



# ART for ALL

Art and Unhoused Pilot Program Proposal

February, 29th

Created by:

# 2024

**RAASIN IN THE SUN**  
NON-PROFIT ORGANIZATION



in collaboration with:

Presented to:

Austin City Council

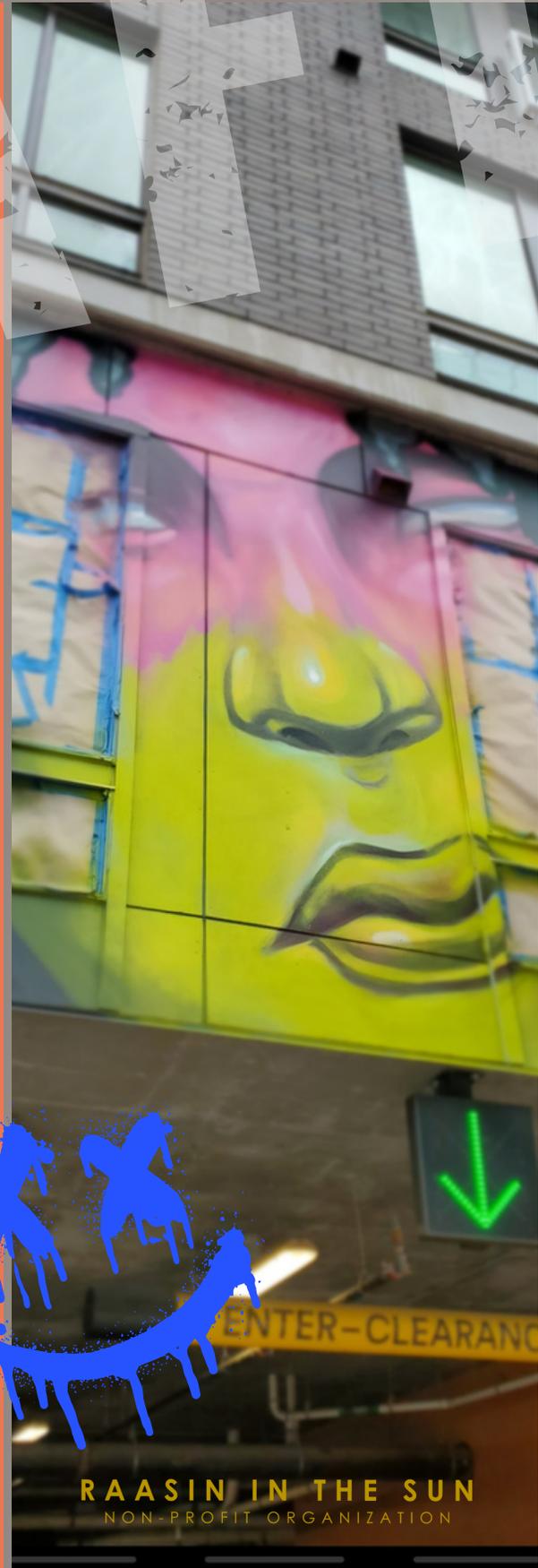
Austin Civilian Conservation Corp

City of Austin Economic Development



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The arts and creativity hold immense importance in our lives, offering a unique form of expression, inspiration, and healing power that can profoundly impact individuals experiencing housing insecurities. Engaging in artistic activities can majorly affect our well-being, whether through visual arts, music, dance, writing, or any other creative medium.

Engaging in artistic activities stimulates the imagination and encourages us to think outside the box. It allows us to tap into our creative potential, fostering innovation and problem-solving skills that extend beyond the artistic realm. The process of creating art often involves experimentation, taking risks, and embracing uncertainty, which can cultivate resilience and adaptability in our lives.

The arts also have the power to inspire and uplift us. Whether we are admiring a captivating painting, listening to a soul-stirring melody, or watching a mesmerizing dance performance, art has the ability to evoke deep emotions and transport us to different realms. It can provide solace during challenging times, offering a source of hope, beauty, and inspiration that transcends language and cultural barriers.

In summary, the arts and creativity play a vital role in our lives, offering a powerful outlet for self-expression, fostering innovation, inspiring us, promoting social connections, and providing healing and therapeutic benefits. Engaging in artistic activities with our neighbors experiencing housing insecurities can truly enhance well-being, elevate and enhance economic viability, and contribute to a more vibrant and compassionate society.

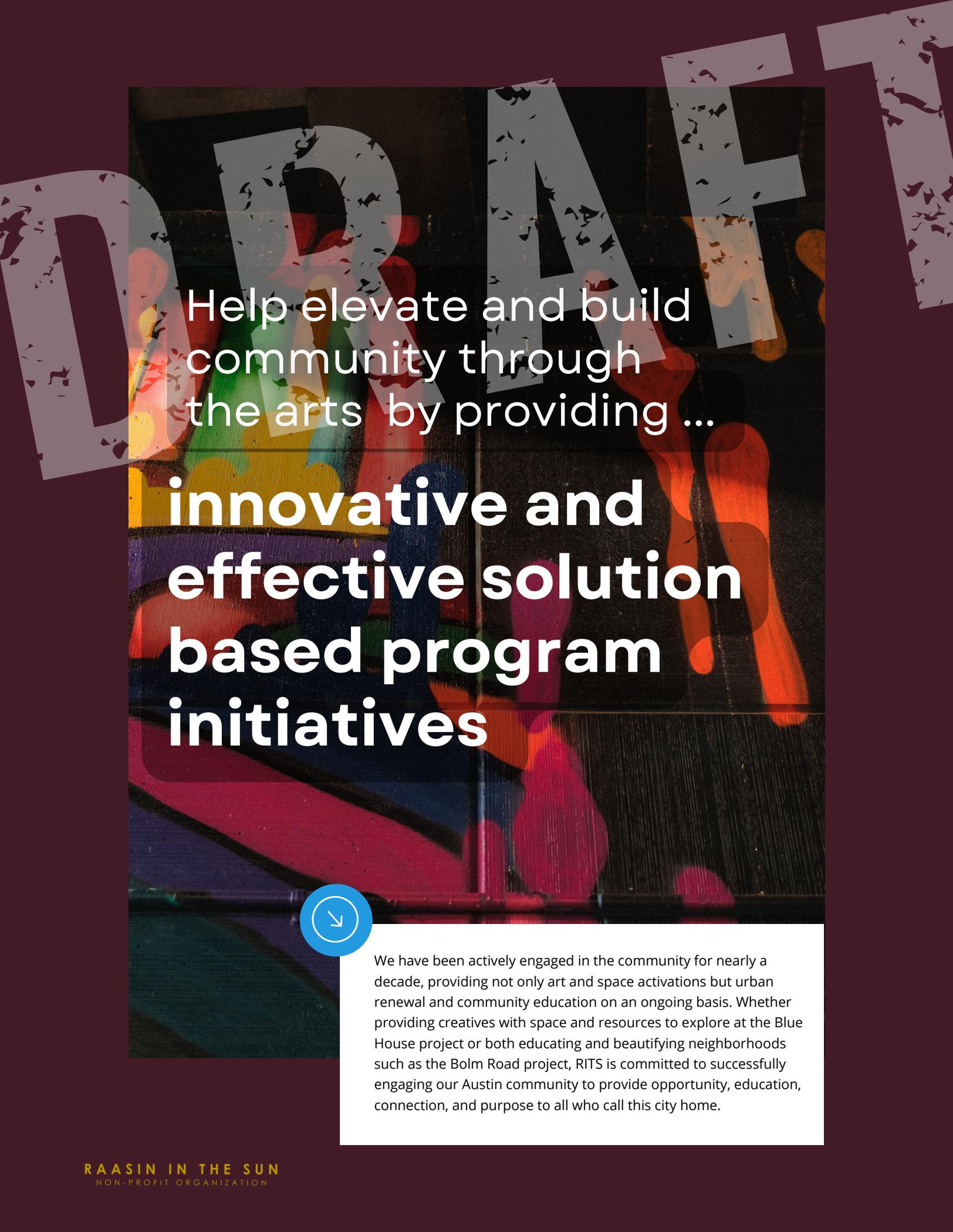
**“Never underestimate the valuable and important difference you make in every life you touch.**

