MESA PROTOTYPING PROJECT

Phase 1 Evaluation Report
2019

MESA ARTS CENTER
INTERNATIONAL AWARD WINNING VENUE

COMMUNITY
ALLIANCE CONSULTING

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Executive Summary

The Mesa Prototyping Project seeks to build a strong network and relationships that can support greater civic, social and creative connectivity. The Prototyping Project place keeping goals include community relationship building, enhanced beauty and function of public spaces, and an increased sense of connection to one's community among residents. The project took a multifaceted approach to accomplishing the identified goals that included **community artist residencies**, supporting **second generation prototypes** selected from the 2017 festival, and organizing a **final community celebration** to wrap up Phase I of the 2019/20 project.

Several evaluation methods were employed, including different means of data collection and from a variety of sources to create a meaningful and balanced reflection of the project year's successes, strengths, challenges, and opportunities for improvement. Selected methods included surveys for artist and resident participants, a community walkabout assessment, key informant interviews, a prototype intercept survey, and a prototype observation count.

By and large, the Prototyping Project has been successful in reaching its goals this year. The project evaluation outcomes demonstrate the project was successful in laying the groundwork for connections between artists and low-income communities in Mesa, and the community at large. Through the process of the walkability assessment, new relationships were built between artists and community residents. Key informant interviews revealed the project was successful in building initial community relationships.

The project also fostered community problem-solving skills and initiated civic engagement in the arena of visualizing and testing design solutions seeking to enhance vibrancy in Mesa communities. The walkability assessment built the potential of community members to achieve creative goals. Prototype observations further demonstrated success in the area of enhanced community beauty and function. The Prototyping Project was successful in strengthening individuals' supportive network, and their sense of belonging in the Mesa community.

Moving forward, the Mesa Prototyping Project should build upon its progress and strengths and continue to engage community residents in artistic processes.
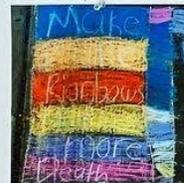
The Story

Background and Purpose

Mesa Arts Center is in the heart of downtown Mesa, which is undergoing rapid change, with Light Rail now connecting it to Tempe and Phoenix, innovative developers planning projects, new student housing, the forthcoming expansion of Arizona State University, and expanded arts activities/events. A relatively small, one square mile urban center, with a charming Main Street and many independent merchants, downtown Mesa is becoming known as quirky and creative, in contrast to a former reputation as conservative and boring. However, with this change comes a greater contrast between downtown and surrounding low-income neighborhoods, and concerns about possible gentrification and displacement. There is a clear divide between the amazing cultural resources in downtown and the very diverse low-income communities surrounding it; the intention of the Mesa Prototyping Project is to create opportunities that can use the arts to strengthen relationships and community ties, enable community-driven experimentation to address needs and opportunities, and to celebrate these residents and their cultures. This is where the Mesa Arts Center's journey into prototyping began.

Prototyping: (verb) to create and test an experimental model of a new idea or object.

The Mesa Prototyping Project seeks to build a strong network and relationships that can support greater civic, social and creative connectivity. In November 2017, Mesa Arts Center hosted the Main Street Prototyping Festival, an interactive community event centered in downtown Mesa. This event included two artist residencies in nearby neighborhoods, where artmaking workshops resulted in two final projects that were on display during the two-day festival alongside 20 artist-created prototypes. In 2018, the Arts Center was awarded a follow up grant to explore the second iteration of prototyping in Downtown Mesa. The 2019/20 Mesa Prototyping Project was planned in two phases. This report will focus on the results of the first phase of the 2019/20 Mesa Prototyping Project.

The Mesa Prototyping Project Placekeeping Goals included:

- *Community relationship building* - Creating relationships between local artists and low-income communities in Mesa.
- *Enhanced beauty and function of public spaces* - Expanding civic engagement and community problem-solving skills while testing design solutions seeking to enhance vibrancy in Mesa communities.

- *Increased sense of connection to one's community* - Strengthening and expanding the supportive network of individuals and their sense of belonging in the community.

The project took a multifaceted approach to accomplishing the identified goals that included **community artist residencies**, supporting **second generation prototypes** selected from the 2017 festival, and organizing a **final community celebration** to wrap up Phase I of the 2019/20 project.

Community Artist Residencies

The current Mesa Prototyping Project worked with surrounding neighborhoods by employing community-driven artists residencies who were asked to connect neighbors in exploring neighborhood needs, aspirations, and challenges. Resident artists did this through artmaking workshops and community walks where neighbors identified sites in their neighborhoods that would benefit from creative intervention to enhance safety, walkability, gathering spaces and other challenges. Sites that were identified during the neighborhood walks were then used for a Call for Ideas that invited people to submit and develop prototype proposals to be considered for ten selected locations. The selection and installation of the ten projects will be Phase II of the Mesa Prototyping Project.

Second Generation Prototypes

For the 2017 Main Street Prototyping Festival, twenty-two prototypes were designed and executed by local prototypers, including: artists, students, architects, engineers, and others. These prototypes were placed down Main Street with the support of Mesa Arts Center for a two-day event where the community was invited to interact and share their feedback on their experience. For the 2019/20 Mesa Prototyping Project, three of the original 22 projects were selected for second generation testing. The original projects were evaluated by a community panel and the MPP Task Force based on community feedback, feasibility for a two-month, unattended installation, and potential for longer-term opportunities. The selected projects were given a larger budget and asked to consider lessons from their experience during the 2017 festival before building and installing these second-generation projects in downtown Mesa for a two-month period.

Final Community Celebration

Prototyping in public spaces invites the community as a whole to dream and design possible solutions to meet the needs of the community and make Mesa

more vibrant. Phase I of the MPP culminated in a one-day event in April to celebrate the residency work generated and highlight the final days of the second-generation prototypes. This event featured the final product of the artmaking workshops in each of the residency neighborhoods, live music, food from a local restaurant, and hands-on activities provided by the community garden, local artists, and the Arts Center. The event was focused on celebrating the community, and successfully accomplished this as evidenced by the diverse attendance and the vibrant and festive experience created.

Evaluation Methods

The Mesa Arts Center (MAC) contracted with Community Alliance Consulting to evaluate the Prototyping project. MAC has an ongoing relationship with this agency, and this is the third year that Community Alliance Consulting (CAC) is supporting the Prototyping project as an evaluator. This longevity in methods and program approach creates a greater opportunity for valid, consistent program measurement over time.

Several different evaluation methods were proposed for the 2018 - 2019 Prototyping project year. Using different means of data collection (survey versus conversation) from different sources (program participants as well as staff) creates a more meaningful and balanced reflection of the project year's successes, strengths, challenges, and opportunities for improvement.

Community Residencies

- ◈ Survey for artist and community resident participants - Resident and community member participants were to complete a survey at the beginning and end of the residency program. The survey featured questions pertaining to perceptions of MAC, Artspace, and the City of Mesa. The survey also explored whether participants experienced new opportunities for neighborhood engagement, forming new relationships, and creative expression. The survey also captured demographic information.

- ◈ Community walkabout assessment - A basic assessment tool was applied by artist/community member teams during neighborhood walkabouts. The tool was based on validated models and adapted and simplified to fit the needs of the residency. To view the walkabout assessment tool, please see Appendix A.

◈ Key informant interviews with community leaders - CAC performed post-program interviews with community leaders engaged in the process to determine the project's impact on the surrounding community.

Second-generation prototype testing

◈ **Intercept survey -** An intercept survey was delivered onsite at the Prototype locations, during both high traffic and average to low traffic times. Community members were asked about their engagement with the prototype, their reason for being present on location, and their personal sense of connection to the city of Mesa. The survey also captured demographic information.

◈ **Community observation count -** Observers visited each of the three second-generation prototypes during both high traffic and average to low traffic times. They recorded the number of people performing specific behaviors such as pedestrian posture, activity, and/or interaction with the prototype.

The Residencies

Community-driven artist-led residencies connected neighbors and neighborhood through exploring neighborhood needs, aspirations, and challenges. Resident artists facilitated artmaking workshops and community walks where neighbors identified sites in their neighborhoods that would benefit from creative intervention to enhance safety, walkability, gathering spaces and other challenges. Sites identified during the neighborhood walks were used as a basis for community members to submit and develop prototype proposals for consideration in ten selected locations. The selection and installation of the ten projects will be Phase II of the Mesa Prototyping Project.

There are three evaluative aspects to the residencies: the participant survey, the walkabout assessment, and the key informant interviews.

Participant Survey

Pre and post participant surveys were designed for the community artist residency to measure program outcomes. Program staff, artist team, and evaluators successfully deployed pre-surveys. Post-surveys were not unilaterally implemented, due to administrative challenges. This is further discussed in the Recommendations section of including quality improvement suggestions. Pre-survey responses are presented below. Residency participants were the same group of individuals who conducted the neighborhood walkabout assessments for prototype installation and visioning community improvements.

Participant Demographics

There were 64 pre-surveys administered, and four post-surveys collected. For this reason, this report will focus pre-survey findings. Most surveys (96.9%, n=62) were taken in English, and the remaining two in Spanish.

Sixty participants respondent to the question asking them to identify their role in the project. Forty participants (66.7%), or two thirds, self-identified as community members. Fifteen (25.0%) self-selected as artists. There was a small amount of overlap, with three participants identifying as both community members and artists. Via the "other" responses, surveys revealed three respondents were Mesa Prototyping Project task force members and two "Mesa" employees. Other write-in responses include "after school program," "student," and "architect".

