Sierra Small Business Development Center
Starbucks
Strum Shop
Tahoe Art League
Tahoe Arts Project
Tahoe City Art Haus
Tahoe Truckee Area Regional Transportation
Taylor House
Todds Valley Miwok Maidu Cultural Foundation
United Auburn Indian Community
Webena Creek Petroglyphs



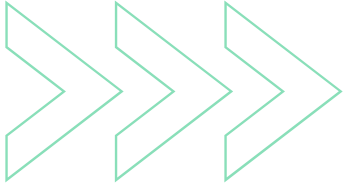
Survey At-A-Glance



The goal of the survey was to assist ACPC in advocating and distributing equitable resources throughout the county in support of arts and culture. With county-wide participation ACPC can support an enriched environment of equitable values, robust programming, and collaborative partnerships for both residents and visitors. (% = percentage response of 365 surveys received. (#) = number of responses received).

Question	Response Trends	Observation
Which are your favorite art and culture experiences? Select all that apply.	<ul style="list-style-type: none"> • Annual Events • Festivals • Street Fairs • Studio Tours 	<ul style="list-style-type: none"> • Social Experiences • Moving Audience • Open entry/exit • Free
I enjoy experiencing art and culture in the following public locations. Select 10 responses.	<ul style="list-style-type: none"> • City Parks • Downtown Area • Libraries • Public Walls • Airports • Commercial buildings 	<ul style="list-style-type: none"> • Urban and suburban areas • Public facilities/usage areas • Free, self-guided locations
Select any current associations you may have.	<ul style="list-style-type: none"> • Resident • Senior • Placer Arts Community • California Arts Community 	<ul style="list-style-type: none"> • New audiences prospects in Education, Government
What are 5 cultural assets in Placer County that immediately come to mind?	<ul style="list-style-type: none"> • Studio Tours • Blue Line Arts • Maidu Museum & Historical Site • Auburn State Theater 	<ul style="list-style-type: none"> • Cultural Mapping by town/city

Survey At-A-Glance



People: Do you know anyone you consider a cultural asset to Placer County?

- Rick & Janet Nicholson
- Hannah Nicholson
- Alana van Altena

• 36% responded no

People: Do you know of an under-served population in Placer County you would like to see supported?

- Native Americans
- Auburn
- Homeless

• 36% responded no

People: Do you know of an under-valued cultural organization in Placer County you would like to see supported?

- Native Americans
- Art League of Lincoln
- Blue Line Arts

• 48% responded no

Places: What towns/communities have an artistic identity in Placer County? What makes it so?

- Auburn
- Roseville
- Lake Tahoe
- Newcastle
- Lincoln

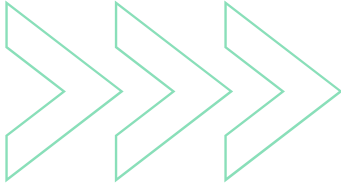
• n/a

Places: Do you know of an under-valued place in Placer County you would like to see shared to people outside Placer County?

- Auburn downtown
- Blue Line Arts
- Lincoln

• 48% responded no

Survey At-A-Glance



Events: Do you know of an under-valued event in Placer County you would like to see shared to people outside Placer County?

- Festivals
- Annual Events
- Studio Tours
- 60% responded no

Events: What arts and culture programs or events in Placer County do you seek out and enjoy?

- Performing Arts
- Visual Arts
- Festival/Fairs/Food Events
- 20% responded none

Events: Are there any arts and culture programs or events you have experienced in other communities that you wish Placer County had?

- Examples provided from:
- CA
 - NY
 - France
 - 35% responded no

Events: What is the maximum time you would travel within the county for an arts and culture program or event?

- 30-60 minutes
- n/a

As an individual, what are the greatest challenges/barriers to you attending arts and culture events in Placer County, if any? Select all that apply.

- Difficulty locating information about events
- n/a

Survey At-A-Glance



I believe the following partners can contribute to developing strong cultural assets in Placer County. Select 10 responses.

- California arts community
- Galleries
- City/County elected officials
- Professional networking

I think the following actions would benefit arts and culture development in Placer County. Select 10 responses.

- Advocate for arts education in county schools 56.4%
- Youth engagement

How do you stay in touch with ACPC?

- Facebook 47.1%
- Add a calendar of events to Facebook page

Which ACPC social media account do you visit most often?

- Facebook 47.4%
- 32.6% responded none

Would you like to join the ACPC mailing list?

- Yes 53.4%
- Already a subscriber 37.3%

Which Placer County region do you live in?

- District 5
 - District 1
 - District 3
 - District 2
 - District 4
 - 10.7% responded I don't live in Placer County
-

Survey At-A-Glance



Please indicate your primary residential zip code.	<ul style="list-style-type: none">• 95603 (32) Auburn• 95747 (30) Roseville• 95648 (25) Lincoln	<ul style="list-style-type: none">• 308 survey zip codes submitted were from CA (89%)
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How long have you lived in Placer County?	<ul style="list-style-type: none">• Less than 5 years 28.5%• More than 30 years 17%	<ul style="list-style-type: none">• n/a
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Please indicate your age	<ul style="list-style-type: none">• 65+ yo 30.7%• 25-34 yo 24.4%	<ul style="list-style-type: none">• n/a
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Which of these describes your household composition?	<ul style="list-style-type: none">• Married/partnered without children at home 36.7%	<ul style="list-style-type: none">• 15.6% Possible low income survey respondents
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Please indicate your gender identity.	<ul style="list-style-type: none">• Female 61.9%• Male 33.4%	<ul style="list-style-type: none">• 4.6% Non-Binary or Prefer to self-describe
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Please indicate your race or ethnicity.	<ul style="list-style-type: none">• White, or European origin 64.9%• Non-White, or European origin 26.1%	<ul style="list-style-type: none">• n/a
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Survey Question #1



Which are your favorite art and culture experiences? Select all that apply.