**For the impact you make today has a powerful rippling effect on every tomorrow.”**

**~Anonymous**



Founder, Raasin McIntosh



Help elevate and build  
community through  
the arts by providing ...

**innovative and  
effective solution  
based program  
initiatives**



We have been actively engaged in the community for nearly a decade, providing not only art and space activations but urban renewal and community education on an ongoing basis. Whether providing creatives with space and resources to explore at the Blue House project or both educating and beautifying neighborhoods such as the Bolm Road project, RITS is committed to successfully engaging our Austin community to provide opportunity, education, connection, and purpose to all who call this city home.

# Who We Are ?



## Mission:

As an Austin, Texas based multicultural art nonprofit organization, Raasin in the Sun is dedicated to educating, inspiring, uniting, and regenerating communities through cultural arts and environmental initiatives. We are committed to representing creative works and to advancing the inclusion of various peoples, especially women and people of color. Through diverse partnerships, Raasin in the Sun spurs economic development, promotes social change, and improves the physical environment through creative placemaking.

## Vision:

We aim to serve humanity with value and dignity while respecting the potential of all peoples, particularly those who are underserved, underfunded, and underrepresented. Our practices are inclusive and non-discriminatory, and we foster artistic equity and the belief in the transformative power of creativity.



**200+**

projects completed



**10,000+**

Average Reel Views



**500+**

Creatives Employed



**1 million**

Smiles inspired

The strength of the team is each individual member. The strength of each member is the team. - Phil Jackson

# About Us The Team

#BohmRdMural  
Raasin in the Sun artwork was inspired by the local community who said they wanted to be part of the neighborhood but didn't know how. The result represents the power of giving back in your community, the value of taking care of our neighbors and our planet, and the importance of sustainable living.

This project was created by Raasin in the Sun Neighborhood Organization in partnership with the Covalle Neighborhood Association and commissioned by the City of Austin Neighborhood Partnering Program.

- Participating Artists:
- Amado Castillo III
  - Candy Kuo
  - Brittany Johnson
  - Ruben Esquivel
  - Oatie Lewis
  - Samara Barks
  - Amitai Piase
  - Jaime Prado
  - Mando Martinez
  - Daniel Escobar
  - Jair Pineros
  - Chroma Collective

Covalle  
Neighborhood  
Association



PUBLIC WORKS  
NEIGHBORHOOD  
PARTNERING  
PROGRAM



**Raasin McIntosh**  
Program Ideation

Raasin McIntosh is a creative philanthropist, community organizer, and Olympian. With a degree in Communications, McIntosh is Vice President of Urban Activation at the Downtown Austin Alliance Foundation and the Founder and CEO of Raasin in the Sun. She aims to use the arts to cultivate community and honor local communities with storytelling, public art, and placemaking initiatives. Raasin's leadership role in both organizations has led to beautiful public art projects in the city at large.



**J Muzacz**  
Manager/Trainer

J Muzacz is the founder of The Mosaic Workshop and Something Cool Studios. He is an innovative public artist with a keen eye for social dynamics. Committed to building positive relationships with clients and collaborators through compassionate communication, he brings a wide breadth of expertise across artistic processes. Muzacz has dedicated himself to community building through teaching, mentoring, and creating spaces for artists.



**Alexandria Anderson**  
Operations

Alexandria Anderson is currently the Director of Operations and board chair for Raasin in the Sun. Along with helping the organization navigate the day-to-day operations, she has extensive experience implementing planned growth and solution-based initiatives. Alexandria's strengths include coordinating cultural and community engagement, managing, producing, facilitating, and coordinating mural arts and creative placemaking programs.



**Lolita Rodriguez**  
Events/Engagement Coordinator

Texas-based creative entrepreneur, owner of Lola's Classic Babies and the ATX Artist Social. Her mission is to unite different ethnicities on a common platform and raise awareness through community projects. Additionally, she serves as an events and engagement coordinator, orchestrating impactful gatherings that celebrate diversity and promote inclusivity.



**Renee Chen**  
Artists/Installation Manager

project coordinator for Raasin in the Sun, the co-founder of HeartWorks Writing, and holds degrees in International Business and Economics. She has 20 years of management experience, including business consulting, training staff, and was previously a trainer in American Red Cross CPR, first aid, and CPI (crisis intervention).



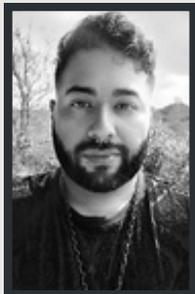
**Codi Chen**  
Digital Content Writer

Copywriter and editor for Raasin in the Sun and is the co-founder of HeartWorks Writing. She sold her first specialized mental health technical writing company in 2021.



**Alexandra Harris**  
MarComm

Two years of experience working in marketing for a local Austin startup. She contributed to the growth and implementation of impactful strategies, leading to the achievement of significant milestones.



**Manni Mora**  
Board

Raasin in the Sun board member, multimedia artist, curator of exhibition, project manager, event producer and creative director.



**Dr. George Vargas**  
Board

Raasin in the Sun board member and Curator of Exhibitions and Former Director of Programs at The Mexic-Arte Museum.



**Cynthia Anderson**  
Board

Raasin in the Sun board member and retired Chicago public schools teacher.



**Marianne Deleon**  
Board

Raasin in the Sun board member and Texas Book Festival's CEO. DeLeón has a longstanding commitment to nonprofit organizations and volunteerism, a career as a health education volunteer with the United States Peace Corps, and served as Chief Revenue Officer of Pease Park Conservancy.



**Douglas Barber**  
Board

Raasin in the Sun board member, Lender Manager, and co-founder of the Austin Art Walk touring the East Side to different street art installations, promoting the street and graffiti artists of our city.

