



# Austin Transportation Placemaking and Placekeeping Update

Jason JonMichael | Assistant Director | 8.5.21



TRANSPORTATION



# Agenda

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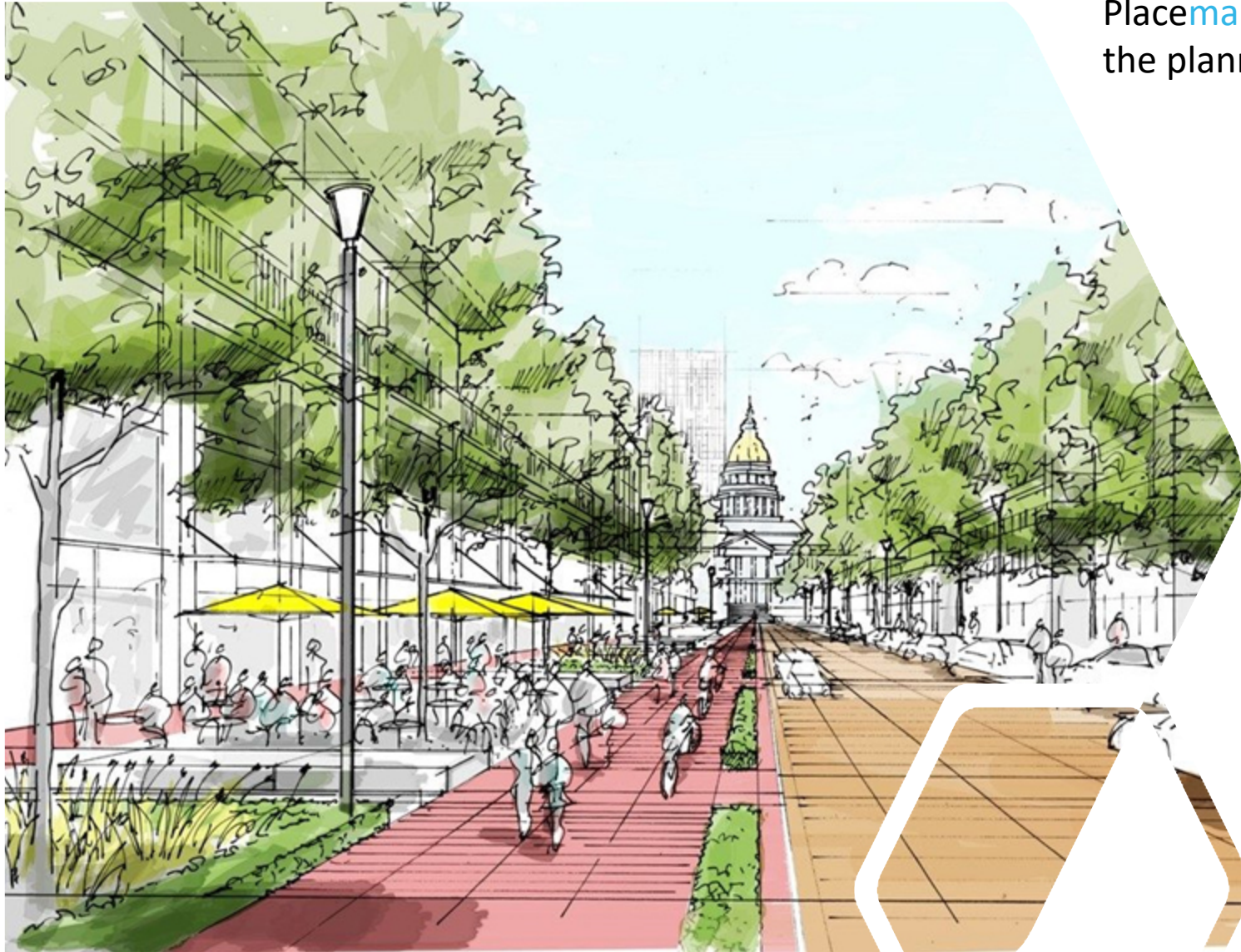
- ATD Collections Management Policy
- Cultural Placemaking Calendar
- Artbox Updates
- Creative Crosswalk Updates
- Community Mobility Hub Updates