Annual festivals/events 57.8%

Festivals/street fairs 55.9%

Artist studio tours 49.3%

Galleries 48.2%

Music 47.7%

Museums 47.1%

Public Art 46.6%

Nature/park organizations 44.9%

Cultural/ethnic holidays 42.2%

Theater 38.4%

In-person classes/workshops 38.1%

Historic sites 37%

Cinema 35.1%

Food/Beverage 31.8%

Comedy 29.3%

Dance 28.8%

Architecture 25.2%

Design 21.6%

Literature 19.7%

Virtual classes/workshops 18.6%

Fashion 17.3%

Parades 14%

Poetry 13.4%

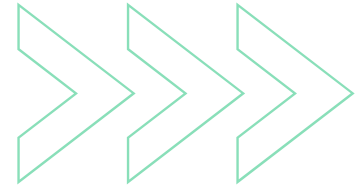
Anime 10.1%

Language 9.9%

Graphic design/computer design 9.9%

Magazines/comics 8.8%

Survey Question #2



I enjoy experiencing art and culture in the following public locations. Select 10 responses.

- City Parks 66.8%
- Galleries 57.8%
- Festivals 55.3%
- Downtown areas 55.1%
- Museums 54.8%
- Concerts 48.5%
- Libraries 44.1%
- Public walls 43.6%
- Airports 41.4%
- Commercial buildings/property areas 41.4%
- Outdoor recreation areas 40.8%
- Colleges/Universities 40.5%
- Fairgrounds 37.3%
- Restaurants 33.7%
- Walkways/sidewalks 32.3%
- Public/government buildings 29.9%
- Nature trails 29.6%
- Tourist destinations 29%
- Theaters 28.5%
- Electric boxes 28.2%
- Elementary/High schools 27.4%
- Convention Center 23%
- Bus stops/Bus stations 21.9%
- Billboards 21.1%
- Train stations 19.7%
- Newspaper/magazines 19.5%
- Senior Centers 17.5%
- Traffic islands/roundabouts 15.9%
- TV 15.9%
- Rural areas 14.2%
- Highways 11.5%
- Sport arenas 10.7%
- Podcasts 10.7%
- Youth Centers 10.7%
- Waterways 10.4%
- Virtual 10.4%
- Radio 10.1%
- Golf Course 9%

Survey Question #3



Select any current associations you may have.

- Resident 46%
- Senior 30%
- Art patron 30%
- Individual artist/craftsperson 29%
- Non-profit organization 25%
- California arts community 22%
- Placer arts community 22%

- Gallery 22%
- Educator 20%
- Volunteer/board member 19%
- College/university 15%
- Library 14%

- For-profit business 14%
- Neighborhood organization 11%
- Architecture, historic sites 11%
- Museum 11%
- Nature/park organization 10%
- BIPOC organization 10%

- Architect, planner, engineer 9%
- City/County elected official 9%
- City/county staff 9%

- Historically under-represented/unrepresented peoples 8%
- Placer County media, news 8%
- Elementary school 7%

- Sports 7%
- Airport 6%
- Tourism bureau 6%
- Youth 6%
- Philanthropist, funder 5%
- Placer County visitor 4%
- Outside Placer County media, news 4%

- Other 1%

Survey Question #4

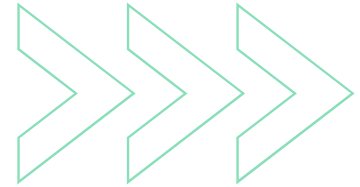


What are 5 cultural assets in Placer County that immediately come to mind?

AUBURN

Auburn State Theater 21
Auburn Symphony 18
Auburn Historical Downtown 12
Auburn Courthouse Museum 11
Joss House Museum & Chinese History Center 10
Auburn Arts Commission: Painted Utility Boxes 9
General Gomez Arts 8
Ken Fox sculptures 6
Gold Country Fair 5
Placer Land Trust 5
Auburn Pow Wow 4
Auburn Murals 4
Central Square Art Park 3
Persimmon Art Gallery 3
Armed Forces Pavilion & Community Garden 2
Auburn Odd Fellows Hall 2
Auburn Veterans Memorial Hall 2
Auburn Winds 2
Hidden Falls Regional Park 2
Nicholson Blown Glass 2
Auburn Arts Commission: Sierra to the Sea mosaic mural
Auburn City Hall
Auburn Hip Hop Congress
Auburn Journal
Auburn Nevada Street Train Station
Auburn Parks & Recreation: Day in Clay
Auburn Square Senior Residence
Cinco de Mayo
Dewitt Wellness Center
East Auburn Bell Tower
Festival of Lights: Auburn Chamber of Commerce
Foresthill Bridge
Gold Country Pro Rodeo
Golden Swann Jewelers
Grand Parlor Native Sons of the Golden West
Heaven's Gate Nepali Hindu Temple
Lone Buffalo Winery
NAMI Placer County
Nimbus Ceronix, Inc.: Bird Sanctuary
Old Town Auburn Business Association Co-op
Placer Community Foundation
Placer Community Theater
Placer County Camera Club
Placer County Library: Auburn
Placer High School
Placer Nature Center
Silver Screen Classic Movies
The Station Public House
UC Cooperative Extension: Placer
United Auburn Indian Community: Van Howd's Nisenan Dancer
Work of Art Studios

CALIFORNIA STATE
American River 12
Auburn State Rec Area
Highway 40 Historical Route
Hot Springs
Lake Clementine Trail



COLFAX
Sierra Vista Community Center 2
Colfax Cemetery
Iowa Hill Store
Yankee Jim's Bridge

FOLSOM
Folsom Lake 8
Johnny Cash Trail 3
Harris Center
Palladio

FORESTHILL
Foresthill Memorial Hall

LINCOLN
Art League of Lincoln 8
Gladding McBean Pottery 2
McBean Memorial Park 2
City of Lincoln: Parks
Downtown Lincoln Art Walk
McBean Stadium / Lincoln Potters
Sun City Lincoln Hills