# Why Us???



**Expertise and Experience:** We are an award-winning arts non-profit organization with a proven track record and expertise in implementing successful programs. Our experience working with the arts and the unhoused community can bring valuable insights, creative approaches, and best practices to the pilot program.



**Community Connections:** We have established and are building ongoing relationships and connections within the community, including partnerships with other organizations, artists, volunteers, and stakeholders, which can facilitate collaboration and enhance the program's reach and impact.



**Trust and Credibility:** We have earned a reputation for our work, which can instill trust among stakeholders, funders, and the unhoused community. Our credibility can help garner support, secure resources, and attract participation from both the public and private sectors.



**Artistic Excellence:** The impact of this incredible work over the years suggests a commitment to artistic excellence. Incorporating art into a pilot program can provide unique opportunities for self-expression, empowerment, healing, and social inclusion for the unhoused population. Working with an organization like Raasin in the Sun that prioritizes artistic quality can enhance the program's impact and provide a positive experience for participants.



**Evaluation and Documentation:** We prioritize the evaluation and documentation of our initiatives. This can be beneficial for the pilot program, as it allows for robust data collection, analysis, and reporting. The organization's expertise in assessment and documentation can help measure the program's outcomes, share success stories, and communicate the program's impact to stakeholders.



**Sustainability and Legacy:** As a local non-profit organization deeply rooted in community, Raasin in the Sun has long-term sustainability plans beyond the pilot program. Our experience and infrastructure can contribute to the program's long-term success and ensure its legacy beyond the initial phase.

# Our Impact:

Partnerships, Creatives, Community

10+

## City of Austin Projects/Partnerships

Featuring Be Well Murals (ACCC) Austin Civilian Conservation Corps, Bolm Rd Murals (NPP) Neighborhood Partnering Program, and continues with Seabrook Square (AHFC) Austin Housing Finance Corporation.



1,000+

## Artists & Creatives Impacted over the years

Local muralists, musicians, mosaics, photographers, textiles, videographers, poets, sculptors, graphic designers, culinary arts, curators, and more...

10,000+

## Community Impact/Engagement

Number of attendees at events, workshops, social media following, programs, initiatives, as well as the diversity of the audience over a ten-year span.



# Iconic and Award-winning



## Be Well Murals Health and Wellness



In light of the COVID-19 pandemic, and in partnership with the City of Austin Art in Public Places Program within the Economic Development Department in partnership with the City of Austin Civilian Conservation Corps, the purpose of this project was to share uplifting and informative messages to promote physical and mental health. Spanning approximately 10,000 square feet, six artists were selected by an Artist Selection Panel out of 60+ applicants.



Not only was the goal of the Be Well Murals to promote positivity and mental health awareness, but it was also to give opportunities and income to talented, out-of-work artists who experienced hardships during the pandemic. This impactful mural project gave creatives the ability to serve their community and gain new, sustainable skills in their work.





# Bolm Rd Murals

Neighborhood Story Telling

NELDA STUDIOS Austin PBS

National TV Episode:

MURALING Austin

Located along Bolm Rd. in East Austin, TX, is a curation of fourteen different art installations spanning nine hundred feet, representing the surrounding community. This undertaking was in partnership with Raasin in the Sun, the Govalle Neighborhood Association, and commissioned by the city of Austin's Neighborhood Partnering Program.

This large-scale restoration and beautification project highlights the Govalle neighborhood's past, present, and future. This vibrant art represents the importance of giving back to the community, the value of taking care of your neighbors, honoring our planet, and the importance of sustainability.

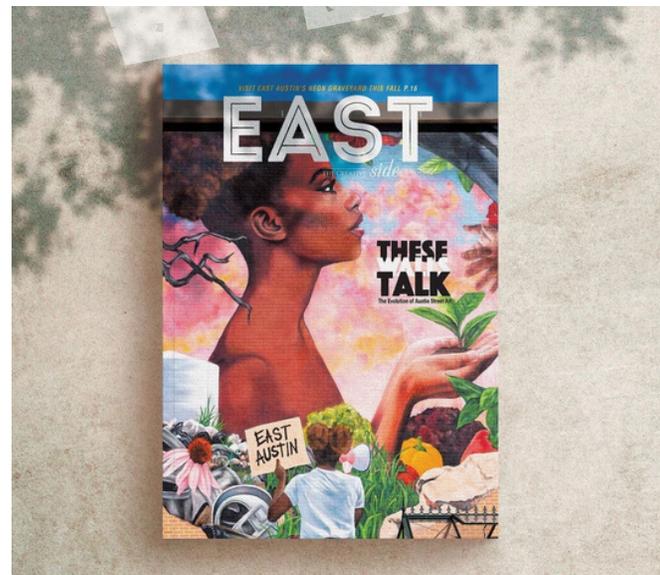
Twelve artists were individually selected from an artist selection panel, and a community mural was installed where people around East Austin came to put their mark on this iconic project. The Bolm Road Murals were also featured on the PBS Muraling Austin special.





# Harvesting Hope

## Environmental Justice



The Harvesting Hope environmental justice mural at Huston-Tillotson University is in partnership with Philadelphia Mural Arts by artist Candy Kuo.

This mural touches on the environmental injustices East Austin has faced over the years and is a symbol of hope for a cleaner, more prosperous future.





# We aim to make a positive impact on the creative community

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Our primary goal is to contribute to the growth and development of the local creative community by providing resources, opportunities, and platforms for artists to showcase their work.

We believe in fostering an environment that encourages creativity, innovation, and collaboration. Through our various initiatives, we aim to empower artists by offering workshops, mentorship programs, and community networking events. These activities not only enhance their artistic skills and knowledge but also help them build meaningful connections within the creative industry.

Additionally, we strive to create inclusive and accessible spaces where artists from diverse backgrounds can thrive. We actively promote diversity, equity, and inclusion in all our programs and initiatives. By doing so, we hope to break down barriers and provide equal opportunities for artists of all ages, ethnicities, genders, and abilities.

Furthermore, we understand the importance of art in society and its ability to inspire, educate, and transform communities. Therefore, we collaborate with local organizations, schools,

and community centers to bring art into the public realm. This may involve organizing public art installations, exhibitions, and performances that engage and enrich the lives of community members.

