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MASTER OF NONPROFIT ADMINISTRATION

# Gentrification, Displacement & Creative Placemaking: Evaluation Methods for Nonprofit Arts and Cultural Organizations

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NPA 622: Nonprofit Data Analysis: Capstone Project

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# OVERVIEW / INTRODUCTION

- Gentrification and Displacement patterns and studies in the San Francisco Bay Area
- Positionality & Bias
- Creative Placemaking



# OBJECTIVES AND VALUES

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1. Learn about creative placemaking from case studies and current research
2. Learn about the historical context and implications of gentrification & displacement as it relates to the nonprofit arts and cultural sector
3. Gain insights from different experts in the field on current cultural strategies and practices for combating gentrification and displacement, and evaluation methodologies for program impact
4. Build a working document and provide recommendations for creative placemaking projects seeking to measure, evaluate, and report program success as it relates to combating gentrification & displacement

# METHODS AND APPROACHES

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## 1. Literature Review

- Gentrification and Displacement Studies and Research
- Creative Placemaking Studies and Cultural Strategies
- Evaluation Methodologies in the Arts and Cultural Organizations

# Gentrification and Displacement

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## Gentrification:

“The process of neighborhood change that includes economic change in a historically disinvested neighborhood -- by means of real estate investment and new higher-income residents moving in -- as well as demographic change -- not only in terms of income level, but also in terms of changes in the education level or racial makeup of residents” (UDP, 2019).

Displacement occurs when any household is forced to move from its residence by conditions which affect the dwelling or immediate surroundings, and which:

1. are beyond the household’s reasonable ability to control or prevent;
2. occur despite the household’s having met all previously imposed conditions of occupancy; and
3. make continued occupancy by that household impossible, hazardous or unaffordable.

# Historical Conditions for Gentrification and Displacement

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- Redlining
- The White Flight
- Urban Renewal
- Foreclosure Crisis
- Investment and Policy Decisions
- Rise of the Creative Class

# Creative Placemaking

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In creative placemaking, public, private, not-for-profit, and community sectors partner to strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities. Creative placemaking animates public, and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired. (Markusen & Gadwa, 2010 p.3)

- CPM projects have the ability to drive economic development
- Case Studies on CPM projects:
  - Portland, OR: TriMet funded art through MAX line
  - Buffalo, NY: Transforming vacant auto warehouse into ArtSpace Buffalo Lofts
- Critiques of CPM projects:
  - *Creative Placekeeping*, Roberto Bedoya

# Creative Placemaking Evaluation and Reporting

## Validating Arts Livability Indicators (VALI)

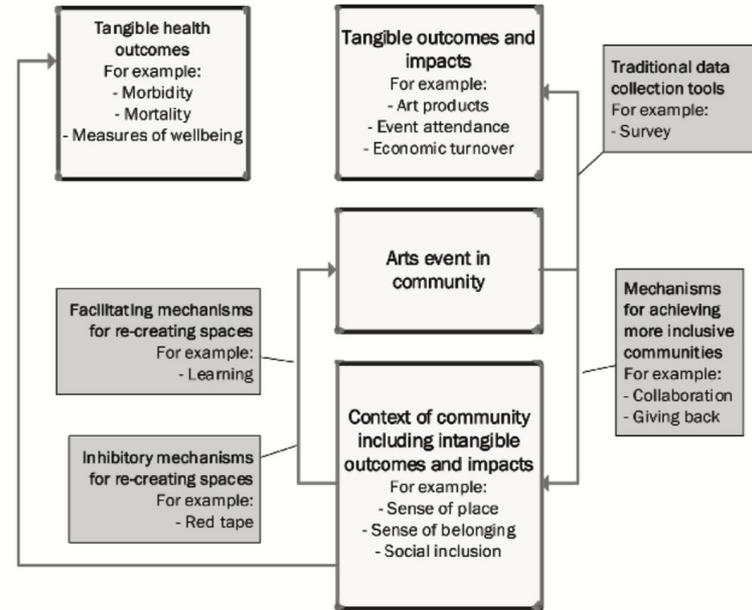
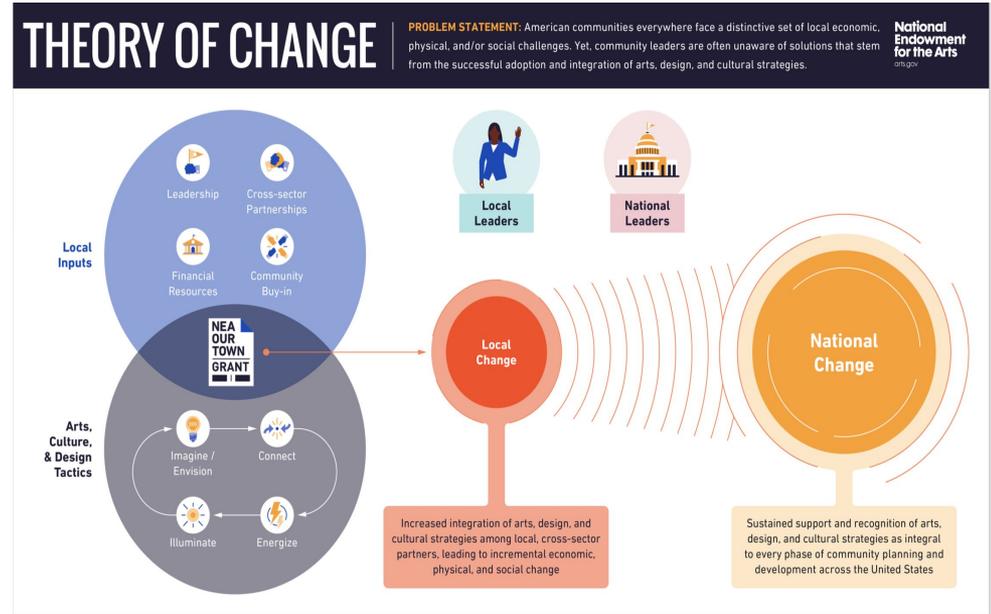