Participant Age Breakdown
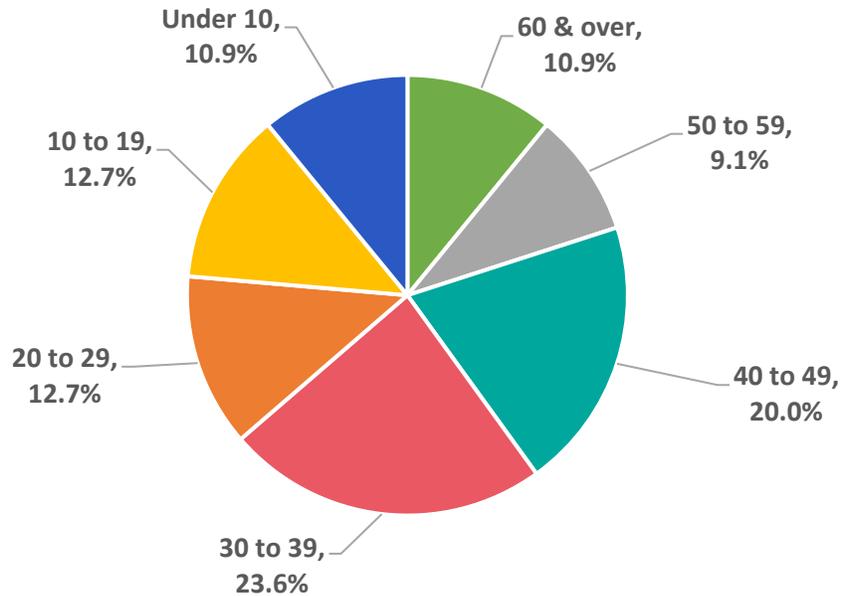
Fifty-five participants provided their age, which ranged from five to 72 years old. The average participant age was 35.3 years old. Participant age is shown in the chart on the previous page by increments of 10 years. Nearly half of all participants were between the ages of 30 and 49.

Fifty participants opted to provide their residential zip code. All participants were from the Valley. Most participants came from Mesa. Gilbert, Guadalupe, and Phoenix were also included. The charts and graphics below depict the participants' zip codes of origin.

Participants by City

Gilbert, 4.0% (n=2)

Guadalupe, 4.0% (n=2)

Phoenix, 6.0% (n=3)

Mesa, 86.0% (n=43)
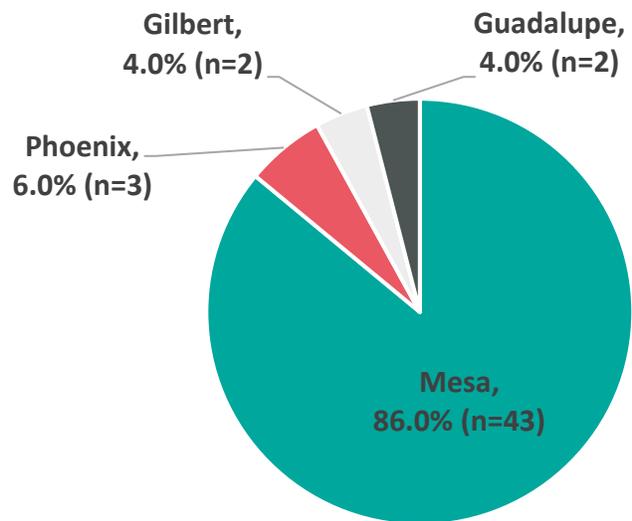
Participants by Zip Code

Frequency

22

11.5

1
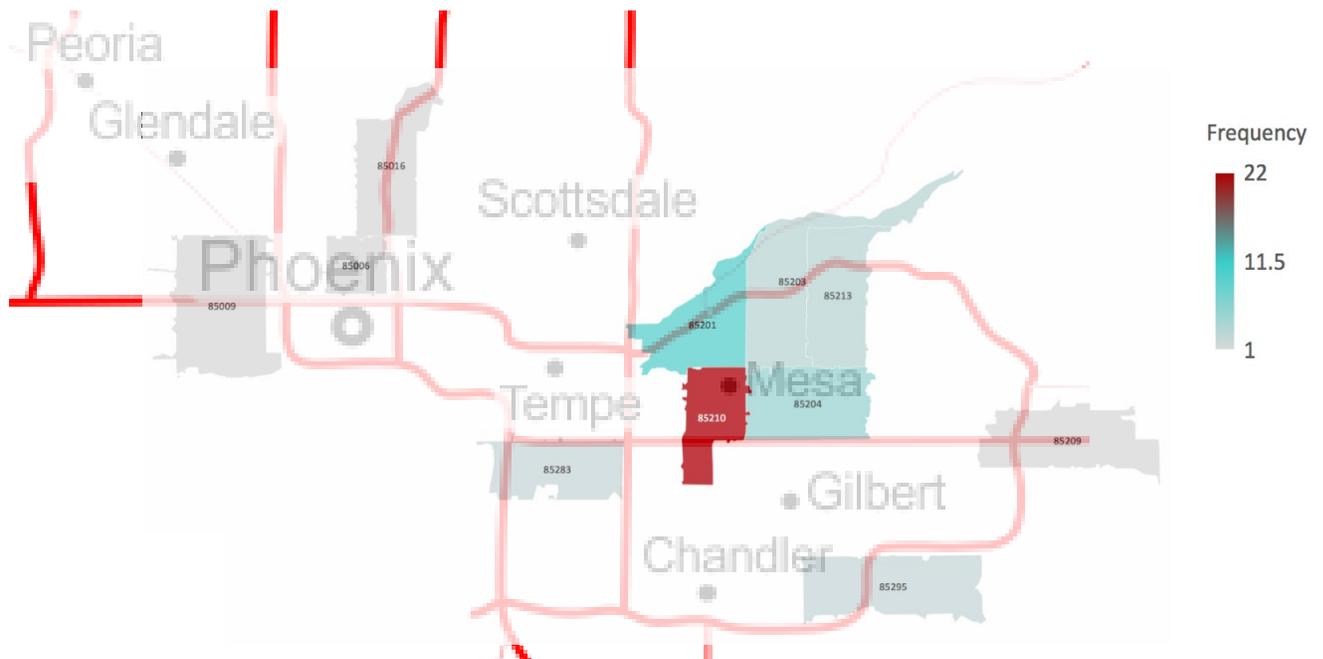
Fifty-six respondents provided their gender. Over half were female (68.4%, n=39), 22.8% male (n=13) and 7.0% non-binary (n=4). Fifty participants responded to a question about Hispanic ethnicity; 38.0% (n=19) identified as Hispanic or Latinx. Participants were also asked to select their race, and 39 participants chose to

respond. They were able to select as many categories as applied. The most frequently cited race was White or Caucasian (66.7%, n=26), followed by Black or African American (10.4%, n=4), three respondents Asian or Asian American, and one American Indian or Alaska Native.

Participant Baseline Perceptions

Participants were asked to provide their level of agreement with a series of value statements, focused on both the community and personal levels.

Survey results reveal participant perceptions of local municipal institutions are generally positive. The vast majority (90.4%) indicated a sense of belonging in the Mesa community. Similarly, 86.9% felt Mesa is a friendly city. The survey inquired whether the Mesa Arts Center was open to everyone; 81.3% agreed, leaving some room for growth. Future survey instruments open to the public could potentially explore the reasons why this level of agreement was not higher through open-ended questions. The following graphics depict artist residency participant perceptions related to the community.

I Belong in the Mesa community

Agree a LOT	Agree	Unsure	A little	Do not agree
55.6%	34.9%	4.8%	4.8%	0.0%

Mesa is a friendly city

- Agree a LOT: 31.2%
- Agree: 55.7%
- Unsure: 9.8%
- A little: 3.3%
- Do not agree: 0.0%
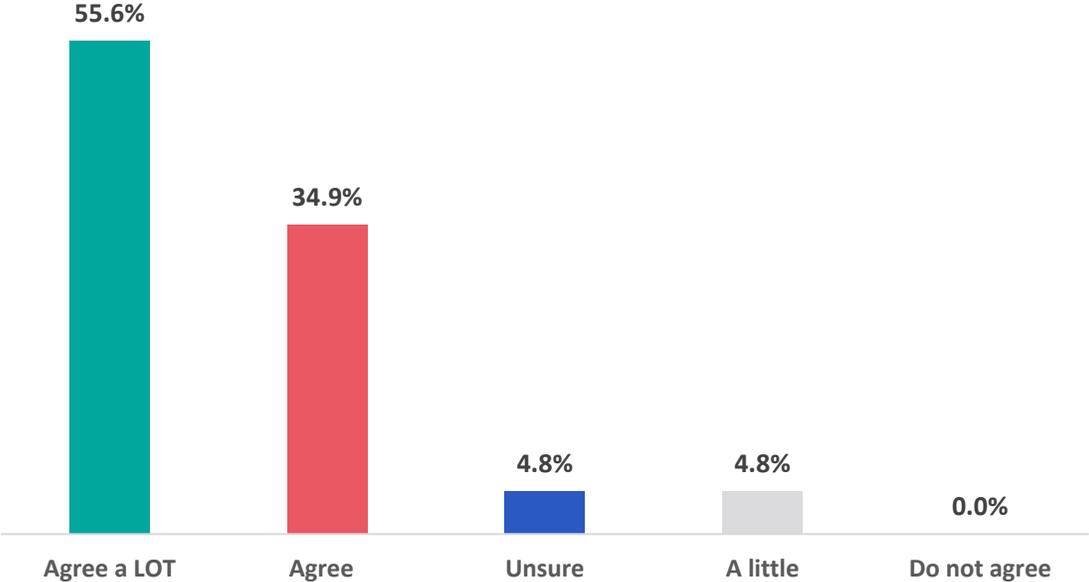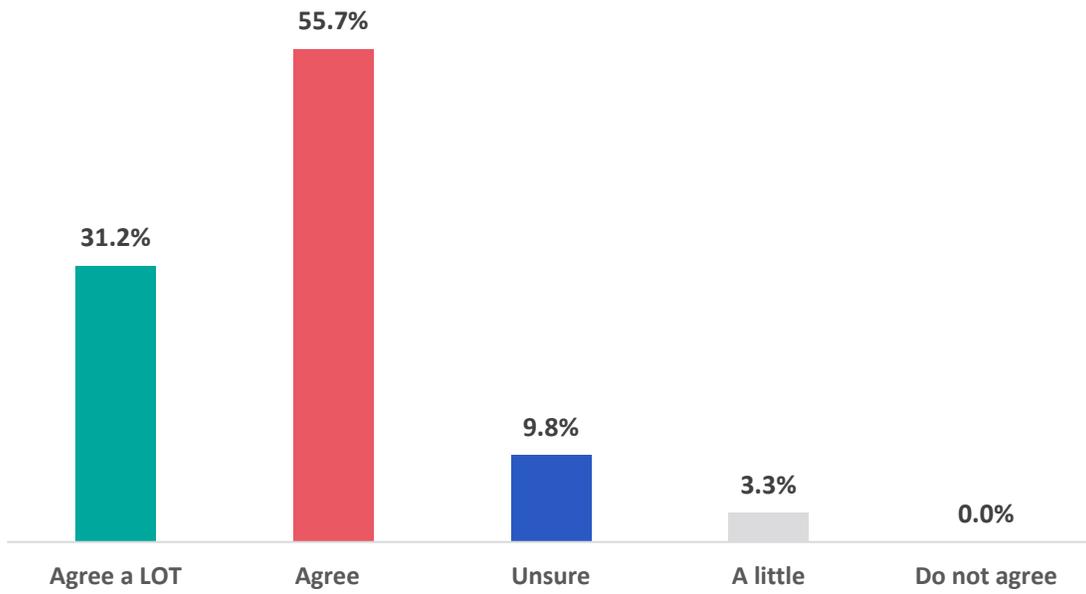
The Mesa Arts Center is Open to Everyone