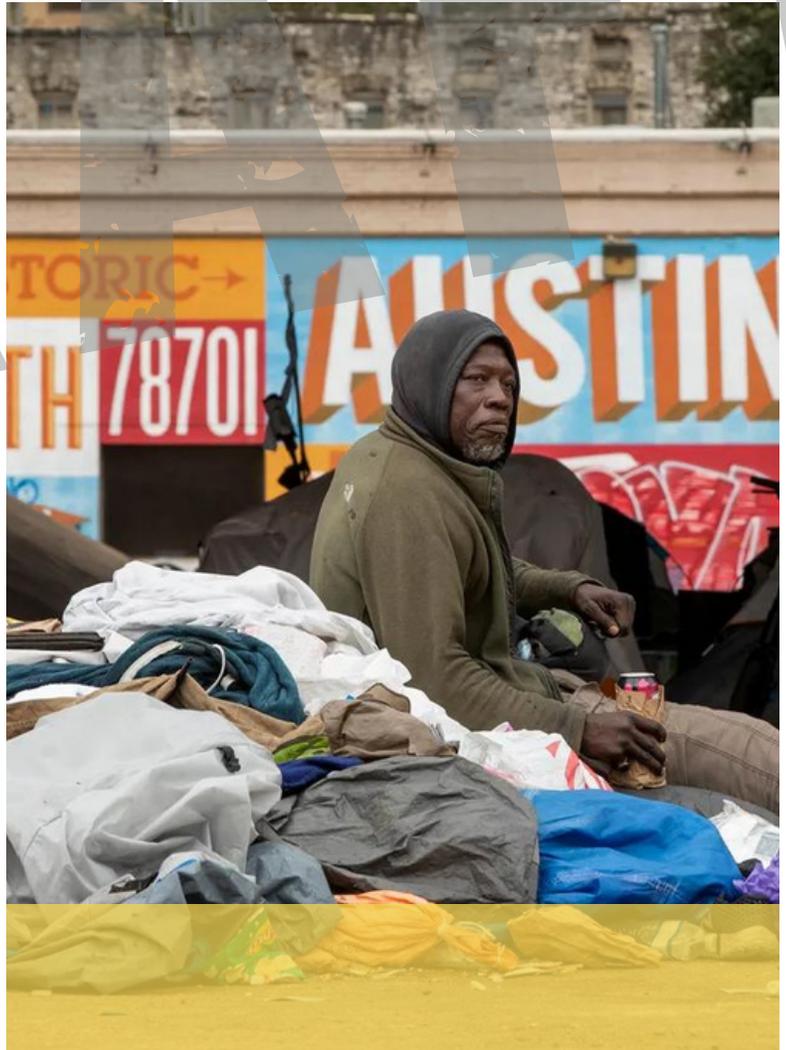
Ultimately, our aim is to be a catalyst for positive change within the creative community. Through our efforts, we hope to encourage artistic expression, nurture talent, and create a vibrant and thriving local arts scene that benefits both artists and the wider community.

# OUR Challenge

The homeless problem in Austin is a complex and pressing issue that requires attention and compassion. The city has experienced a significant increase in homelessness in recent years, resulting in visible encampments and a strain on resources and services.

One contributing factor is the lack of affordable housing. Austin's rapid growth and rising cost of living have made it challenging for many individuals and families to secure stable housing. Insufficient affordable housing options and limited access to supportive services exacerbate the issue, leading to a cycle of homelessness that is difficult to break.

Efforts are being made to address the problem through various initiatives, including increased funding for homeless services, expansion of housing programs, and collaborations between city officials, non-profit organizations, and community stakeholders. However, there is still much work to be done to provide sustainable solutions that address the root causes of homelessness and ensure the well-being of those experiencing it. It requires a multi-faceted approach that combines affordable housing, mental health support, job training and creative opportunities, and social services to help individuals transition out of homelessness and rebuild their lives.



On any given night, **3,160** Austinites experience homelessness with **2,238** living unsheltered or sleeping in places not meant for human habitation.

# ART For All



## Solution-based program pilot

Created by:

**RAASIN IN THE SUN**

In collaboration with:

**Austin Civilian Conservation Corp  
City of Austin Economic Development**



# ART for All Goals

Working Title



## Positivity

Creating lasting, positive effects for residents, unhoused population, and public at large



## Community

Inspiring hope and building community



## Equity

Advancing the City of Austin's strategic sustainability & equity goals



## Pathway to jobs

Pathway to jobs and services specifically for people experiencing homelessness

## Mission:

We aim to address the needs of individuals experiencing unstable housing with compassion through transformative public art opportunities that aim to heal, empower, and inspire community.



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# JOBS Economic Prosperity

Pathways to jobs specifically for people experiencing homelessness, but also local creatives and nonprofit workers.

**100+**

## Unhoused Participants

Unhoused applicants recruited from partner organizations (local churches, social welfare, and community groups).



**50+**

## Artists & Creatives

Local artists recruited and apply according to requirements.

**10+**

## Nonprofit Staff/Workers

Nonprofit staff hired to support the success and implementation of programmatic initiatives.



# ART for ALL

Same-day work and pay program for people experiencing homelessness to design and paint murals throughout the City.

## High level Overview

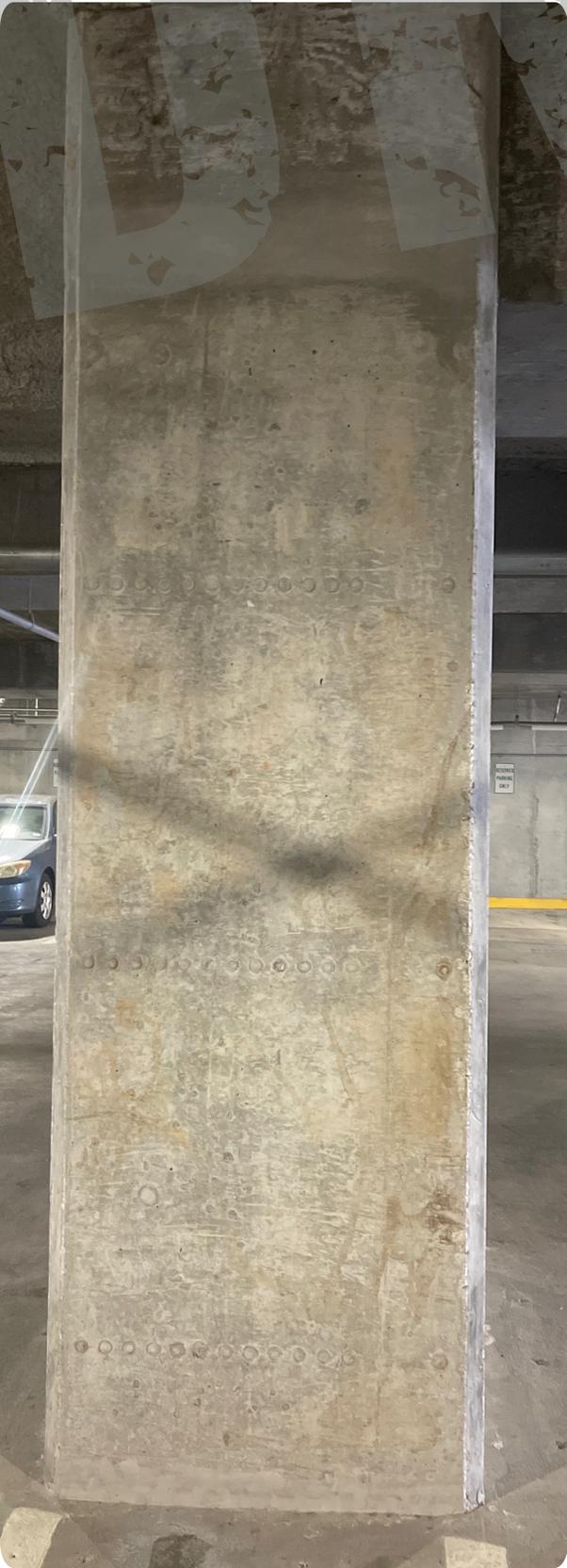
Raasin in the Sun's ART for ALL program offers people experiencing economic and/or housing insecurity an opportunity to make art, earn same-day pay, and access social services. In partnership with the City of Austin (ACCC) and the Central Library Staff, the program reimagines the central library parking garage spaces with a series of colorful murals adorning its parking garage tunnels, walls, and concrete columns.