Figure 2: Final creative placemaking evaluation model.

# Creative Placemaking Evaluation and Reporting cont.

## National Endowment for the Arts (NEA): Our Town Grant

- Theory of Change



# DATA ANALYSIS: Expert Interviews



**Louise Carroll**  
Graduate Instructor



**Anna Cash**  
Associate Director



**Elena Serrano**  
Programs Director



**Kristen Acosta**  
Programs Coordinator



# Expert Interviews: Shared Values

Shared Values	Practices, Strategies, and Topics
Importance placed on addressing the needs of the community	Surveys, personal communication, demographics, turn out rates, needs and experiences of stakeholders, sense of belonging and disbelonging, services that combat gentrification and displacement that are designed from the needs of the community
Intergenerational learning and exchanges	Mentorship, family, hands-on learning, cross sector partnerships, learning from mistakes, neighborhood learning, passing down skills, knowledge, education, history, cataloging arts, history, and preserves cultural vitality

# Expert Interviews: Shared Values cont.

Shared Values	Practices, Strategies, and Topics
Building safe community spaces that address the needs of the community	Safe spaces for creative expression, the resistance of community member isolation, combating gentrification, live art installations, services that provide legal aid and assistance, emotional and legal counsel,
Cross-sector partnerships and coalitions for effecting policy and systems change	The importance of knowledge sharing, mergers, government partnerships, business and enterprise partnerships, advocacy and policy influencing, funding, lack of resources, affordable housing, scholarships, grants, advocacy coalitions, tenants rights, performance arts

# IMPLICATIONS



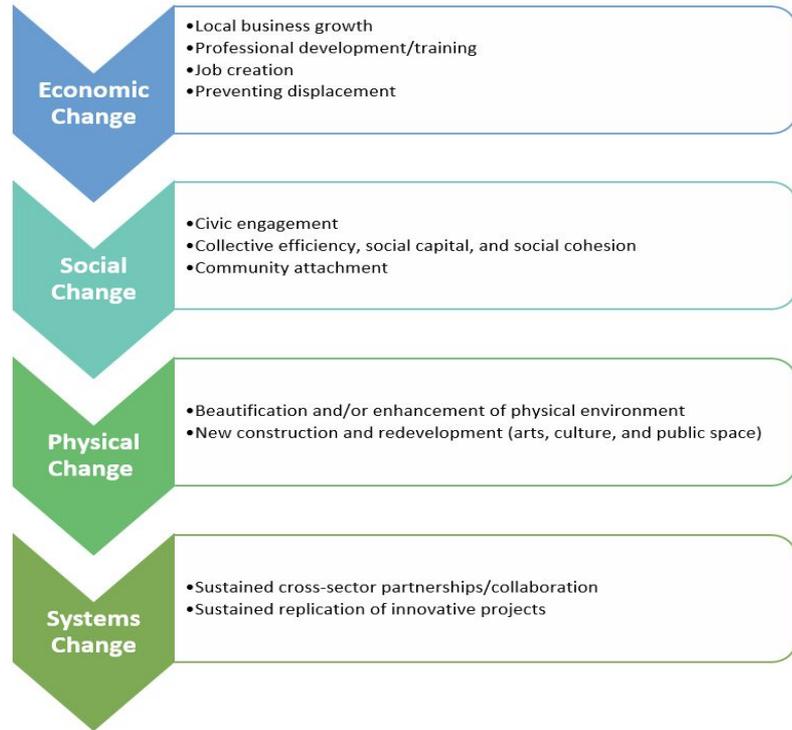
## Creative Placemaking Logic Model

- Built to address the specific needs unique to communities, and respond to the existing social and human capital, policies, local assets, and community development activities.

# IMPLICATIONS

## Creative Placemaking Criteria for Certification Process

- Ensures that CPM projects are not further contributing to gentrification and displacement
- Addresses problem of the unique set of local economic, physical, and or social challenges specific to locale
- Local community change outcomes
- Increased integration of arts, design, and cultural strategies across sector partnerships, leading economic, physical, and social change



# RECOMMENDATIONS

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1. Consult UDP interactive gentrification & displacement mapping to identify areas of high risk, and meet the needs of the community and stakeholder groups
2. Work in cross-sector partnerships and coalitions
3. Conduct annual combination of surveys and personal communication for program evaluation
4. Have all staff, volunteers, board members, and executive team complete a cultural competency assessment annually
5. Design programs and activities with the guidance of the Creative Placemaking Logic Model and or CPM Certification criteria

# REFERENCES

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