- Agree a LOT: 42.2%
- Agree: 39.1%
- Unsure: 17.2%
- A little: 0.0%
- Do not agree: 1.7%
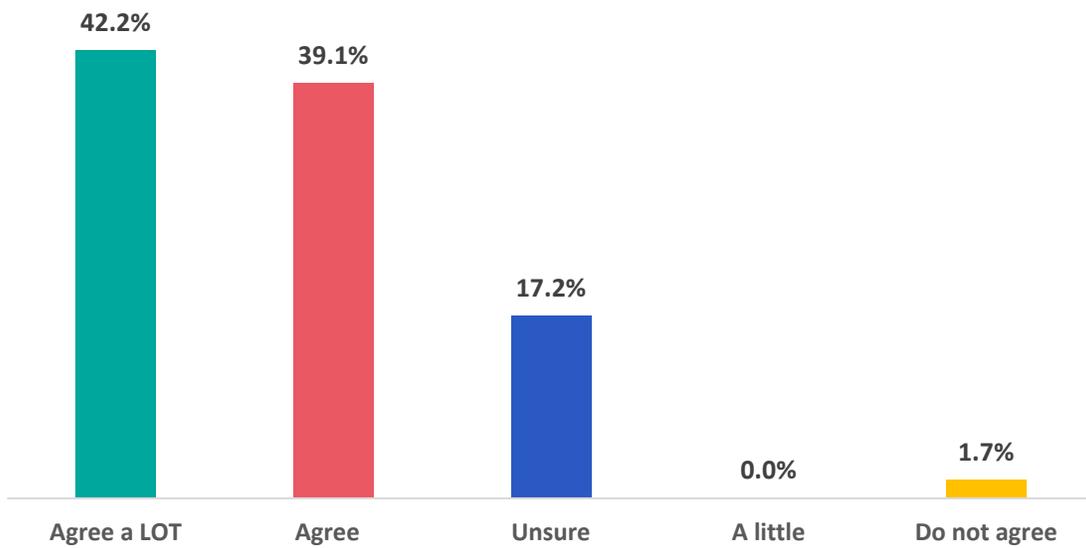
The artist residency pre-surveys demonstrated participants were beginning the program with a reasonable amount of confidence. The majority (87.5%) reported they were able to express themselves creatively. An even greater proportion (90.6%) felt they had the ability to impact their community. A little more than half (60.3%) reported they had worked with artists in the Mesa community before, leaving ample room for opportunity among participants to foster new connections. The following graphs depict participants' level of agreement with personal statements.

I am able to express myself creatively

Agree a LOT	Agree	Unsure	A little	Do not agree
37.5%	50.0%	7.8%	4.7%	0.0%
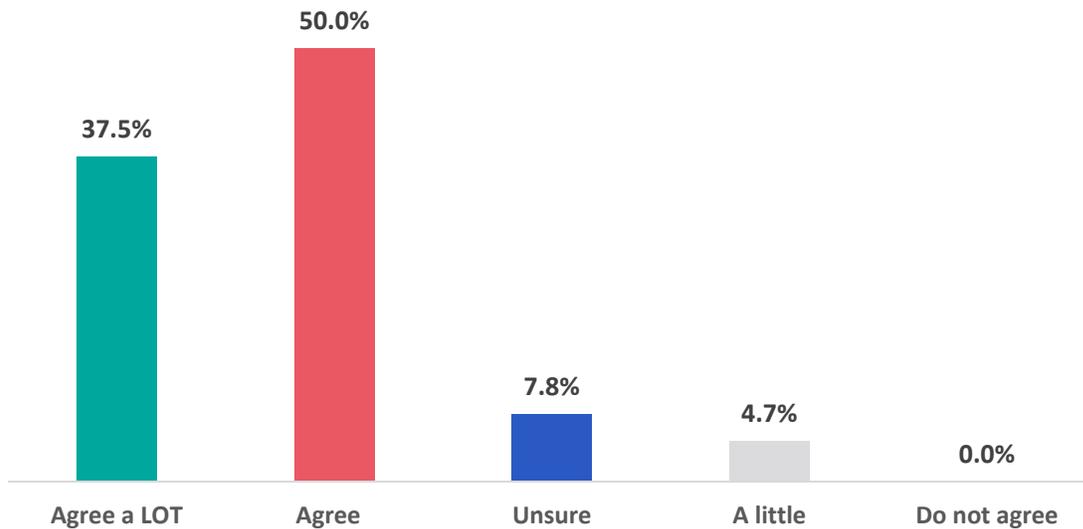
I am able to impact the community

Agree a LOT	Agree	Unsure	A little	Do not agree
40.6%	50.0%	6.3%	1.6%	1.6%
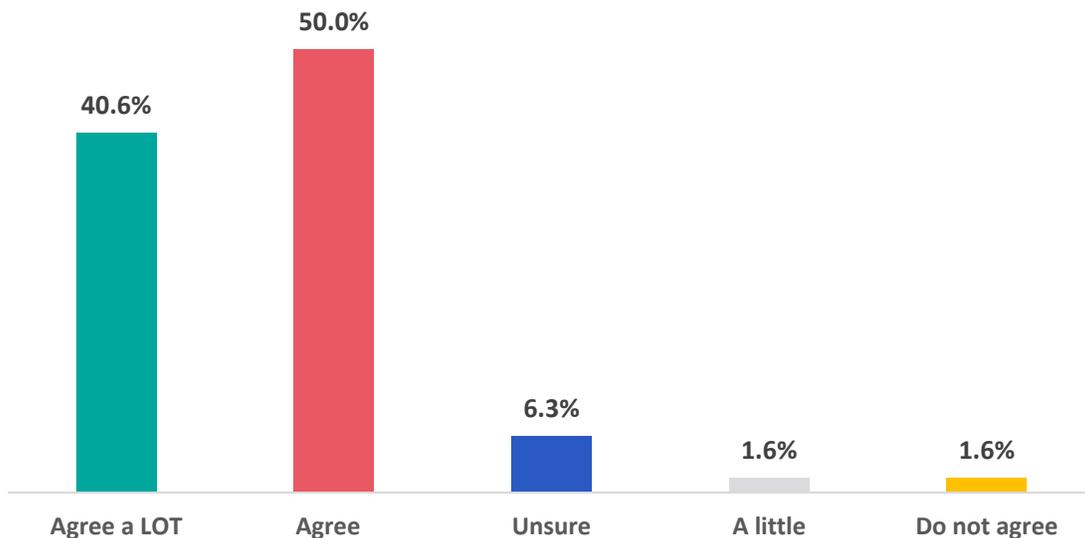
I have interacted with a lot of artists in the Mesa community

Agree a LOT	Agree	Unsure	A little	Do not agree
20.6%	39.7%	7.9%	20.6%	11.1%
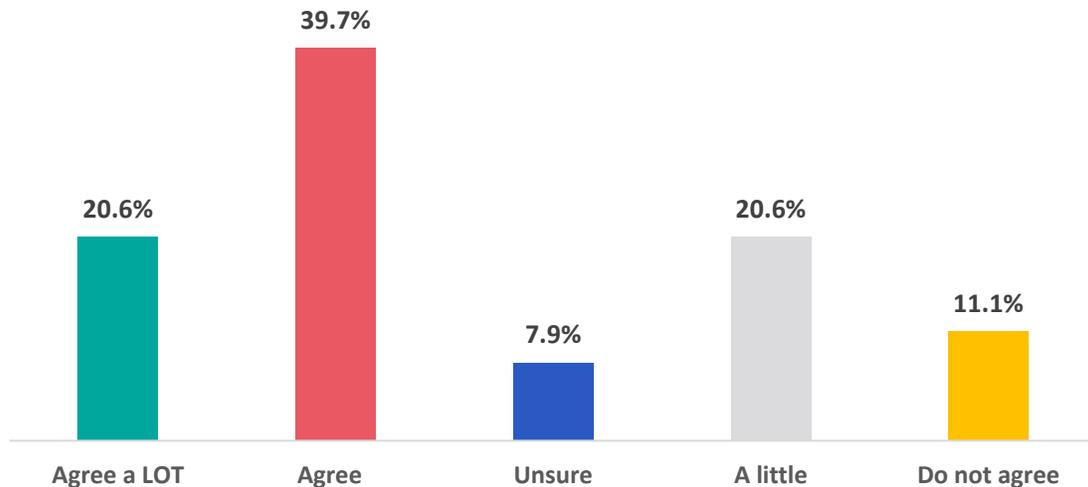
Participant Post Survey

There were four responses collected from the post-survey. While this sample size does not allow for statistical analysis or comparison to the pre-survey, there are insights to be garnered from the post-survey.