Participants in the program engage with outreach specialists who link them with support services, including social and behavioral health services and potential longer-term employment. ART for ALL positions acts as a catalyst for change to create healthier, stronger, and more beautiful communities.

Each participant is paid \$150 cash for 5 (five) hours of work creating a new public art project. The payment amount was specifically designed to exceed the living wage standard for Austin. Each day of the program, between 80 and 100 individuals are predicted to gather and participate in the lottery for one of the twenty daily slots. Those who are selected will help design and paint mural panels, which will be installed in the Central Library Parking Garage.

Outreach workers (Certified Recovery/Peer Specialists) will be onsite to provide most-needed services such as additional employment, shelter or housing, and/or basic needs, such as showers, clothes, and food. In the first 28 weeks of the program, our goal is to payout roughly 100+ unhoused individuals, totaling over \$250,000 for same-day work.

**Please note: Numbers included above are subject to change.**



# Public Engagement Possibilities

## Community Workshops

1

**Conduct community workshops** to gather input and ideas from the public, artists, library staff, and cultural and unhoused organizations regarding the desired artistic elements and overall themes that should be incorporated into the parking garage.

## Facilitate Partnerships

2

**Facilitate partnerships** between artists, local arts organizations, and community members to create collaborative art projects that reflect the community's identity and aspirations.

## Artist Selection Process

3

Establish an art selection committee composed of community representatives, artists, and design professionals to **guide the selection of artwork** and cultural elements for the building.

## Artistic Activities

6

**Create** dedicated spaces within the building for community art studios, galleries, or exhibition areas that can be utilized by local artists and serve as a **hub for artistic activities** related to unhoused artist expression in the parking garage.

## Educational Opportunities

5

**Implement educational opportunities** related to arts and culture in partnership with Central Library staff, providing opportunities for community members to learn new art forms, techniques, or crafts.

## Design selection

4

Curate/organize art installations in public spaces to showcase local artists' work and involve the **community/public in the selection process.**

## Ongoing Collaboration

7

**Foster ongoing collaborations** between the building's management and local arts/cultural organizations to ensure the continued integration of arts and culture in the building's programming and operations.



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# MARKETING & PROMOTION

## Our Goals ..

**To ensure a highly visible, impactful, and successful pilot initiative, incorporating the following elements:**

**Social Media Campaigns:** Facebook, YouTube, X (Twitter), and Instagram will be used to promote Art for All and its objectives. We will create a dedicated page for the program and post regular updates, images, and video content to keep the audience engaged and informed. *(Say something about aligning with ACCC newsletter and communications plans and channels to elevate ...*

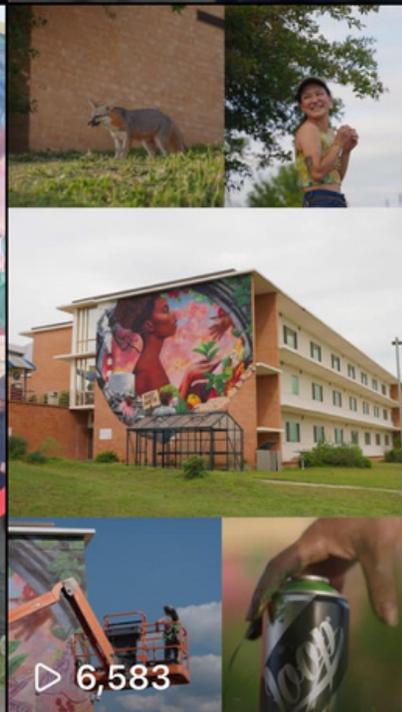
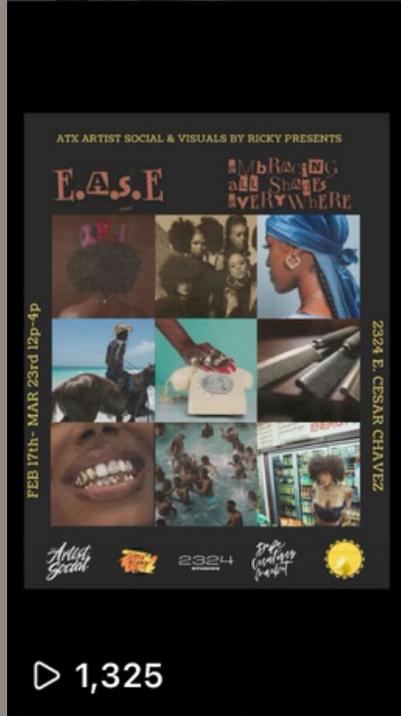
**Press Releases:** Issued to local newspapers, radio stations, and TV channels to create awareness, highlighting the program's objectives, its impact on the community, and the benefits of participation.

**Community Outreach:** Engage with the local community, create awareness about the program, and collaborate with local organizations, schools, and community centers to organize events, workshops, and exhibitions.

**Partnerships:** Establish partnerships with local businesses, organizations, and government agencies to promote the program and its objectives while collaborating with local businesses to sponsor events and exhibitions, as well as with the City of Austin to secure funding and support.



# INSTAGRAM SOCIAL MEDIA WE AVERAGE 1,500 - 10,000 VIEWS PER REEL!



# Artist Selection Process

## Design + Theme Considerations

### Define

Define the project goals: Clearly articulate the objectives of the art installation, such as promoting community engagement, raising awareness, or providing a platform for self-expression.

### Engage

Engage stakeholders: Consult with local community members, organizations, and individuals experiencing homelessness to gather their input and understand their needs. Their perspectives can help shape the project and ensure it is respectful and inclusive.

### Develop

Develop selection criteria: Establish criteria that artists must meet, such as relevant experience, artistic merit, ability to engage with the community, and sensitivity to the subject matter. Ensure that the criteria reflect the goals and values of the project.

### Publicize

Call for submissions: Publicize an open call for artists to submit their proposals. Reach out to diverse artist networks, local art organizations, and social service agencies to ensure a wide range of artists are aware of the opportunity.

### Review

Review and shortlist: Assemble a selection committee comprising representatives from the community, art professionals, and individuals with lived experience of homelessness. Review the submitted proposals, evaluate them against the established criteria, and create a shortlist of artists.

### Organize

Engage the community: Organize a public exhibition or presentation where shortlisted artists can showcase their proposals. Encourage community members, including those experiencing homelessness, to provide feedback and express their preferences.

### Select

Final selection: Consider the feedback received from the community when making the final decision. Select the artist(s) whose proposal aligns best with the project's objectives and resonates with the community.