LOOMIS
Loomis Eggplant Festival 6
High Hand Art Gallery 6
Loomis Art Loop 3
Blue Goose Event Center
Casque Wines
Horton Iris Garden
Loomis Basin Barn Quilt Trail
Loomis Senior Center
McLaughlin Studios

NEWCASTLE
Mountain Mandarin Festival 7
Halau Hula Pono
Maple Rock Gardens
Newcastle Tunnel
Newcastle Packing Shed Artists Studio & Gallery
Placer Wine Trail

PENRYN
Griffith Quarry Park & Museum 5
Placer Buddhist Church 2
Worldstoke

PLACER COUNTY

Placer County Museums 10
Placer Wine and Ale Trail 3
Confluence Trail 2
No Hands Bridge 2
Placer County Libraries 2
Placer Pops Chorale 2
Clover Valley
Heritage Trail
Hidden Falls Regional Park
Placer County Big Trees Grove
Placer County Youth Orchestra

ROCKLIN

Arts Council of Placer County 12
Sierra College 12
Rocklin Fine Arts 8
Take Note Troupe 5
MLK Day Parade 4
Rocklin Chamber of Commerce - Tree Lighting 3
Johnson-Springview Park 2
Rocklin Community Theater 2
Juneteenth Celebration
Kathy Lund Park
Off The Rails
Quarry Park
Rocklin Area Historical Society - Chinatown
Rocklin Roundhouse
William Jessup University

ROSEVILLE

Blue Line Arts 49
Maidu Museum & Historical Site 29
Placer County Fair 8
Vernon Street Town Square 8
City of Roseville Parks 6
Roseville Historical Society - Carnegie Museum 6
Roseville Theatre Arts Academy 6
Downtown Roseville 5
4th of July 3
City of Roseville Library 3
Cosmos by Aris Demetrios 3
Galleria 3
@the Grounds 2
Denio's Farmers Market 2
Miners Ravine Trail 2
Northern California Dance Conservatory 2
Roseville City Hall 2
Sparrow 5 2
Sun City Roseville 2



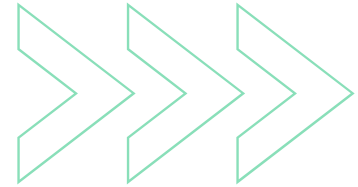
Union Pacific Railroad 2
Action Camera
Bhangra Dance
CB Music Studios
Gurdwara Sri Sachkhand Sahib Temple
Placer Pride
Roseville City School District - Art Docent
Roseville Music in the Park
Roseville Utility Exploration Center
Tower Theater
The Strum Shop

TAHOE

Lake Tahoe 11
Palisades Tahoe 4
Kings Beach 3
Sierra Community House - Chocolate & Wine Festival 3
Concerts at Commons Beach 2
Eadington Gallery
North Tahoe Arts
Snowfest
Sugar Bowl Lodge
Tahoe City
Tahoe City Firehouse
Tahoe City Golf Course
Tahoe Rim Trail
The Community of Writers
Ursa Mater sculpture by Mr. & Mrs. Ferguson
Western States Endurance Run

OTHER

Artist Studio Tours 69
Libraries 9
Farmer's Market 7
Murals 4



Survey Question #5



People: Do you know anyone you consider a cultural asset to Placer County?

INDIVIDUALS:

Rick & Janet Nicholson / Hannah Nicholson & Alana van Altena 26

Joanne Neft 9

Stan Padilla 7

Traci Owens 5

Helen Philips 4

Dana Ross 3

Ray Gonzalez 3

Rosie Stilwell 3

William Lum 3

Alexandra Shadle 2

Anthony Maki Gill 2

Brian & Katy Fries 2

Darlene Engellenner 2

Donna Trumbo 2

Eric & Paula Peach 2

Gini Crepps 2

Holly Andreatta 2

Jean Cross 2

Jim Alvis 2

Jim Lee 2

John & Brenda Dominguez 2

Juan Pena 2

Karen Killebrew 2

Marsha Taylor 2

MaryTess Mayall 2

Paula Amerine 2

Rocky & Natalie Zapata 2

Twiana Armstrong 2

Veronica Blake 2

Torsten Bittman2

Tamie Crane Rogers 2

Anne Brown

April Maynard

Arlan & Ruth Welch

Bob Gillom

Brett Hall

Brooke Abrames

Bud Anderson

Chris Francee

Christina Richter

Cliff Kennedy

Clyde Prout

Colleen Sands

David Carter

Dean Prigmore

Dennis Mortensen

Diana Madoshi

Doug Read

Douglas Van Howd

Douglass Read

Eddy Ancinas
Edward Mallory
Elisa Herrera
Ember Ward
Frank Ordaz
Gary Wright
Gene Markley
Gia McNutt
Hanna Nicholson
Helen Cheng
Helen Phillips
Homer Betz
Ikeda Family
James & Imi Hirschinger
Ivone Ambrosewicz
Jack Kohler
James Wheatley
Janis Wykoff
Jeffery Quiroz
Doug & Jen Horton
Jen Vaughn
Jill Gayaldo
Joe & Cindy Strickland
Joe Medieros
Jose Lawson
Judy Butler
Kathy Dodge
Katy Bartosh
Keir Macmillan
Keith Sutter
Kim Bateman
Pam Akina
LaRee Florence
Leslie Scott
Lisa Marasso
Lorin Miller
LouCinda Laughlin
Maestro Jaffe
Margarita Chaplinska
Mariah Quintanilla
Matt Moore
Michael Moyer
Michael Murphy
Michelle Woods
Mike Daily
Mone't Ha-Sidi
Mya Louw
Nancy O'Neal
Pam Jacobson
Pam Walker
Patricia Abraham
Patti Pieropan Dong
Patty Dong
Peter Grant & Seth Grauer
Postmaster Lavan Whitley
Jeff Darlington
Randall Smith
Rebecca Gregg
Richard Yue