Of the four responses, two agreed the program connected them to new people they were glad to meet, while two agreed "a little." Two respondents felt the program helped them do creative projects they'd have not been able to do otherwise. One wasn't sure, and one agreed "a little." Participants were asked if the teaching artist treated them with respect; one agreed a lot, one agreed, one was unsure and one respondent said that no, they did not agree that they were treated with respect.

Participants were asked what they thought was the best part of the Prototyping project:

◈ Last year - free library - Mesa women's club
◈ Multiple availability of days; amazing team and event
◈ The community
◈ Write to prompt, at different locations

Participants were also asked how the Prototyping Project could be improved:

◈ I loved it
◈ Maps to locate installations
◈ More time slots/options. I was unable to participate in the visual-arts-making part of the project, as none of the sessions worked with my schedule. More neighborhood walks. At the same time, make sure participants know in advance that they're expected to give feedback about improvements, which was only made clear when we got to the walk. More local community participation. There were very few participants when I attended.

One respondent, who self-identified as an artist, felt the teaching artist was unempathetic, and his presence could potentially affect their decision to participate in future Prototyping Project opportunities.

When asked to rate the quality of the sessions attended, one participant selected "excellent," one "very good," and two "good." When asked how well the experience met their expectations, one participant selected "excellent," one "very good," one "good," and one selected "fair." When asked about their level of satisfaction with customer service, one participant selected "excellent," one "very good," and two "good." All participants reported they'd be likely to participate in future Prototyping Project opportunities (two "very likely," two "likely").

Community Walkabout Assessment

A component of the Artist Residency was the community walkabout assessment. The assessments, custom created for MAC, were based on public health best practice and led by community leaders. Both the artists and residents participated in the self-administered assessments. The walkabouts took place during the winter and spring of 2019. The purpose was to assess neighborhood locations to determine prospective prototype installation locations and ideas. Participants rated their level of perceived beauty, comfort, and safety, and the likelihood to serve as a natural gathering spot. The stops were determined by participant suggestion during the walk. Participants ranked each domain (beauty, comfort, safety, gathering) for each stop on their walk from 1 to 5. A number closer to **1 indicates a lower level of need**, and **5 indicates the highest level of need**.

Walkabout Assessment Scores

The table below displays findings by site including the number of assessments completed, a score in each domain, and a site average score. It is important to note the number of site reviewers is not related to the site's importance, but rather the number of people who happened to be present. Locations are shown alphabetically. Eleven locations, listed below, are displayed with their respective level of need from 1 to 5. For the full report and assessment tool, please see Appendix A.

SITE	#	Beauty	Comfort	Safety	Gathering	Average
1st Ave between Pomeroy and Hibbert	22	3.59	3.59	3.44	3.91	3.64
3rd Ave and Pomeroy	2	4.50	3.50	4.00	4.50	4.13
Bellview and Broadway	19	3.67	2.72	2.74	3.83	3.24
Broadway between Pioneer and Lesueur	8	4.88	4.38	4.25	4.75	4.56
Hibbert between 1st and 2nd Ave	30	4.03	2.91	2.83	4.05	3.52
Hobson and Marilyn	7	3.60	3.86	4.00	4.33	3.95
Marilyn between Bellview and Horne	15	3.94	3.8	3.67	3.80	3.80
Pomeroy between 1st and 2nd Ave	26	4.27	4.27	4.08	4.50	4.28
Sirrine and 1st Ave	5	4.40	3.80	3.20	4.60	4.00
Sirrine and 2nd Ave	3	4.33	3.00	2.33	4.33	3.50
Spencer and Dolphin	9	3.33	3.56	3.44	3.56	3.47

Walkabout Visioning

Participants were asked about creative ideas involving art installations that could improve the beauty, comfort, safety, and social environment of selected locations. Highlights are shown below for the aggregated sites selected by MAC. For a full list of ideas by location, please see Appendix A.

According to participants, the area of Pomeroy between 1st and 2nd avenues needs shade, seating, and beautification through art. Assessors felt the area could benefit from street narrowing and traffic calming. Bike lanes and sidewalks were also mentioned.

"Something creative on the fencing" - near Sirrine & 1st Ave

"Offer people places to rest and generate electricity."
- near Pomeroy & 2nd Ave

In the area of Hibbert between 1st and 2nd avenues, participants felt the Artspace main entry area needed shade, desert landscaping, and general beautification to make it more welcoming. Wayfinding areas were suggested to raise residents' awareness of the Artspace venue. More trees and trimming of existing trees was noted. More crosswalks were requested in the general area.

"Plants for visual pleasure, possibly shading, also, solar panels; this would improve the site because: The plants would absorb some heat and offer shade, perhaps helping to lower the cost the nearby residents' cooling costs." - near Hibbert, 1st Ave & 2nd Ave

The area of Bellview and Broadway was cited as in desperate need of a crosswalk. Respondents also suggested more foliage in the area.

In the area of Broadway, between Pioneer and Lesueur, participants signaled the need of a dire clean up, and felt local businesses should be responsible for the charge.

> **"Hard to see, a lot of cars parked here, cars go fast thru here"** - near Hobson & Marilyn

Marilyn between Bellview and Horne needed streetlights, as it's an area of children crossing. The area was also observed as needing a lot of clean up.

> **"Art is behind the fence [at the Mesa Urban Garden]. It raises the question who the art is for."** - near 1st Ave, Pomeroy, and Hibbert

Near the area of 1st avenue and Sirrine, walkabout participants suggested that the Mesa Arts Center could construct artistic, colorful signage that could dually serve as a shade structure.

The large open area near Spencer and Dolphin was cited as the perfect place for a community pool. Respondents also signaled the need for a general clean up and tree trimming.

> **"This neglected street needs any love and attention we can get"** - near Pomeroy between 1st & 2nd Ave

> **"Creative signage welcoming south neighbors to the arts center."** - near Sirrine & 1st Ave

Key Informant Interviews

In May 2019, CAC evaluators performed post-program interviews with community leaders to determine the project's impact on the surrounding community. The interviewees held multiple roles within the project including funder, community resident, and steering committee member. Common themes from the interviews are presented below by successes, challenges, and lessons learned.

Successes
Community Walkabout Assessments
- The Prototyping project engaged and connected people who would not have otherwise met.
- The walkabouts changed the way people saw their community: "People started to really see their surroundings."
- Discrepancies and inequities were recognized by residents. "How come this side of the street look[s] like that?" Residents pointed out aesthetic differences between the MAC entrance on the neighborhood side, which is unpleasant and unshaded, and the business and church side which is more attractive and shaded.
- Interaction between artists and residents was authentic. In most cases, residents were not intimidated to engage with artists.
- One artist had a strong history of community engagement and was able to ensure inclusion by residents of color.
- Neighbors, who do not identify as artists themselves, felt empowered to do something and make changes in the community (such as trimming a tree).
- Resident-led changes may happen outside the project. "I think people will do things outside of the festival."
- Walks were solution-oriented and "New perspectives were gained by going out in a group."

Celebration Event
- This event was attended and brought people together.

Activities Consistent with Grant Vision
- Project activities were able to maintain fidelity to the model included in the grant application. The prototypes are being made to address a community perceived challenge or deficit.

Challenges
- Some residents felt they needed more information about what Mesa Arts Center and the City of Mesa were willing to do to address the issues they discovered.

- Resident participation was not consistent. Artists may need more training and guidance on how to engage the community and recruit community participants.
- There was a perception among interviewees that Spanish translation was not consistently offered in the scope of this project.
- Best practice for community engagement suggests very limited participation from staff. If staff are community residents, a separate opportunity for content contribution should be available privately to the cohort of staff-residents, so as not to confuse or intimidate non-affiliated residents who wish to participate.

Lessons Learned
- Walks were particularly well attended in the area of town where the Nature Conservancy had previously facilitated community-based organization and assessment.
- Residents and artists were uncomfortable at first, but were able to push past it and authentically interact with one another
- The walks encouraged awareness and a sense of belonging, but ownership and pride will take longer, beyond the scope of one project.
- The timing is right to bring this work to the community and have these conversations. The project has built on previous community engagement of projects such as the first Main Street Prototyping Festival and Street Pianos. This project is movement towards the goal of more inclusion and involves "trust building that needs to happen with these communities."
- Door to door invitations were more successful than social media and website promotions when it came to community engagement.
- Ideas for how to increase the safety and comfort of their neighborhoods were the highest priority for community members.

Recommendations:
- Activities and engagement can be reframed and supported through an equity-focused lens. "These efforts [of equity and inclusion] are huge for Mesa...but we still have a way to go."
- Train artists on how to engage the community and build on previous trainings such as the creative placemaking.
- "Be more specific and emphatic about how to do outreach" for artists. Include door to door outreach target numbers and make sure artists are accountable. Target community members who do not traditionally see themselves as artists, such as welders, carpenters and house painters. Encourage creativity when it comes to engagement, even if that means the group meets at someone's house.

- Help artists see their role as adding a creative view or approach to placemaking and bringing the community together. The work is not purely artmaking but should include authentic engagement and problem solving.
- Conduct Task Force meetings on days and times that allow for wider community participation, including evenings and weekends.
- Continue with professional outside evaluation for the continued opportunity to see the project and outcomes from an outside, objective lens.
- Professional translation services should be consistently included in every budget. If that is not feasible, secure volunteer professional translation services before the project launch in case other plans do not pan out.