### Implement

Contract and implementation: Once the artist(s) is selected, finalize the contractual agreements detailing the scope of work, budget, timelines, and any other relevant aspects. Collaborate closely with the artist(s) throughout the installation process to ensure their vision is realized.

Artists - working list for inquiry - Samara, Carmen, Candy, Wade, Niz, Amado, Mando, Will Hatch, Ruben, Reji, Britt, Efren, Xavier Alvarado, Mila Sketch, Dwight White, Rex Hamilton, Gabriel Portillo, Saint Bode, Jaime Prado, Tobar, Ernesto Hernandez, Hope Hummingbird, Xavier Schapani, Rahkee Jain, Jacob Guzman, Riches Art, Creative Action, ZuZu, Sade

# The Mosaic Workshop

- >>Community Engagement
- >>Waste Redirection
- >>Creative Economy / Skilled Trades Job Training
- >>Landmark Murals & Public Art

Over the past five years, the Mosaic Workshop, founded by artists J Muzacz and Carmen Rangel, has produced nearly a half dozen murals of hundreds of square feet in size, open and accessible to the public, as well as 36 and counting Legends portraits depicting notable and important, yet often underrepresented, female leaders of color.

The Mosaic Workshop was started with a small community initiative grant from the City of Austin, allowing artists to open up their studios for free workshops to the community for anyone who wanted to attend. Over 8 weeks, dozens of people came and learned the basics of mosaic art making and took part in the conversation and work that eventually led to the installation of The Grey Ghost mural, pictured here to the right, and established a new arts business model and creative hub in the community.

One exciting and important aspect of mosaic art is that it is excellent for repurposing broken tiles, glass, and mirrors, redirecting what would otherwise become waste into a positive celebration of community and a chance to make art collectively, strengthening bonds and beautifying our shared spaces.

THE  
**MOSAIC**  
WORKSHOP



The Workshop already receives material donations from individuals, as well as multiple tile shops around town. However, we bottleneck at the potential to create more community-centered murals and place-keeping landmarks due to restrictions on walls, time for our small team to complete, and lack of funding for paying the lead artisans, project managers, and expert installers necessary for projects to run smoothly.

# Solution

# Tentative Timeline

01

Phase

## Jan-Mar 2024

Proposal preparation and Refinement. City Council approval and City contracting.

02

Phase

## Summer 2024

Recruitment of participants, training workshops, etc. (including marketing, community engagement, grant writing workshops for groups/individuals).

03

Phase

## Fall 2024

Part I: Implementation of the Pilot project (Austin Library Parking Garage) (maybe have additional public art projects, i.e., UT, Lamar Underpass, or Millennium).

04

Phase

## Fall 2024

Training, workshops, etc. (including marketing, community engagement, grant writing workshops for groups/individuals).

05

Phase

## Winter 2024

Part II: Implementation of the Pilot project (Austin Library Parking Garage; maybe have additional public art projects, i.e., UT, Millennium).

06

Phase

## Spring 2025

Celebration and unveiling of the art and the incredible journey!



# Art for All

## What makes this solution shine?



1. Empowerment and Self-Expression: Art can serve as a powerful tool for self-expression, empowerment, and healing. Engaging individuals experiencing homelessness in artistic activities can provide them with a sense of purpose, boost self-esteem, and help them develop new skills. It can also provide a platform for their voices to be heard and their stories to be shared, fostering empathy and understanding within the community.

2. Community Building: The program can create opportunities for individuals experiencing homelessness to connect with one another and with the broader community. Collaborative art projects, workshops, and exhibitions can facilitate social interactions, reduce isolation, and build a sense of belonging. By fostering a supportive and inclusive artistic community, the program can help individuals develop relationships and access additional resources and support.

3. Awareness and Advocacy: Art has the power to raise awareness and challenge societal perceptions. Through art exhibitions and public installations, the program can shed light on the realities of homelessness, challenge stereotypes, and inspire empathy and action.



By engaging the wider community in artistic experiences centered around homelessness, the program can facilitate important conversations and encourage advocacy for systemic change.

It is worth noting that while the Art and Unhoused Pilot Program can make a positive impact, addressing homelessness also requires collaborative efforts across various sectors, including affordable housing, healthcare, employment, and social services. A comprehensive approach that combines multiple strategies is essential to effectively tackle the complex issue of homelessness in Austin.



# The Austin Central Library

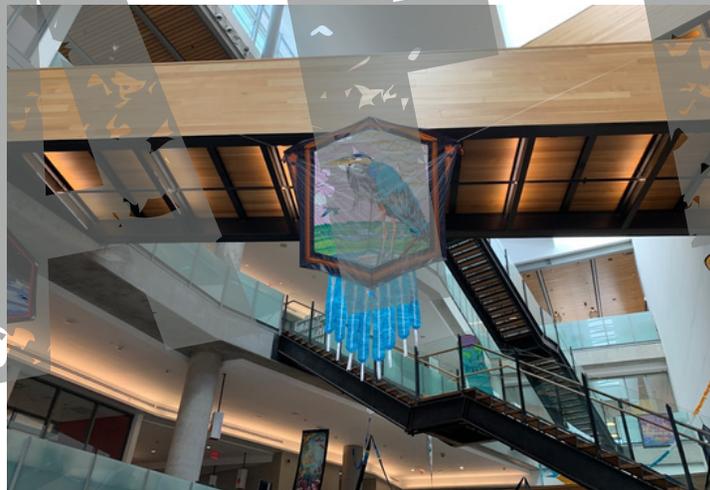
## Parking Garage Pilot-Canvas

The Austin Central Library features two levels of underground parking with 140 public parking spaces. The entrance is on West Avenue. The parking garage

Share a website and or other verbiage detailing an overview of the library and it's significance.



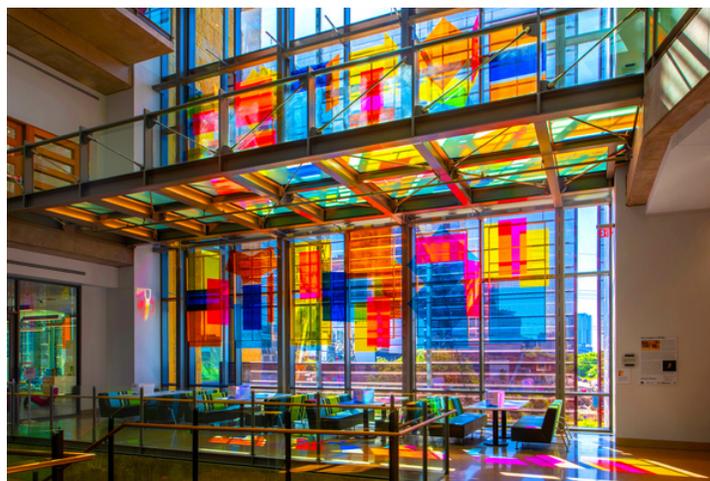
# The Austin Central Library at a Glance ...



“People experiencing poverty or homelessness constitute a significant portion of users in many libraries today and this population provides libraries with an important opportunity to change lives. As the numbers of poor children, adults, and families in America rises, so does the urgent need for libraries to effectively respond to their needs.