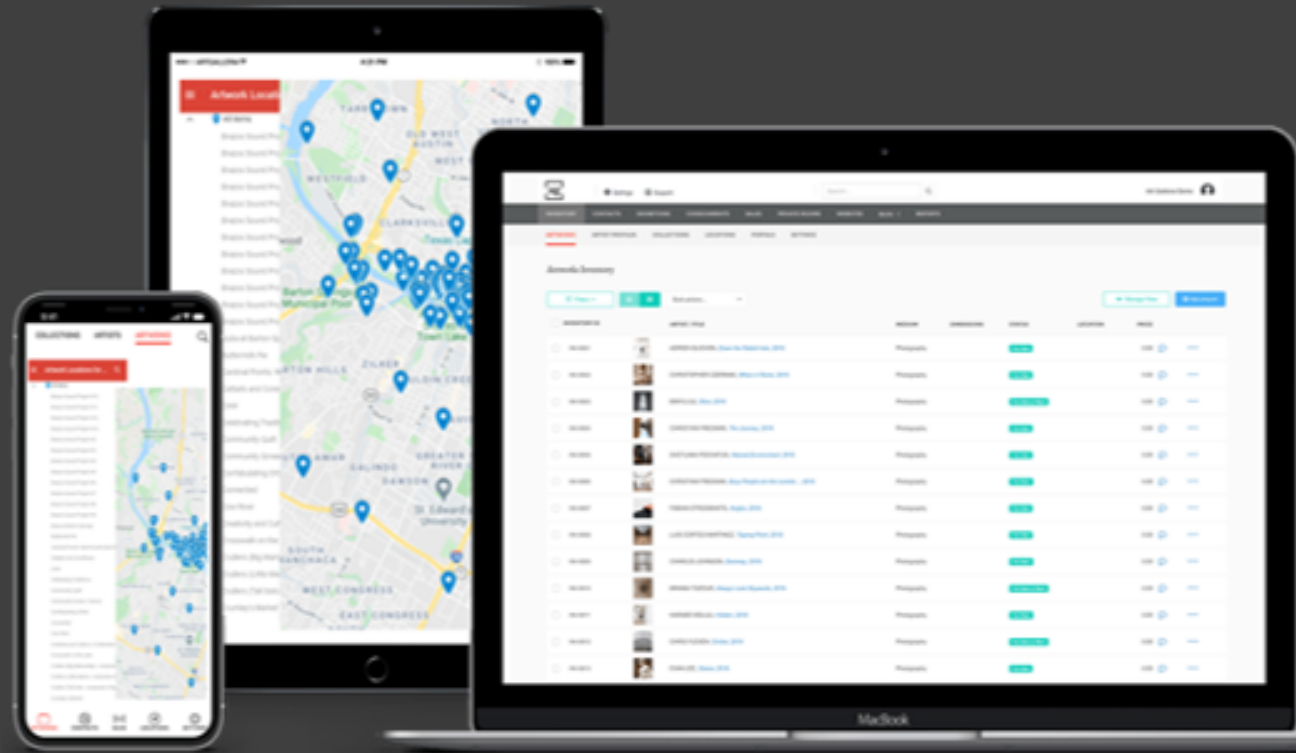
# Placekeeping

Placemaking is an integrated, urban design approach to the planning, design and management of public spaces



Placekeeping is defined as safeguarding and strengthening the qualities that define the culture of a community

# Placekeeping



In June 2020, the Smart Mobility Office completed an art collection management policy that allows the Department to incorporate public art into transportation network.

This policy establishes procedures governing selection, commission, acquisition, design, fabrication, installation, accession, maintenance, repair, long-term care and deaccession of the owned and loaned artworks.

These efforts were part of ATD's commitment to contribute to vibrant street life, to celebrate local communities, and to enhance safety for Austin residents.



## Placekeeping

The Smart Mobility Office is currently collaborating with the Equity Office and several community partners on the creation of a cultural calendar that will inform activations, installations, and community outreach.