<u>The Second-Generation Prototypes</u>

For the 2017 Main Street Prototyping Festival, twenty-two prototypes were designed and executed by local prototypers, including: artists, students, architects, engineers, and others. These prototypes were placed down Main Street with the support of Mesa Arts Center for a two-day event where the community was invited to interact and share their feedback on their experience. For the 2019/20 Mesa Prototyping Project, three of the original 22 projects were selected for second generation testing. The original projects were evaluated by a community panel and the MPP Task Force based on community feedback, feasibility for a two-month, unattended installation, and potential for longer-term opportunities. The selected projects were given a larger budget and asked to consider lessons from their experience during the 2017 festival before building and installing these second-generation projects in downtown Mesa for a two-month period.

The evaluation aspects of this program that pertain to the second gen prototypes include the Intercept Survey and Prototype Observations.

Intercept Survey

A small selection of three Main Street Prototyping Festival participants were invited to create a second-generation prototype. The selected second-generation prototypes were Car Tunes at Mesa Arts Center, Inter_PLAY at D-Lab Alley, and Mega Messa at Heat Sync Labs. During the prototypes' street exhibition, several bystander intercept survey periods were scheduled. This survey was designed to discover more about people's interaction, perception, and reaction to the second-generation prototypes.

Intercept Participant Demographics

Fifteen intercept surveys were administered, all in the English language. Surveyors were prepared to also administer surveys in Spanish, if needed.

Survey respondents ranged in age from the teenage years through middle age. The youngest respondent was fifteen, and the oldest 44. Respondent ages were split rather equitably, with four (26.7%) from the 15 to 24 category, six (40.0%) in the 25 to 34 category, and the remaining five (33.3%) in the 35 to 44 category.

Two respondents identified as a person with a disability.

Nine of the fifteen respondents were from Mesa, according to the zip codes provided. One respondent lived nearby in Tempe. Another respondent lived in

Casa Grande. Four respondents were tourists from out of state; two from Bloomfield, New Mexico (near Chaco Canyon) and two from Brentwood, Maryland (near Washington D.C.).

Thirteen of the fifteen respondents were female. One selected male, and one self-described as nonbinary.

Respondents were asked to describe their race and/or ethnicity, by selecting as many categories as applied. Fourteen respondents opted to participant in this question. The most frequently chosen category was white (78.6%), selected by eleven respondents. Two participants selected Hispanic or Latinx, and one as American Indian or Alaska Native.

Intercept Participant Survey Response

Participants were asked what brought them to the area the day they encountered the prototype. The most commonly cited response (nine of fifteen respondents) was that they lived nearby. Six respondents (just under half) were in downtown Mesa for shopping. Participants were permitted to select more than one response. The following table summarizes participant responses.

Reason for being present

| Category	Percentage
Live nearby	60.0%
Shopping	40.0%
Passing through	20.0%
Enterainment	20.0%
Prototype	20.0%
Meet friends	13.3%
Dining	13.3%
Errand	6.7%
Work nearby	6.7%
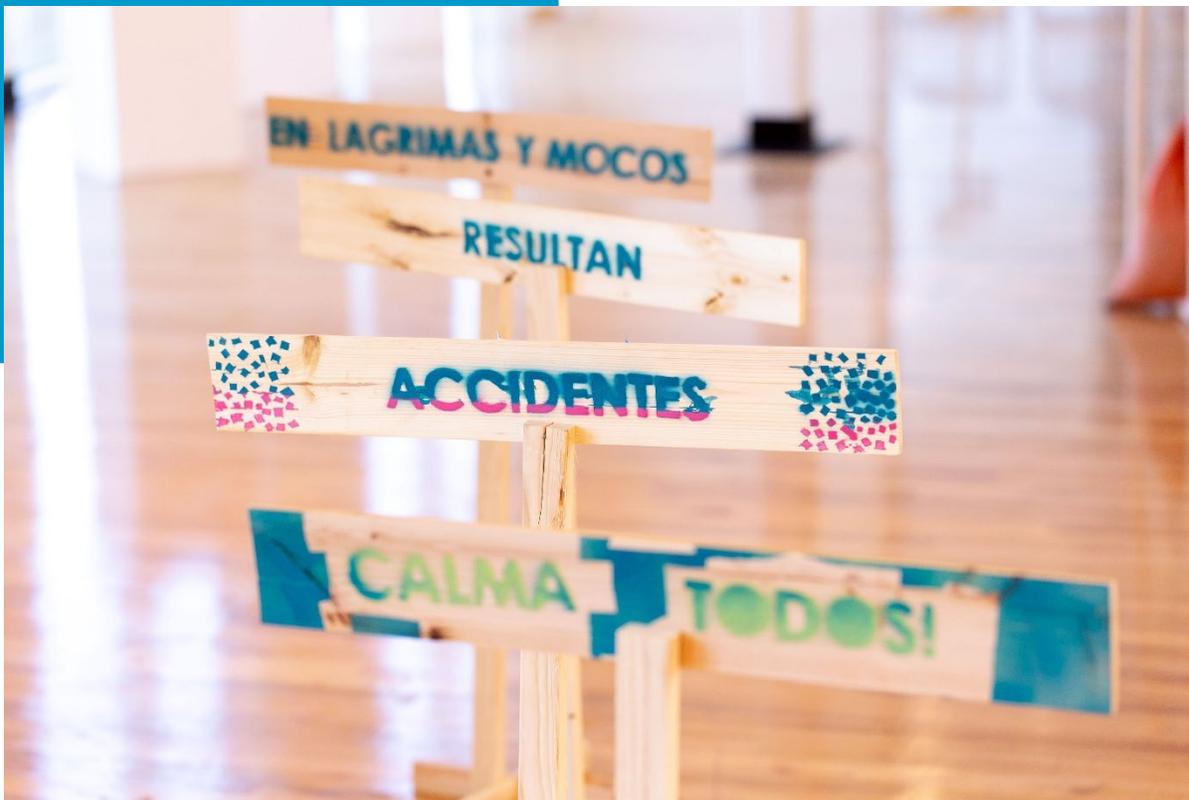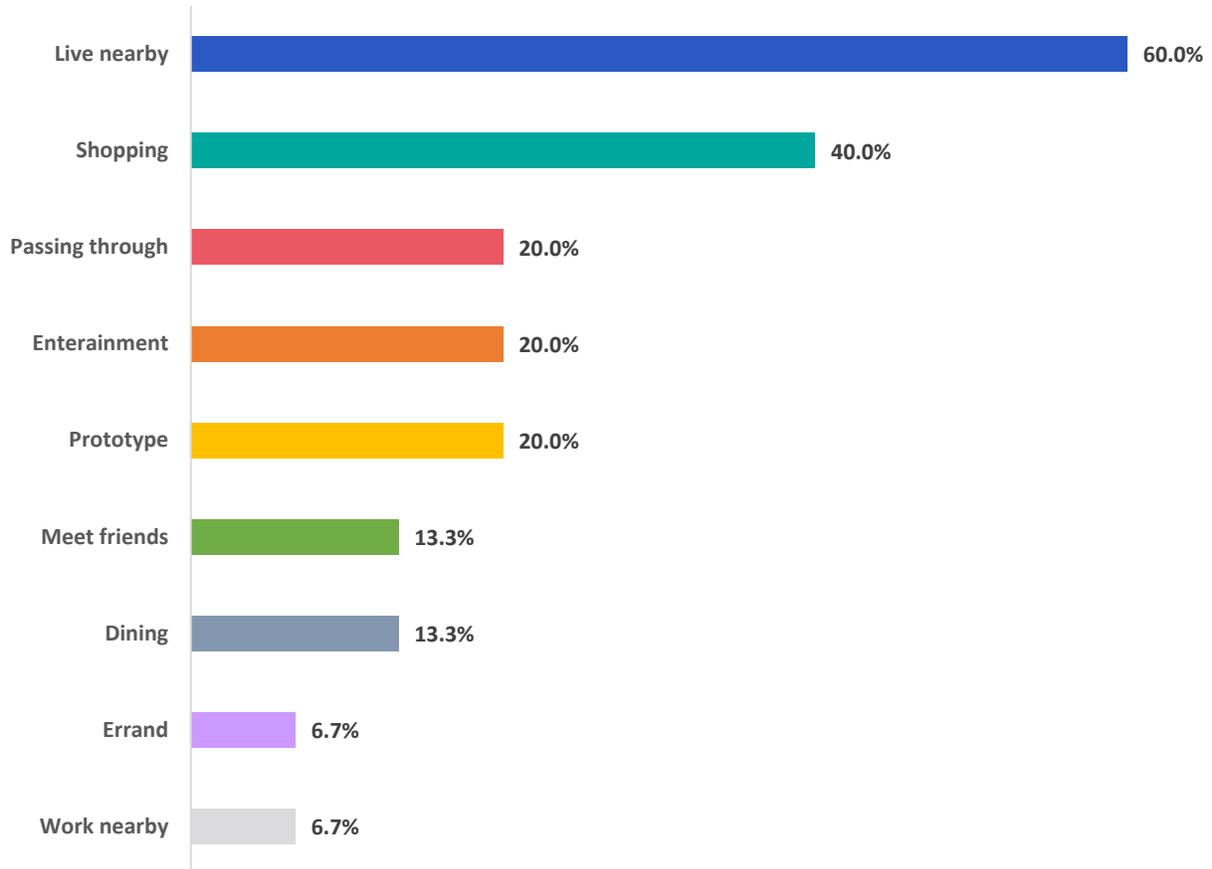
About half of respondents (seven of fifteen) reportedly made a connection with someone new that day.

The vast majority (fourteen of fifteen, or 93.3%) reported that coming across the prototype inspired creativity in the location, one respondent wasn't sure. Similarly, fourteen respondents felt coming across the prototype gave Mesa a friendly feel; one respondent was not sure. One hundred percent of respondents felt that coming across the prototype makes the arts feel accessible to everyone.