Rob Stewart
Rodney Mott
Sallysue Stein
Sandy Delehanty
Shannon Catanella
Sonja Hamilton
Sue Dings
Susan Edie
Susan Rushton
Tess Forsyth
Trisa Swerdlow
Trish Casper
Victor Verhoeven
Wendy Lin
Willard Newman

ORGANIZATIONS:

Blue Line Arts 9
Auburn State Theater 2
Art Council of Placer County
Auburn Clay Arts Studio
Auburn Symphony
Auburn Tribe
Baked and Brew Business
Farmer's Market
Foothill Fibers Guild
Gathering Inn
General Gomez Center
Harris Center
Keep Smiling promotions
Newcastle Packing Shed Studios & Gallery
North Auburn Studio Tours
North Tahoe Arts
North Tahoe Business Association
Oliver's Brewhouse
Placer Food Bank
Placer People of Faith Together
Placer Taiko Drummers
Roseville Theatre Arts Academy
Roseville Youth Theater
Tahoe Symphony Orchestra & Chorus
United Auburn Indian Community



Survey Question #6



People: Do you know of an under-served population in Placer County you would like to see supported?

DISABILITY

Adults & youths with disabilities/mental illness 12

ETHNIC

Indigenous 21

Latinx 16

Asian 12

Black 10

IMMIGRANT

Families learning English 8

POVERTY

Homeless 18

People without job security 6

Koinonia Family Services 2

Low-income families 2

Resort & restaurant workers

Single parent families

Trailer and mobile home residents

LBGTQ+

Adults & youths 15

LOCATION

Auburn 20

Foresthill 2

District 5

Iowa Hill

Lincoln

Loomis

Newcastle

Penryn

Rocklin

Sheridan

Tahoe

West Shore

SENIORS

Sun City Roseville 2

Low-income

Rural

Transportation to cultural events

VETS

Veterans 6

YOUTH

Low-income 13

Foster & Homeless 6

Elementary School (Title 1) 3

Boys & Girls Club of Placer County 2

Child Advocates of Placer County / County Office of Education 2

Elementary School (Rock Creek) 2

Community College students

Elementary School (Antelope Creek)

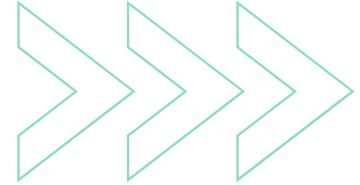
Elementary School (Cobblestone)

Elementary School (Rocklin)

Elementary School (rural)



Survey Question #7



People: Do you know of an under-valued cultural organization in Placer County you would like to see supported?

Native Americans 12 (Nisenan/Maidu tribes, United Auburn Indian Community, Maidu Museum and Historic Site)
Art League of Lincoln 7
Blue Line Arts 7
Schools 7 (high school music programs 3)
AAPI 6 (Asian American Pacific Islander Leadership Council, Asian artists)
Artists Studio Tours 5
Cultural bearers and organizations 5
Museums 5 (Lincoln Area Archives Museum, Rocklin History Museum, Roseville Telephone Museum)
Seniors 5 (Senior artists 1, Senior centers 2)
Libraries 4 (Auburn Carnegie Library, other)
North Tahoe Arts 4
Rocklin Fine Arts 4
Theater 4 (Roseville Theater Arts, other)
African Americans 3
Craftsmen 3
Latinx groups 3 (Latino Leadership Council, other)
Take Note Troupe 3
*Only organizations with 3 or more included

Survey Question #8



Places: What towns/communities have an artistic identity in Placer County? What makes it so?

Auburn 89

arts organizations, large concentration of artists and galleries, museums, historic buildings, “long-standing volunteer creative community”, public art, studio tours, Auburn State Theater, Joss House Museum & Chinese History Center, Auburn Symphony, street fairs and holiday festivals.

Roseville 69

Blue Line Arts, arts in the parks, mural campaign, galleries and art events, studio tours, artistic organizations “it supports its community by hosting community events that empower local businesses”.

Lake Tahoe/Tahoe City North Tahoe 27

natural beauty, nearby travel opportunity, holiday cozy feeling, art galleries, dance and independent theaters, Kings Beach

Loomis 21

gold rush heritage, farm gardens, “public art that engages communities”, excellent historic signage program, arts events, galleries, historic fruit packing sheds/markets.

Rocklin 16

Open studios, “festivals and events that draw in a wider audience/community”, “has public art that engages their communities,” n/aSierra College, Rocklin Fine Arts.

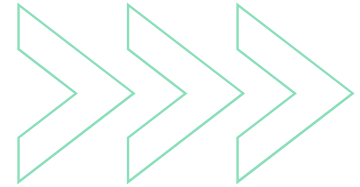
Lincoln 11

Art League of Lincoln, Lincoln Theater Company, art walks, studio tours, galleries, public art, artists, Gladding McBean, “historical significance in the ceramics industry”, “murals and Latin community representation at holidays and cultural events.”

Newcastle 11

library, art galleries, artists, fruit sheds/markets and old town, historic architecture.

Survey Question #9



Places: Do you know of an under-valued place in Placer County you would like to see shared to people outside Placer County?

Auburn, Old Town/downtown 13
Blue Line Arts 8
Lincoln 8
Loomis 6
Newcastle 6
Placer Parks 6
Roseville, Downtown 6
Colfax 5
Maidu Museum and Historic Site 4
Penryn 4
Foresthill 3
Museums 3
North Tahoe Arts 3
Placer County Fairground 3
Roseville, Old Town 3
Sun City Roseville 3
Lincoln Hills 3

Survey Question #10



Events: Do you know of an under-valued event in Placer County you would like to see shared to people outside Placer County?