Access to library and information resources, services, and technologies is essential for all people, especially the economically disadvantaged, who may experience isolation, discrimination and prejudice or barriers to education, employment, and housing.”

- American Library Association



# The Austin Central Library

The Austin Public Library provides services to unhoused customers in and out of our libraries. Our libraries are public spaces that are open to anyone for any reason and we don't require people to explain why they are here. We do not have specific data on how many of the people who visit the Central Library are experiencing homelessness -- but we do know that, for that exact reason, the Library being one of the few truly "free" places where people can go without having to justify their presence, that people experiencing homelessness make up a large percentage of people in our libraries. The Central Library is the only library in downtown Austin, and it is a place where people experiencing homelessness in downtown are likely to go during the day.

The Austin Public Library's Community Services and Outreach team helps unhoused customers connect to services like healthcare/medical resources, housing support, employment, basic needs, and transportation both in our libraries and at outreach events. At the Central Library, staff coordinate the following services available to unhoused customers:

- Veterans Affairs - VA staff work out of a shared learning room at the Central Library every Friday to connect with unhoused customers who are eligible for veterans benefits and housing.
- The Challenger Street Newspaper reserves shared learning rooms at Central to create each monthly issue. This newspaper's mission is to, "...empower people in need with economic opportunity and have their viewpoints heard."
- Enhanced Library Cards are now available at Central for all customers. Unhoused customers benefit from having a supplemental form of identification to support their search for work, and securing housing and eligible benefits.
- The Homeless Outreach Street Team (HOST) visits the Central Library as needed to support unhoused customers in crisis.

# Phase I:

## P1 - Level Parking Garage

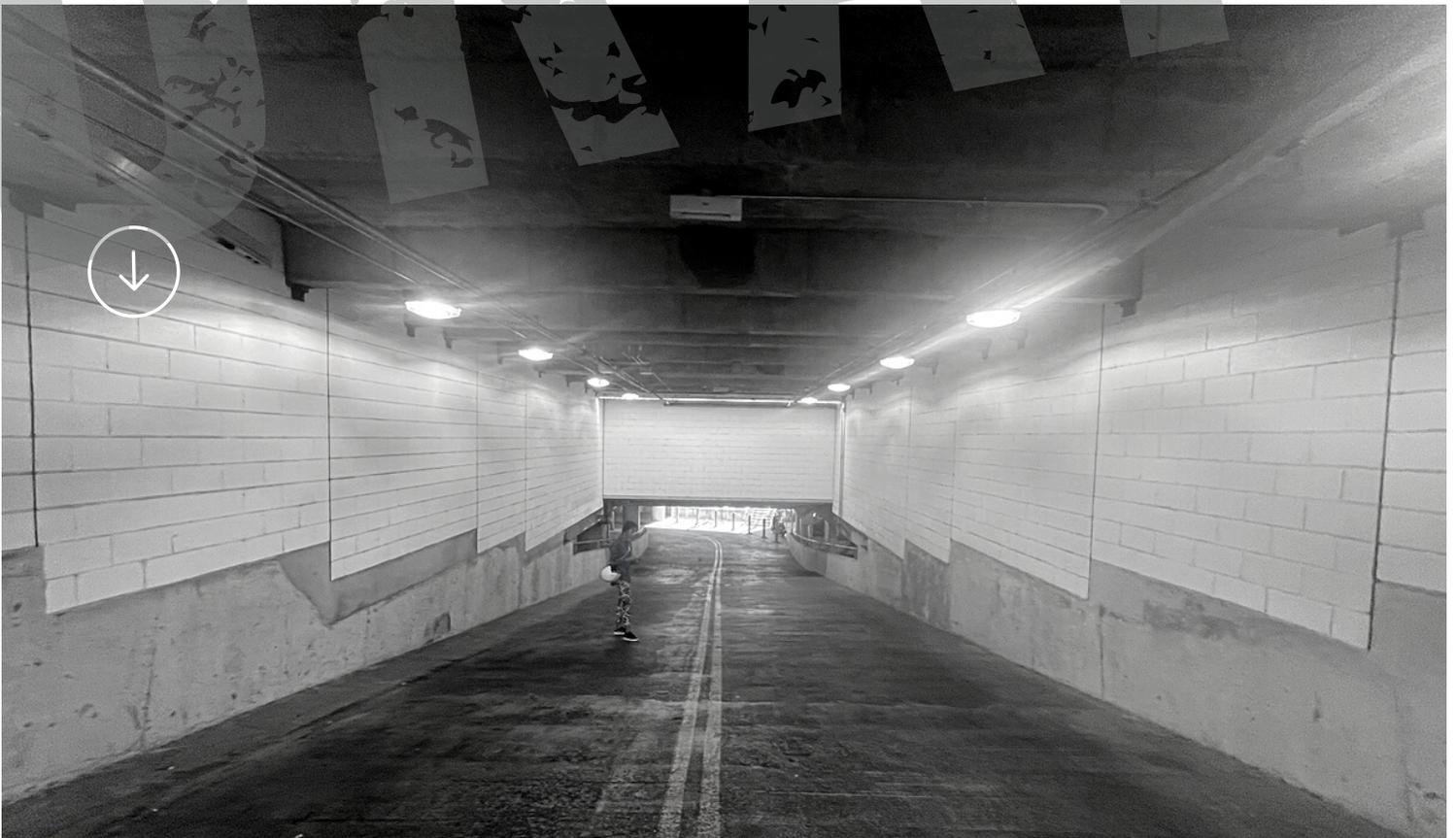
Phase I installations at the Central Library Parking Garage brings forth a world of exciting possibilities. By curating art on the plethora of blank wall spaces in addition to the concrete pillars, we have the opportunity to transform the library and make the garage the next iconic destination for mural art as well as a vibrant and visually engaging space that celebrates the diversity and creativity of Austin.



# Phase I:

## P1 Level - Installation Main Tunnel Entry |2024

Verbiage detailing the feature installation (the Main Tunnel Entry way) talk about the impact and the scale, dimensions, and possibility of an iconic presence.



# Phase I: P1 Level - Concrete Pillar Installation |2024

Detail Concrete Pillar Install, dimensions, how many pillars, cost estimate, etc...

**approximately 16 total Rectangular Pillars**



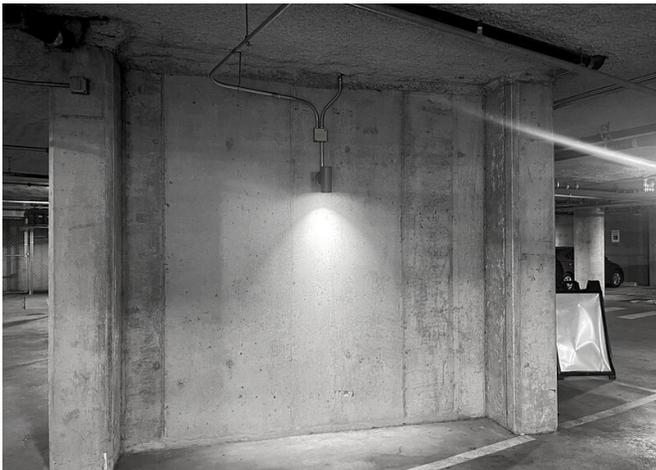
**approximately 24 total Circular Pillars**



# Phase I:

## P1 Level - Additional Canvas Options |2024

P1 - Level additional canvas options go into detail about cost estimate, dimensions, etc...