Participants were asked whether the prototype made them feel connected to the Mesa community, as well as the artistic community. According to participants, viewing the prototype had a greater impact on their perception of connection to the artistic community, shown in the table below.

Connection to Artistic and Mesa Community

	Yes	Not sure	No
Mesa community	66.7%	20.0%	13.3%
Artistic community	93.3%	6.7%	0.0%

■ Mesa community ■ Artistic community
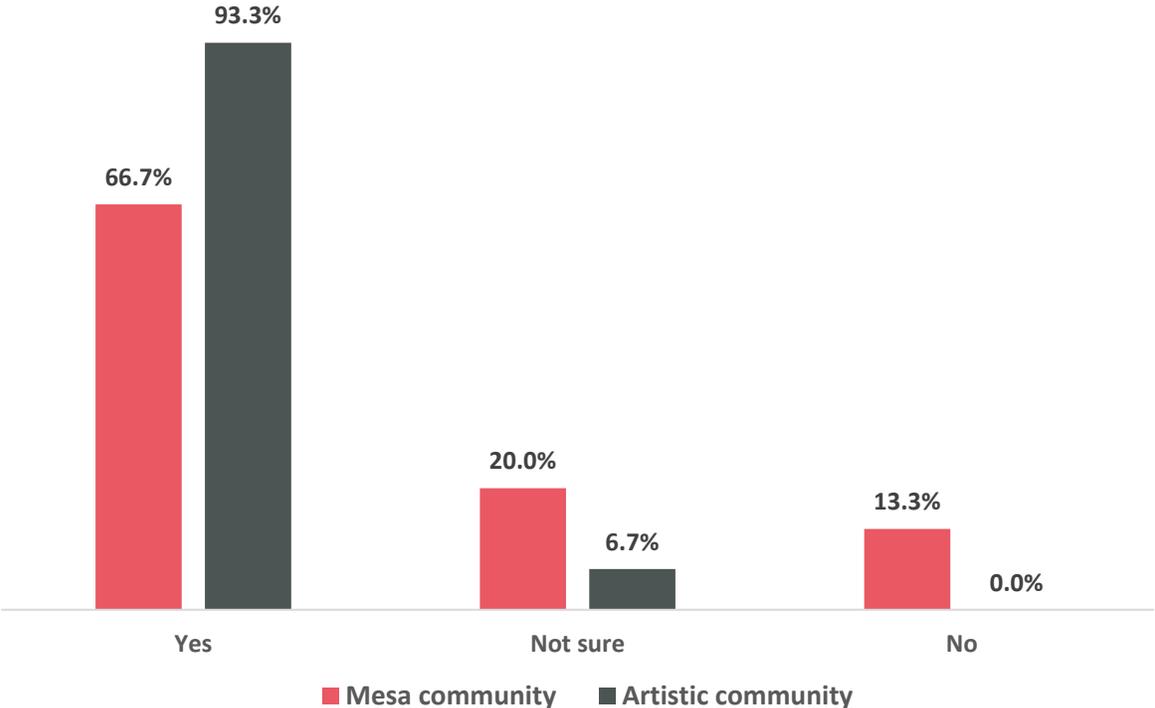
Prototype Observation

Prototype - bystander observation periods were conducted for the three second-generation prototypes: Car Tunes at Mesa Arts Center, Inter_PLAY at D-Lab Alley, and Mega Messa at Heat Sync Labs.

Observation Demographics

The evaluation plan did not specify the number of observations to be completed; there were ten observation periods captured overall. This creates a reasonable baseline upon which to propose future prototype observation goals. There were two observations for Car Tunes, five for Inter_PLAY, and three for Mega Messa. Observation demographics are shown in the following tables.

Prototype	Observation Date	Begin Time	End Time
Car Tunes	03/08/19	11:00 AM	12:00 PM
	03/14/19	01:25 PM	02:25 PM
Inter_PLAY	03/15/19	06:30 PM	06:55 PM
	03/21/19	02:00 PM	02:55 PM
	03/21/19	09:20 AM	10:05 AM
	03/30/19	09:00 AM	10:00 AM
	04/11/19	12:27 PM	12:48 PM
Mega Messa	03/11/19	05:30 PM	06:32 PM
	03/26/19	01:25 PM	01:55 PM
	04/11/19	12:50 PM	01:10 PM

The Inter_PLAY prototype was the most frequently observed. The table below shows each prototype's number of observation periods, as well as the total number of minutes the prototype was observed.

| Prototype	# Observations	# Minutes
Car Tunes	2	120
Inter_PLAY	5	216
Mega Messa	3	112

Observation Data by Prototype

Car Tunes

Both Car Tunes observation periods were similar in weather disposition, one in the morning, and the other in the afternoon. The first observation period was held adjacent to an event, while the second one was not. The table below displays each observation period, any pertinent events, and the weather during observation. Some people were observed participating in more than one activity or disposition. The duration of the observation in minutes is presented with the total number of passersby counted. The Car Tunes observers counted 18 people passing by in each ten-minute period.

Observation Period	Local Events	Weather Disposition	# Minutes	# Foot traffic
03/08/19 AM	Out to Lunch	sunny, clear skies, 60°, windy	60	152
03/14/19 PM	none	sunny, clear skies, 66°, windy	60	66
		TOTAL	**120**	**218**

Car Tunes Observation

Talking w/ others	11
2+ minutes in area	11
2+ minutes w/ prototype	13
20+ seconds w/ prototype	15
Paused w/ prototype	36
Noticed prototype	59
No response	86
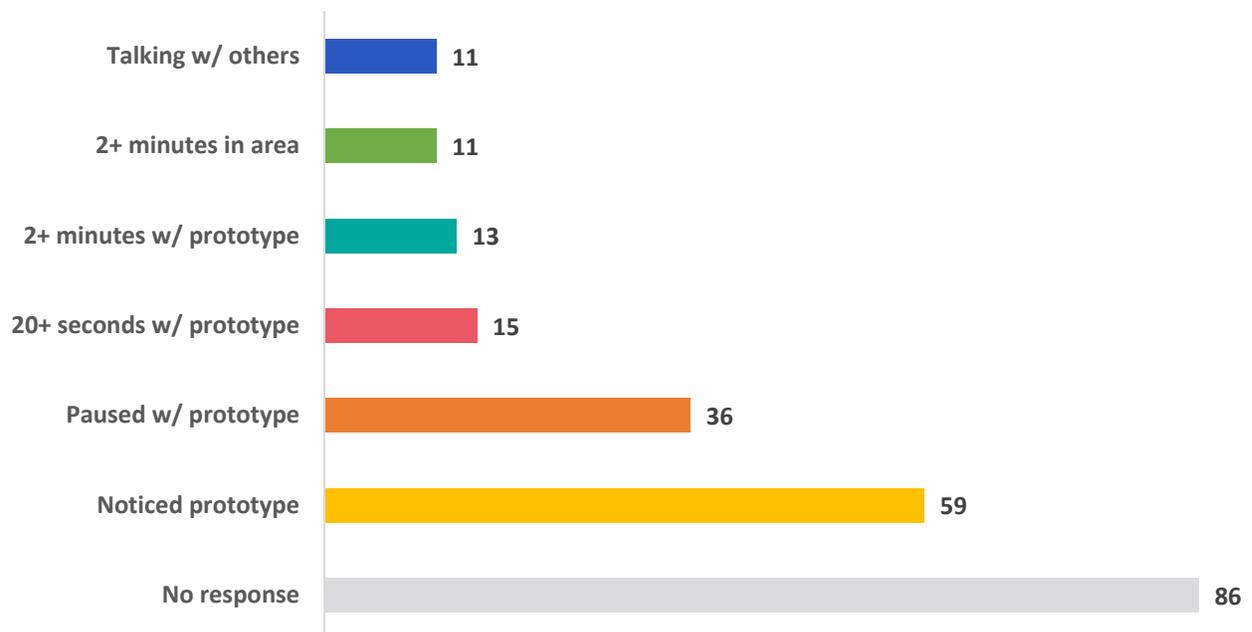
During the total 120 minutes of Car Tunes prototype observation, 218 persons were observed. Most passersby (60.6%) either noticed, observed, or interacted with the prototype. Just over a third of them (39.4%) passed by, without looking at the prototype at all. This table shows the number of people observed doing each behavior. Some people were counted more than once; for example, someone may have played with the prototype for thirty seconds or so, and then remained in the vicinity for another two minutes.

Additional reflections shared include the observation that when music is playing, people are more drawn to the prototype. Also, it was noted that children sometimes play rough. Some passersby opted not to touch the prototype but did take photographs. During the Out to Lunch event, the crowd was mostly older adults.

Inter_PLAY

All Inter_PLAY observation periods were conducted in pleasant weather conditions, at a variety of times of day. All five observation periods were administered during times when downtown Mesa was not hosting any events. The table below displays each observation period and the weather during observation. The duration of the observation in minutes is presented with the total number of passersby counted. The Inter_PLAY observers counted seven and a half people passing by in during each ten-minute period.