Festival & Annual Events 32

(Old Town Christmas, Colfax Train Days, Foresthill Heritage Festival, Placer County Fair, Heritage Trail, Juneteenth, Loomis Eggplant Festival, Mountain Mandarin Festival, Penryn Firefighters Oktoberfest, MLK Day Parade, street fairs)

Artist Studio Tours 28

(Placer Artists Studios Tour, King Beach Art Tour, North Auburn Artist Studio Tours)

Art Exhibits 15

(3rd Saturday Art Walk/Blue Line Arts, Auburn Art Walk, Quilt shows, Rocklin Fine Arts Juried Show, Sun City Roseville)

Non-Art Community Events 8

(Public health events, community church, Auburn Co-op, American River clean up)

Music 7

(Auburn Symphony, Bernhardt Music Complex, Concerts in the Park, Roseville Jazz Festival, outdoor concerts, Placer Pops Chorale & Orchestra)

Theater 6

(Take Note Troupe, Lincoln Theater Company productions, Maidu Independent Theater)

Dance 5

(Auburn Hip Hop Congress, Lake Tahoe Dance Collective)

Farm Tours 4

Outdoor Exercise & Recreation 4

(Tevis Cup, Rafting)

Art Competitions 3

(Art League of Lincoln, Feats of Clay)

Food & Wine 3

(Lincoln Wine Fest, Wine trail, Winery tours)

Historic Towns 3

(Auburn, Old Roseville)

Native American Events 3

(Pow Wows)

Survey Question #11



Events: What arts and culture programs or events in Placer County do you seek out and enjoy?

PERFORMING ARTS 127

Theater & Performing Arts 36

Music Events 29

Concerts 22

Auburn Symphony 12

Public 9

Dance 8

Auburn State Theater 7

Movies 4

VISUAL ARTS 110

Artist Studio Tours 51

Gallery 19

Art Classes 11

Blue Line Art 9

Museum 8

Public Art 8

Ceramics 4

FESTIVAL/FAIR/FOOD EVENTS 97

Craft Fairs/Arts Shows 18

Annual Events & Festivals 15

Art Walks 12

Farmers Markets 9

Street Fairs 7

Wine Events 7

Food Events 6

Outdoor Events 6

County Fair 5

Garden Shows & Tours 4

Pop-up Shopping 4

Mountain Mandarin Festival 4

CULTURAL EVENTS 27

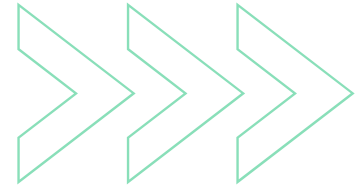
Cultural Celebrations 13

Native American Pow Wow 6

Placer Cultural Dance Festival 6

Historical Events & Tours 4

Survey Question #12



Events: Are there any arts and culture programs or events you have experienced in other communities that you wish Placer County had?

Oro Valley, AZ: Oro Valley Spring Festival

Tucson, AZ: 4th Avenue Street Fair

Davis, CA: Manetti Shrem Museum; Mondavi Center

Gilroy, CA: Gilroy Garlic Festival

Grass Valley, CA: Christmas Fair

Livermore, CA: ArtWalk

Los Gatos, CA: Wine Walk

Mendocino, CA: Mendocino Art Center

Morgan Hill, CA: Morgan Hill Mushroom Mardi Gras

Napa, CA: Lighted Arts Festival

Nevada County, CA

Bluegrass Festival

California World Fest

Celtic Festival

Music Festivals

Off Broadstreet Theater

Poet Laureate

Sierra Poetry Festival

Victorian Christmas

The Children's Festival

Rancho Cordova, CA: Mills Station Arts & Culture Center

Sacramento, CA

Afro Soca Love

B Street Theater

Chalk It Up

Coordinates: Ice Pac

Crocker Art Museum

M5Arts

Music Circus

Sacramento Center for the Textile Arts

Wide Open Walls

San Francisco, CA: Art Market San Francisco

Santa Clarita, CA: Santa Clarita Cowboy Festival

San Diego, CA: Balboa Park December Nights

San Jose, CA
American Musical Theater
Angels on Stage
Walnut Creek, CA
Art & Wine Festival

Fort Collins, CO: Art in the Square

Hamilton, MO: Quilt Museum

Las Vegas, NV: Life is Beautiful

Port Chester, NY: Clay Art Center

San Antonio, TX: Luminaria

Olympia, WA: Procession of the Species Celebration

Vallauris, France: Fete Picasso

CULTURE

Bullfighting art

Immigrants teaching their family food recipes program

International/Multicultural Festival with performances

Parades/festivals for more diverse holidays – beyond Xmas Av and 4th of July 2

EDUCATION

Artist Lectures and workshop 3

Affordable artist workspace

Artist Meetups

Artist Residencies

Better “mapping” for Art in Public Places

Bus trips to see the Van Gogh experience and other such events

EVENTS

Renaissance Fairs 6

Museum Days 2

First Night events for families

More events for seniors

Movie in the park

Open Air painting

Spoken word events

Theater in the woods

Weekend long arts festival including all types of art. Outside and closed to car traffic

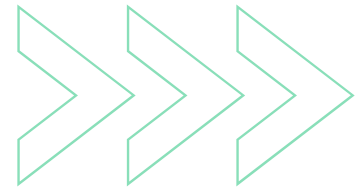
MUSIC

Concerts by current rock bands, not oldies

I wish there was a facility to bring big name performers- like they have in Bend Oregon. It is a renovated theater with performances

Music festivals for 18-35 audience that bring major headliners to rural outdoor spaces

Old-time fiddling jams and contests



TESTIMONIALS:

Placer County could be a more diverse creative community by embracing the revolutionaries of an art community, the rebels (edgy, alternative art from a younger generation), rather than excluding them.

We should have something like the Harris Center, based in Sierra College.

Annual sculpture competition from which one sculpture would be purchased each year to begin a sculpture park.

Artists to decorate public infrastructure and create a annual art tour of the works

Need to get rid of the homelessness that causes people to not shop and visit Auburn.