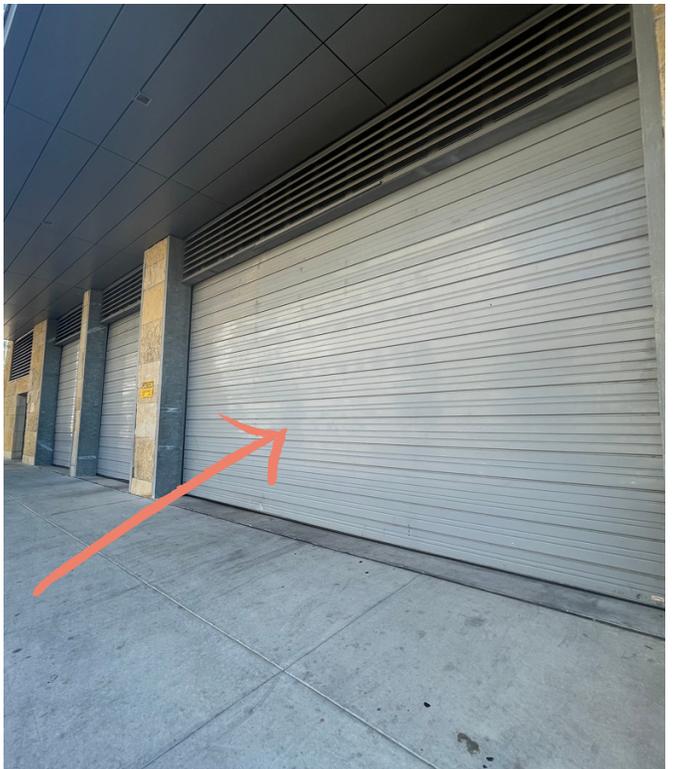
# Future Phases II, III:

**P2 - Level Parking | 2025**



**Central Library Outdoor | 2026**

**5th Street Lamar Underpass | 2026**



# Budget Investment



Department	Expenditure	Estimated Cost
Raasin in the Sun Admin	Program Ideation/Planning, legal, insurance, office supplies, utilities, and general expenses.	\$50,000.00
Dedicated Project Staffing	Program Manager, Director, Training Project Manager, Marketing Communications Coordinator, Book keeper, Engagement Events Coordinator	\$250,000.00
Creative/Artists Fees	Local Artists, Unhoused Creatives, Content Storytelling Creatives	\$450,000.00
Art Installations (equipment, Supplies/Materials)	P1 - Main Tunnel, P1 - Concrete Pillars, P1 - Additional Canvas Options	\$60,000.00
Outreach/Community Engagement Events	Workshops, Panels, Trainings, Events	\$40,000.00
Marketing/Promotions	print ads, social media content videography, photography publicity plan,	\$50,000.00
Contingency		\$30,000
Evaluation/Research	Evaluation/Research	\$20,000.00
One Year Maintenance Plan	Unexpected repairs, vandalism, or maintenance expenses, artists fees etc..	\$40,000
	<b>Total:</b>	<b>\$1,000,000.00</b>

# Milestone

## Payment Schedule



Payment Date	Details	Amount
Phase I: March 2024	First Payment	\$350,000.00
Contract execution, personnel/ Staffing, Content team, Marketing/Promotions, Community Engagement, Admin cost		
Phase II: August 2024	Second Payment	\$400,000.00
Program expenses, Artist Selection, Training/Workshops, Contract Artists/Creatives, Equipment		
Phase III: March 2025	Third Payment	\$150,000.00
Evaluation & Research, Complete Mural Art Installation, Unveiling Celebrations		
Phase IV: March 2026	One year Maintenance Plan	\$100,00.00
<b>Total:</b>		<b>1,000,000.00</b>

The budget for our unhoused pilot program is thoughtfully designed to maximize the impact of our efforts. With a focus on effectiveness and sustainability, the budget allocates resources for essential services, such as emergency shelter, food, and healthcare, to address the immediate needs of the unhoused population. Additionally, it supports innovative programs aimed at providing job training, mental health support, and pathways to stable housing, empowering individuals to rebuild their lives. We prioritize transparency and accountability, ensuring that every dollar is utilized efficiently to make a meaningful difference in the lives of those experiencing homelessness.

# Partners/Consultants

## ART for ALL Partners:

- ACCC - City of Austin
- City of Austin Economic Development
- City of Austin Central Library Staff
- The Mosaic Workshop

## Strategic Partners: (Existing possible partners Networking for connected local services)

- Downtown Austin Alliance
- Art From The Streets - studio assistance, gallery exhibitions
- Alchemy - ARCH - housing/temp shelter
- Community First Mobile Loaves - permanent housing
- Food - Central Texas Food Bank, seek local business daily meal sponsors
- Mental Health - ATX Recovery, harm reduction, substance abuse, etc.
- The Others Foundation (possible job developer)
- The Hungry Hill Foundation (possible job developer) -
- Caritas (possible job developer, mental)
- Mental Health organization or City department (possible to be there once a week or daily, and avenue for resources, peers on site)
- KIND Clinic
- Intergrel Care
- Austin independent School District (AISD)
- Capital A Housing

**Cultural Partners:** DAWA, Creative Action, Six Square, Urban League Austin, Latinitas, MAS Cultura, Mexic-Arte, La Pena Gallery, HAAM

**Consultants:** Mural Arts Philadelphia and SEPTA

# Metrics/Research

## How do we measure impact?

Metrics play a crucial role in evaluating the effectiveness and impact of any program, including an art and unhoused pilot program. Here are a few reasons why metrics are important for such a program:

1. **Accountability:** Metrics provide a way to measure the progress and outcomes of the pilot program. They help hold the program accountable to its goals and objectives, ensuring transparency and providing evidence of its impact.
2. **Performance Evaluation:** Metrics allow stakeholders to assess the program's performance and make informed decisions about resource allocation, program adjustments, and future planning. By tracking metrics, program administrators can identify areas of success and areas that need improvement.
3. **Evidence-Based Decision Making:** Metrics provide data-driven insights that enable decision-makers to evaluate the effectiveness of various program components. This helps in making informed decisions about where to invest resources, which strategies are working well, and which may need refinement.
4. **Program Optimization:** Metrics help identify strengths and weaknesses within the pilot program. By analyzing metrics, program managers can identify areas that require improvement or adjustments, allowing for continual optimization and refinement of the program's approach.
5. **Impact Assessment:** Metrics enable the assessment of the program's overall impact on the targeted population.



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# Thanks



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