Observation Period	Local Events	Weather Disposition	# Minutes	# Foot traffic
03/15/19 PM	none	pleasant at dusk, cooling down	25	31
03/21/19 AM	none	cool, sunny	45	5
03/21/19 PM	none	partly cloudy	55	32
03/30/19 AM	none	sunny, cool, beautiful day	60	79
04/11/19 PM	none	windy, beautiful day	31	13
		TOTAL	216	160

Inter_PLAY

Category	Value
Talking w/ others	9
2+ minutes in area	11
2+ minutes w/ prototype	15
20+ seconds w/ prototype	13
Paused w/ prototype	26
Noticed prototype	48
No response	37
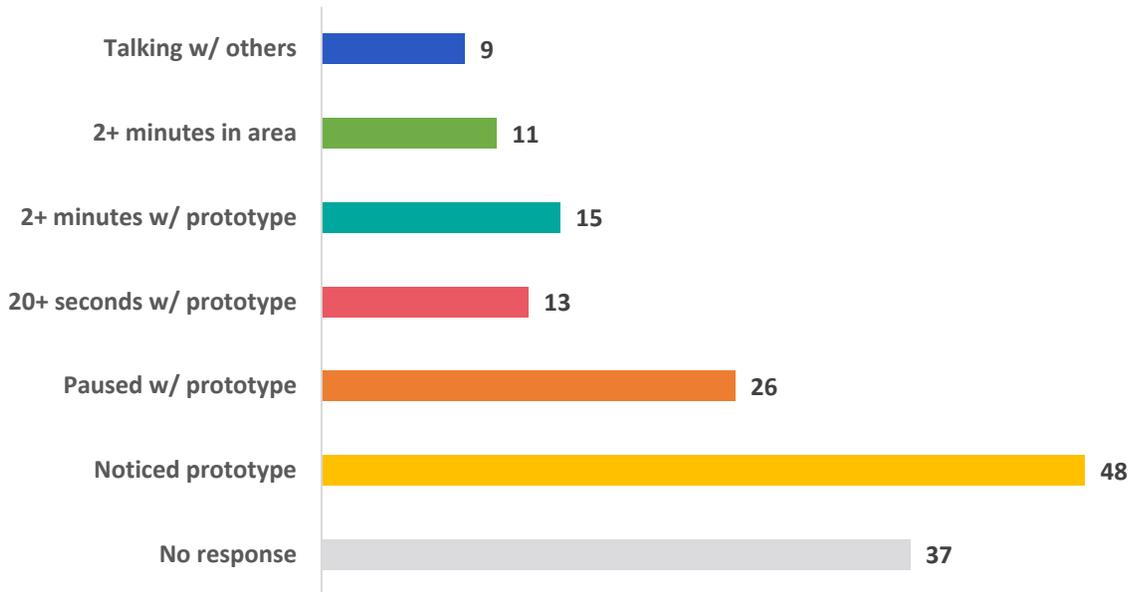
During the 216 minutes of Inter_PLAY observation, 160 persons were observed. The majority (76.9%) walking by either noticed, observed, or interacted with the prototype. Just under a quarter of them (23.1%) passed by without looking at the prototype at all. This table shows the number of people observed conducting each behavior. As with the previous table, some people may have been counted more than once.

An observer noted in one case most people played the piano for less than five minutes; however, two prototype passersby enjoyed playing the piano for more than five minutes. One observer reported prototype interactors demonstrated good experimentation, exploration, and active play.

Mega Messa

Mega Messa observation periods were conducted in a variety of weather conditions. One observation date was slightly rainy, one hot and breezy, and the third windy and temperate. All observations were conducted in the afternoon or early evening. There were no downtown events occurring during observations. The following table displays each observation period, the weather disposition, duration of the observation, and total number of pedestrians counted. Mega Messa observers counted five and a half people passing by during each ten-minute period.

Observation Period	Local Events	Weather Disposition	# Minutes	# Foot traffic
03/11/19 PM	none	often overcast, light sprinkle	62	42
03/26/19 PM	none	sunny, 90°, light breeze	30	25
04/11/19 PM	none	windy and beautiful	32	3
		TOTAL	**124**	**70**

Mega Messa

Talking w/ others	0
2+ minutes in area	2
2+ minutes w/ prototype	3
20+ seconds w/ prototype	4
Paused w/ prototype	4
Noticed prototype	8
No response	49
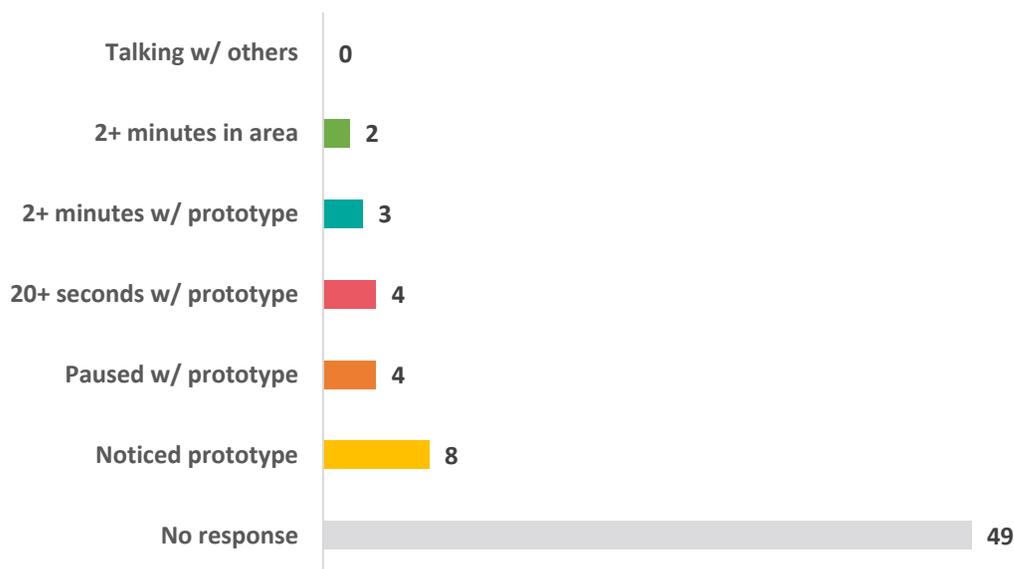
During the 124 minutes of the Mega Messa prototype observation, 70 persons were observed. Most of the pedestrians (70.0%) walking by Mega Messa did not notice, observe, or interact with the prototype. Some did (11.4%) pass by and notice the prototype. This table shows the number of people observed conducting each behavior.

Observers noted some reasons why this prototype may have received less attention than others. In one case, an observation was recorded that the prototype was not operating correctly. One observer wrote that pedestrians seemed to be rushing to their destinations. Also observed was the lack of signage around the prototype. Eight Pokémon Go players were seen during one of the observation periods.

Final Community Celebration

Prototyping in public spaces invites the community as a whole to dream and design possible solutions to meet the needs of the community and make Mesa more vibrant. Phase I of the MPP culminated in a one-day event in April to celebrate the residency work generated and highlight the final days of the second-generation prototypes. This event featured the final product of the artmaking workshops in each of the residency neighborhoods, live music, food from a local restaurant, and hands-on activities provided by the community garden, local artists, and the Arts Center. The event was focused on celebrating the community, and successfully accomplished this as evidenced by the diverse attendance and the vibrant and festive experience created.

Conclusions

The overall purpose of the 2018- 2019 Prototyping Project, Phase One, was to build community relationships, enhance the beauty and function of public spaces, and to increase residents' sense of connection to their community. By and large, the Prototyping Project has been successful in reaching its goals this year.

The project evaluation outcomes demonstrate the project was successful in laying the groundwork for connections between artists and low-income communities in Mesa, and the community at large.

- Through the process of the walkability assessment, new relationships were built between artists and the community at large.
- Key informant interviews revealed the project did have successes in building community relationships, but there is still some work to do.
- The intercept survey demonstrated growth in this area.
- Observations further illustrate the artist-community connection being developed.

The project seems to have developed community problem-solving skills and initiated civic engagement in the arena of visualizing and testing design solutions seeking to enhance vibrancy in Mesa communities.

- ◈ The walkability assessment built the potential of community members to achieve these goals.
- ◈ The intercept survey provided evidence that the Prototyping Project supports this goal.
- ◈ Observations further demonstrated success in the area of enhanced community beauty and function.

The Prototyping Project was also successful in strengthening individuals' supportive network and sense of belonging in the community.

- ◈ By virtue of the process, conducting the walkability assessment supported achievement of this goal.
- ◈ Key informant interviews demonstrated that while the project was successful in initiating this goal, much effort must still be made to reach the ideal.
- ◈ The intercept survey showed that the prototypes moderately increased community members' sense of belonging to their community, and strongly increased their sense of connection to the artistic community.

Final Recommendations

The following recommendations are proposed for future Prototyping Project efforts as a result of data analysis:

◈ Continue to engage community residents in artistic processes. Based on key informant interviews, more work needs to be done in this arena. Continue to find ways to meaningfully engage community members in the process.

◈ Best practice for community development and public health prescribes limited interaction between agency-based staff and community members. Research shows that staff presence and contribution is sometimes intimidating and may pose barriers for meaningful community member contribution.

◈ Many artistic and functional ideas came out of the walkability assessment. The City of Mesa should consult project reports when developing any of the areas or intersections assessed by the community process.

◈ One theme from walkability assessments was signage. Some participants felt that the lack of signage in community-facing directions on public buildings (such as Mesa Arts Center and Artspace) created the message that those spaces were not for them. Lack of messaging is messaging nonetheless; creative or functional signage projects involving community members would be an excellent way to develop and solidify new relationships between artists/institutions and community residents.

◈ Similarly, develop maps and/or signage at prototypes. A map with all current prototypes during exhibition will increase community members' drive to explore and experience elements of the project.

◈ Develop the Prototyping Project's administrative capacity. Contract with evaluators to conduct data collection surveillance and management of evaluation administration in addition to the current scope of work; or assign duties to MAC staff internally to ensure project milestones are not missed. Several project management software programs may be helpful in this endeavor, if performed internally.

◈ While prototype observation and intercept survey data collection outcomes were sufficient for this year, next time the project would benefit from creating an observation/survey administration schedule in advance. If shared with evaluators for feedback prior to implementation, this can increase project evaluative success.

Appendix A

Community Walkabout Data collection tool 2019

Location: _____
[Intersection, location, N/S/E/W]

Date: _____   Time: _____

How much do you agree with the following statements?

This spot is pleasing to look at.

Agree a LOT   Agree   Unsure   A little   Do not agree at all

I am comfortable here.

Agree a LOT   Agree   Unsure   A little   Do not agree at all

I feel safe here.