Faith McKinnie is organizing many events in Sacramento that would be great for Placer. She organized an exhibition inside the Arden Mall and another in a building that was torn down. For that building, she invited an inclusive and diverse group of artists to make site specific installations. It would be great to bring art to areas that historically have not had art.

An art museum where we used to live sent out instructions and supplies to anyone who asked and we all did self-portraits, submitted them, and they were part of a larger community exhibit. It included all ages, races, genders, neighborhoods.

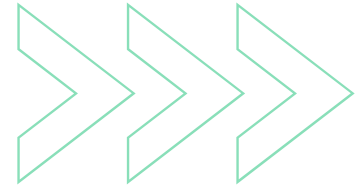
Another exhibit I saw once was art and photography done by people living with mental illness. It was amazing and illuminating.

Similar art might be created and exhibited by food bank clients...anonymously but solicited through the boxes they pick up "

In Yolo County they do farm tours (outdoor plein air painting and photography) each month all spring and summer, then in Sept or Oct the artists submit their work in a big fund-raising event. They can either donate the art and the pricing starts at \$250 or submit it in an auction of juried pieces. They raise HUGE amounts of money!

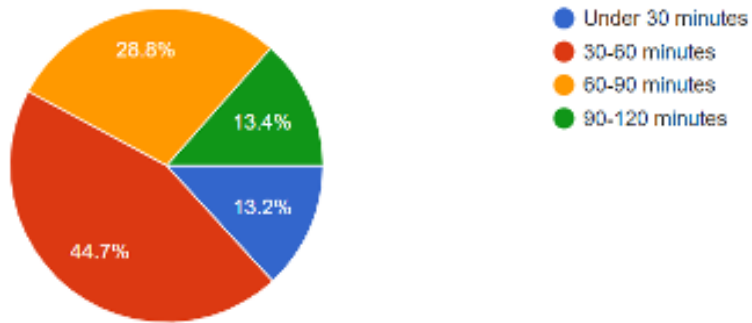


Survey Question #13



Events: What is the maximum time you would travel within the county for an arts and culture program or event?

365 responses



Survey Question #14



As an individual, what are the greatest challenges/barriers to you attending arts and culture events in Placer County, if any? (*Respondents could select more than 1 answer, totals exceed 100%).

- 43.8% - Difficulty locating information about events
- 32.6% - Timing of event doesn't work with my schedule
- 30.4% - Cost of admission or membership
- 24.4% - Driving distance
- 24.1% - Unclear information about events
- 23.3% - Events are not of interest
- 23% - Multiple events at the same time

- 18.6% - Covid regulations
- 17.8% - Unfamiliar with venue
- 16.7% - I am engaged as much as I would like to be
- 14.2% - Family obligation or childcare

- 12.6% - Venue could be more welcoming/inclusive

- 11.5% - Venues and organizations do not collaborate
- 10.4% - Venues lack sufficient funding/staff

- 9.3% - Venue or community does not feel safe

- 8.2% - Other
- 6.3% - No transportation
- 6% - Venue does not accommodate my accessibility needs

Survey Question #15



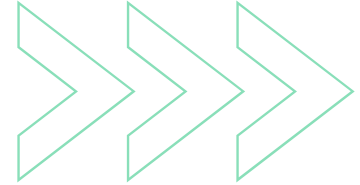
I believe the following partners can contribute to developing strong cultural assets in Placer County. (*Respondents could select more than 1 answer, totals exceed 100%).

- 54% - California arts community
- 49% - Galleries
- 48.2% - City/County elected officials
- 46.6% - Art patron
- 45.2% - Individual artists/craftspeople
- 43.8% - Architecture, historic sites
- 41.9% - Placer County media, news
- 41.6% - Museums
- 40.5% - Audience/patrons
- 40.3% - Placer arts community
- 39.2% - Libraries
- 38.6% - Colleges/universities
- 34.5% - Tourism bureaus
- 33.7% - For-profit businesses
- 32.1% - Architects, planners, engineers
- 30.7% - City/county staff
- 30.4% - Outside Placer County media, news
- 30.4% - Nature/park organizations
- 29.3% - Non-profit organizations
- 28.8% - Educators
- 27.9% - Philanthropists/funders
- 27.7% - Residents
- 27.7% - Historically under-represented/unrepresented peoples
- 21.6% - BIPOC organizations
- 21.6% - Volunteers/board members
- 21.4% - National arts community
- 18.9% - Neighborhood organizations
- 15.6% - Seniors
- 14.2% - Elementary schools
- 13.2% - Airports
- 11.8% - Students
- 10.7% - Youth
- 9.6% - Tourists
- 6.6% - Sports
- 1.9% - Other

TESTIMONIAL:

"Churches are a vital source of contact for diverse people. They are also enormous crucibles for the arts. A church can be a tremendous conduit to immigrants, populations that are otherwise hidden, to youth and seniors and community minded folks. To intentionally leave churches out of cultural mapping is to miss out on a major % of the community constituency as well as a great networking and visibility opportunity. There is no reason to exclude them from the list of agencies/organizations in the multiple-choice menus. ("Separation of church and state" does not apply here – putting a brochure or announcement in a church bulletin is simple information sharing, not promoting "religion".)"

Survey Question #16



I think the following actions would benefit arts and culture development in Placer County.
(* Respondents could select more than 1 answer, totals exceed 100%).