# Placekeeping



In April 2021, the Smart Mobility Office and Creative Action applied for a grant through the Bloomberg Asphalt Art Initiative. The project team proposed using art interventions on public infrastructure with the goal of:

- Improving street and pedestrian safety that could be measured by data
- Amplifying marginalized voices in East Austin by preserving and celebrating the area's unique history and culture
- Promoting collaboration and civic engagement in local communities



# Placekeeping

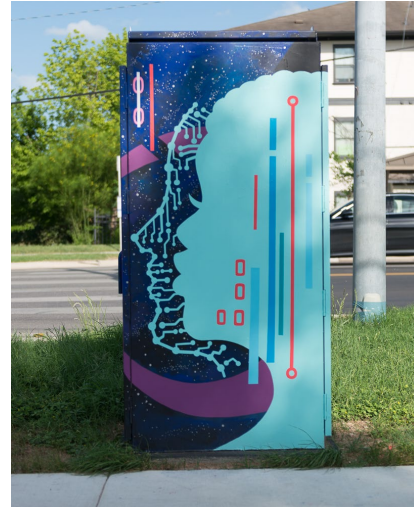
District 1



District 2



District 3



District 4



District 5



District 6



District 7



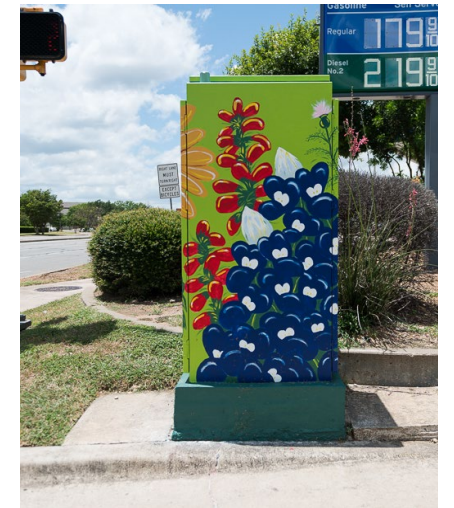
District 8



District 9



District 10







# Placekeeping

## Rainbow Crosswalk

ATD is actively pursuing an installation at 4th and Colorado.

Design now includes Progressive Pride Flag Colors which includes black and brown stripes to represent marginalized LGBTQ+ communities of color, along with the colors pink, light blue and white, which are used on the Transgender Pride Flag



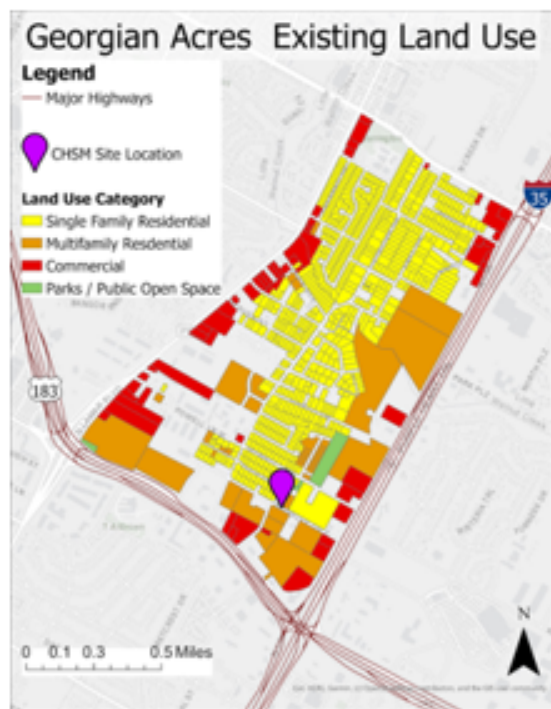


# Community Mobility Hubs

The City partnered with the University of Texas on the Civic Innovation Challenge sponsored by the National Science Foundation.

The project team proposed co-creating a community mobility hub in the Georgian Acres neighborhood based on the needs of the neighborhood.

The project was selected as a Stage 1 awardee of the Challenge, and we submitted our final proposal in April.





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**THANK YOU**