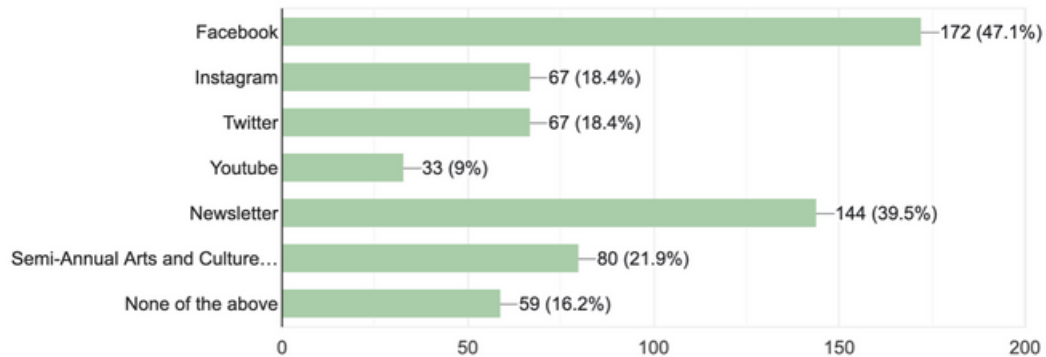
- 56.4% - Advocate for arts education in county schools
- 55.6% - Create collaborations between arts and businesses
- 54.8% - Communicate to the public that the arts provide a higher quality of life for all
- 51% - Help artists/arts organizations with marketing and communications
- 41.9% - Develop educational programs for artists and creatives
- 41.6% - Communicate the value of the arts to non-arts city and county agencies
- 40.8% - Offer marketing support to artists and organizations
- 39.5% - Support a calendar of events
- 39.2% - Connect artists/arts organizations with in-kind donations
- 36.7% - Highlight county artists and organizations in newsletter/e-blasts
- 36.2% - Create collaborations between arts and county agencies
- 35.3% - Prioritize arts and culture visibility in county initiatives
- 34.2% - Support social media promotion of the arts
- 32.3% - Diversify arts organizations' board members
- 31.8% - Provide grant funding
- 29.9% - Support emerging artists
- 29.6% - Provide classes/workshops/lectures
- 29.3% - Create artist in residency programs in county agencies
- 29.3% - Help recruit volunteers for arts organizations
- 29% - Offer in-county networking opportunities for artists and organizations
- 28.8% - Provide expanded arts and culture offerings for entire family
- 27.1% - Invite out of town guest artists/cultural bearers as presenters
- 26.8% - Provide an annual Placer County art conference
- 23.8% - Provide expanded arts and culture offerings for youth
- 23.8% - Support television/radio promotion of the arts
- 23% - Communicate updates on state arts support/legal action
- 22.5% - Provide expanded arts and culture offerings for seniors
- 20% - Offer outside-county networking opportunities for artists and organizations
- 19.5% - Provide internship opportunities for youth/early career
- 19.2% - Support creative entrepreneurs in building their businesses
- 16.2% - Provide accessibility (ie: ASL, ADA, close captioned, visually impaired, braille)
- 14.2% - Provide outreach to BIPOC and underrepresented communities
- 13.7% - Provide transportation access for youth/education
- 13.2% - Provide bi-lingual opportunities
- 12.6% - Provide rolling grants application
- 3.3% - Other

Survey Question #17



How do you stay in touch with ACPC?

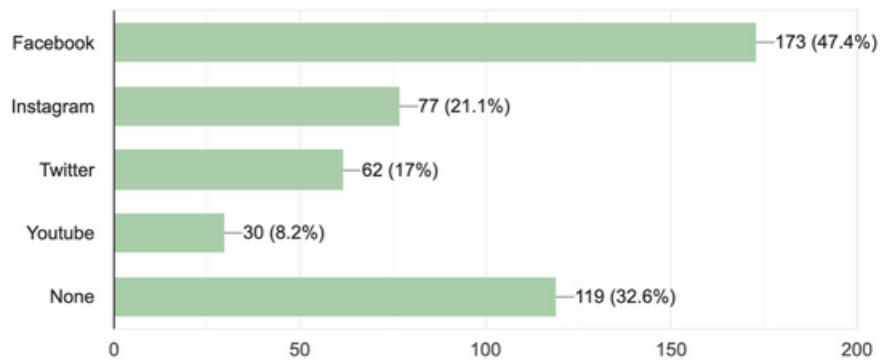
365 responses



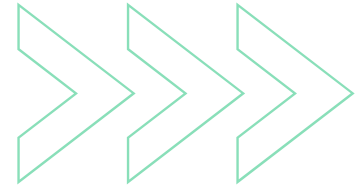
Survey Question #18

Which ACPC social media account do you visit most often?

365 responses

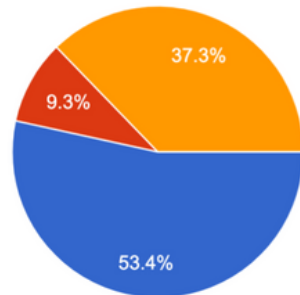


Survey Question #19



Would you like to join the ACPC mailing list?

365 responses



- Yes, please add my email
- No, thank you
- I am already a subscriber

295 New ACPC Mailing List Subscribers!

Partnerships to Cultivate:

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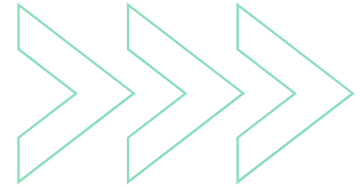
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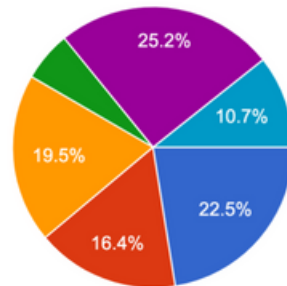


Survey Question #20



Which Placer County region do you live in?

365 responses



- District 1 (Roseville)
- District 2 (Lincoln, Sheridan)
- District 3 (Rocklin, Loomis, Newcastle, Penryn)
- District 4 (Granite Bay)
- District 5 (Alpine Meadows, Alta, Applegate, Auburn, Bowman, Carnelian Bay, Colfax, Dutch Flat, Emigrant Gap, Foresthill, Gold Run, Homewood, low...)
- I don't live in Placer County

344 survey zip codes submitted.

308 survey zip codes submitted were from CA (89%).

*Only zip codes with 2 or more responses included.

Possible zip codes for targeted mailings or programming locations:

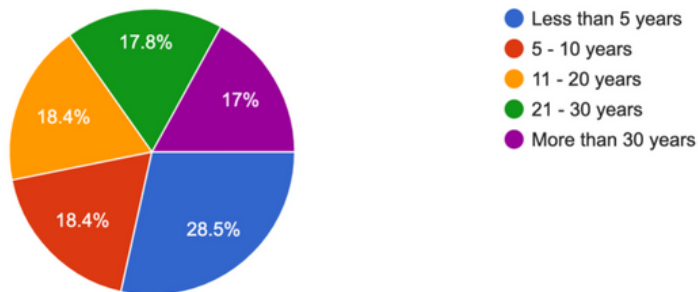
- 95603 (32) Auburn
- 95747 (30) Roseville
- 95648 (25) Lincoln
- 95602 (16) Auburn
- 95661 (14) Roseville
- 95678 (14) Roseville
- 95650 (13) Loomis
- 95746 (12) Granite Bay
- 95677 (11) Rocklin
- 95765 (9) Rocklin
- 95663 (8) Penryn
- 95713 (7) Colfax
- 95658 (6) Newcastle
- 95703 (6) Applegate
- 95722 (6) Meadow Vista
- 95667 (5) Placerville
- 96145 (5) Tahoe City
- 95631 (4) Foresthill
- 92627 (3) Costa Mesa
- 95949 (3) Grass Valley
- 90025 (2) Los Angeles
- 92596 (2) Winchester
- 92683 (2) Westminster
- 92840 (2) Garden Grove
- 95608 (2) Carmichael
- 95628 (2) Fair Oaks
- 95714 (2) Dutch Flat
- 95843 (2) Antelope
- 96141 (2) Homewood
- 96161 (2) Truckee

Survey Question #21



How long have you lived in Placer County?

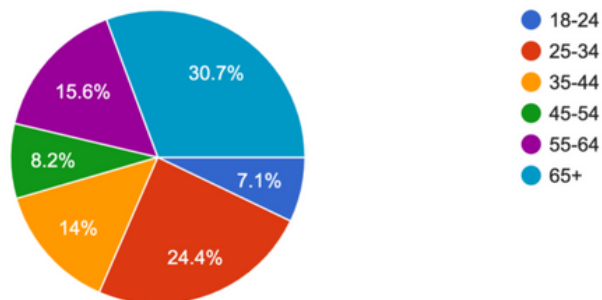
365 responses



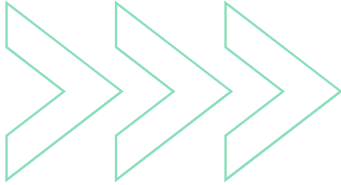
Survey Question #22

Please indicate your age

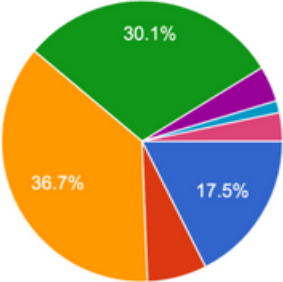
365 responses



Survey Question #23



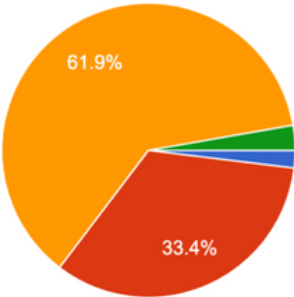
Which of these describes your household composition?
365 responses



- Single adult without children at home
- Single adult with children any age at home
- Married/partnered without children at home
- Married/partnered with children any age at home
- Generation family group with children...
- Group of unrelated adult individuals
- Other

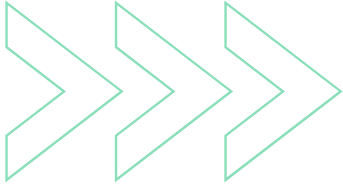
Survey Question #24

Please indicate your gender identity.
365 responses

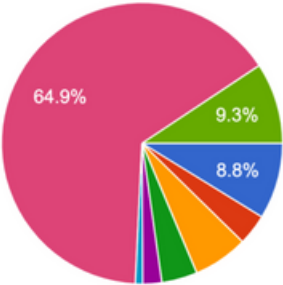


- Non-binary
- Male
- Female
- Prefer to self-describe

Survey Question #25



Please indicate your race or ethnicity.
365 responses



- American Indian or Alaska Native
- Asian
- Black or African American
- Latino/a/x
- Middle Eastern or North African
- Native Hawaiian or Pacific Islander
- White, of European origin
- Prefer to self-describe

Phase Two: Next Steps

The Survey-At-A-Glance conveys a quick understanding of the data collected. However, oftentimes low responses or what is absent from a survey question can tell you something deeper. We will tie visible and hidden data into future county-wide conversations to recommend ACPC's future allocation of resources, including but limited to: grant funding, in-kind donations, advocacy, outreach, collaboration, marketing, and agency programming towards social equity.

Already FPA envisions that Phase Two will focus upon these these reoccurring Phase One themes:

- Equity
- Workforce Development (for Artists and Organizations)
- Youth

For Phase 2, FPA will compile all gathered data from Phase 1 and create a five-year road map, consisting of actionable, prioritized steps, including recommendations for specific areas of programming in the County, present ideas for actions to take in the short, mid, and long term, and definitions of roles and responsibilities. It is anticipated that graphics and mapping illustrations will be minimal.

Phase 2 Deliverables:

- (2) In-person Meetings/Site Visits between January - March 2023
- Draft Implementation and Marketing Plan on February 15, 2023 at ACPC Board Meeting
- Final Implementation and Marketing Plan on March 15, 2023 at ACPC Board Meeting.

Acknowledgements

The ACPC, Placer County citizens, and tourists are ready to recalibrate their cultural commitment to its diverse land and peoples. Forecast Public Art is energized to work with such a state-local partner that supports a county-wide focus to “experience art in all degrees” and thanks all the aforementioned participants who added thoughtful input toward our shared common mission.

Thank you!

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