Agree a LOT   Agree   Unsure   A little   Do not agree at all

This is a natural gathering spot.

Agree a LOT   Agree   Unsure   A little   Do not agree at all

A creative idea for this location is:

Please refer to your previous answers and tell us why your idea would improve the site:

Recorrido Comunitario Herramienta de recolección de datos 2019

Lugar: _____
[esquina con, dirección, N/S/E/W]

Fecha: _____   Hora: _____

¿Qué tanto está de acuerdo con las siguientes afirmaciones?

Este lugar es placentero al verlo.

Muy de acuerdo   De acuerdo   No estoy seguro   Un poco   No estoy de acuerdo

Estoy cómodo aquí.

Muy de acuerdo   De acuerdo   No estoy seguro   Un poco   No estoy de acuerdo

Me siento seguro aquí.

Muy de acuerdo   De acuerdo   No estoy seguro   Un poco   No estoy de acuerdo

Este es un espacio natural para reuniones.

Muy de acuerdo   De acuerdo   No estoy seguro   Un poco   No estoy de acuerdo

Una idea creativa para este lugar es:

¿En referencia a sus respuestas anteriores, por favor díganos por que mejoraría este lugar?

Walkabout Assessment Scores by disaggregated location

The table below shows each individual site, without conglomeration, the total number of assessments, a score in each domain, and an average score. Following the larger table, each location is presented with its own scores and other data. Locations are presented in order of the greatest number of responses to fewest.

SITE	#	View	Comfort	Safety	Gathering	Average
Bellview and Broadway	19	3.67	2.72	2.74	3.83	3.24
1st Ave and Pomeroy	18	4.06	4.00	3.83	4.33	4.06
Artspace Main Entry	10	3.90	2.90	2.40	3.70	3.23
Hibbert and 2nd Ave	9	4.73	3.82	3.64	4.60	4.20
Hibbert and 1st Ave	9	3.33	2.56	2.33	3.78	3.00
Horne and Marilyn	9	3.56	3.78	3.67	4.11	3.78
Solomon and 7th Ave Alley	9	2.56	2.11	2.22	3.22	2.53
Spencer and Dolphin	9	3.33	3.56	3.44	3.56	3.47
Pomeroy Alley between 1st and 2nd Ave	8	4.75	4.88	4.63	4.88	4.79
Hobson and Marilyn	7	3.60	3.86	4.00	4.33	3.95
Solomon and Broadway	7	3.29	3.14	3.14	2.57	3.04
Marilyn and Bellview	6	4.50	3.83	3.67	3.33	3.83
Main and Horne Roundabout	6	3.67	3.83	3.83	4.83	4.04
8th Ave and Hobson	5	3.00	2.40	2.40	3.20	2.75
Broadway and Lesueur	5	4.80	4.20	4.00	4.80	4.45
Pioneer and 6th Ave	5	4.00	4.60	4.00	4.20	4.20
Sirrine and 1st Ave	5	4.40	3.80	3.20	4.60	4.00
Mesa Urban Garden	4	1.50	1.75	1.67	2.00	1.73
Nevada and Broadway	4	1.50	1.25	1.50	1.50	1.44
1st Ave and Pasadena	3	5.00	3.33	2.33	5.00	3.92
Broadway and Horne	3	2.00	2.33	2.67	2.00	2.25
Pioneer and Lesueur	3	5.00	4.67	4.67	4.67	4.75
Sirrine and 2nd Ave	3	4.33	3.00	2.33	4.33	3.50
3rd Ave and Pomeroy	2	4.50	3.50	4.00	4.50	4.13
Hibbert and 3rd Ave	2	2.00	2.50	2.00	3.00	2.38

Community Walkabout Assessment

A component of the Artist Residency was the community walkabout assessment. The assessments, custom created for MAC, were based on public health best practice and led by community leaders. Both the artists and residents participated in the self-administered assessments. The walkabouts took place during the winter and spring of 2019. Data points assessed include ratings for perceived levels of beauty, comfort, and safety, and the likelihood to serve as a natural gathering spot. The stops were determined by participant suggestion during the walk. Participants ranked each domain (beauty, comfort, safety, gathering) for each stop on their walk from 1 to 5. A number closer to **1 is the best or a positive ranking**, and **5 is the worst ranking or a negative score**.

Walkabout Assessment Scores

The table below displays findings by site including the number of assessments completed, a score in each domain, and a site average score. It is important to note the number of site reviewers is not related to the site's importance, but rather the number of people who happened to be present. Locations are shown alphabetically. Eleven location and 146 responses are included in this summary report.

SITE	#	Beauty	Comfort	Safety	Gathering	Average
1st Ave between Pomeroy and Hibbert	22	3.59	3.59	3.44	3.91	3.64
3rd Ave and Pomeroy	2	4.50	3.50	4.00	4.50	4.13
Bellview and Broadway	19	3.67	2.72	2.74	3.83	3.24
Broadway between Pioneer and Lesueur	8	4.88	4.38	4.25	4.75	4.56
Hibbert between 1st and 2nd Ave	30	4.03	2.91	2.83	4.05	3.52
Hobson and Marilyn	7	3.60	3.86	4.00	4.33	3.95
Marilyn between Bellview and Horne	15	3.94	3.8	3.67	3.80	3.80
Pomeroy between 1st and 2nd Ave	26	4.27	4.27	4.08	4.50	4.28
Sirrine and 1st Ave	5	4.40	3.80	3.20	4.60	4.00
Sirrine and 2nd Ave	3	4.33	3.00	2.33	4.33	3.50
Spencer and Dolphin	9	3.33	3.56	3.44	3.56	3.47

The following set of figures include visualizations based on the assessments of each domain at each location. The computed score for each domain as well as the average site score is also presented by site. Throughout the section, red colors denote a worse score and turquoise colors represent a better score, according to participant perception. Grey is neutral.

1st Avenue between Pomeroy and Hibbert

There were 22 walkabout participants who reviewed this site. The numbers below represent how many participants selected each level of agreement to the corresponding statement. In some cases, participants did not answer every prompt.

This spot is pleasing to look at:
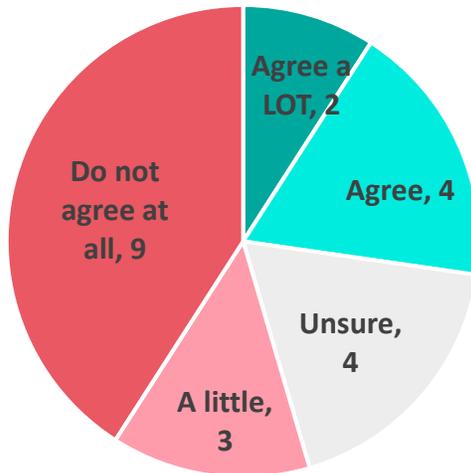
Agree a LOT, 2
Agree, 4
Unsure, 4
A little, 3
Do not agree at all, 9

I am comfortable here:

Agree a LOT, 1
Agree, 5
Unsure, 3
A little, 3
Do not agree at all, 9

I feel safe here:

Agree a LOT, 1
Agree, 5
Unsure, 3
A little, 4
Do not agree at all, 7

This is a natural gathering spot:

Agree a LOT, 1
Agree, 5
A little, 3
Do not agree at all, 12
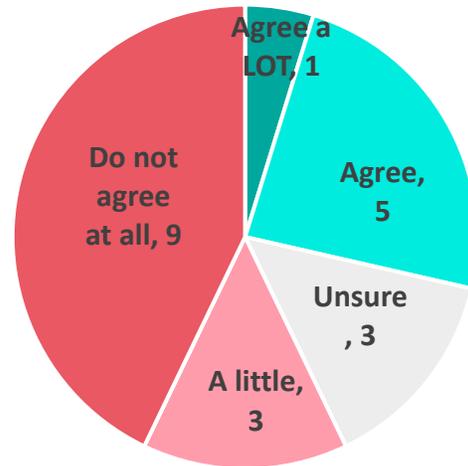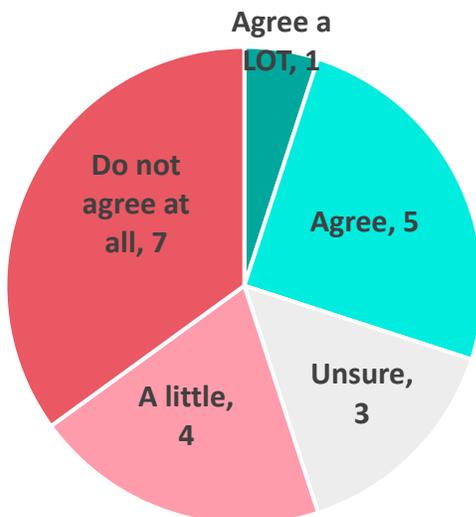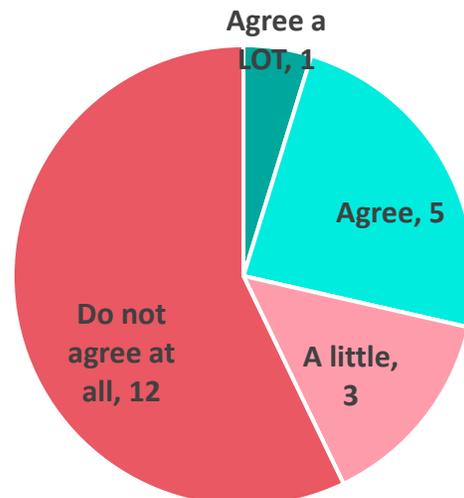
3rd Avenue and Pomeroy

There were 2 walkabout participants who reviewed this site. The numbers below represent how many participants selected each level of agreement to the corresponding statement.

| DOMAIN	SCORE
This spot is pleasing to look at	4.50
I am comfortable here	3.50
I feel safe here	4.00
This is a natural gathering spot	4.50
AVERAGE	**4.13**

This spot is pleasing to look at:
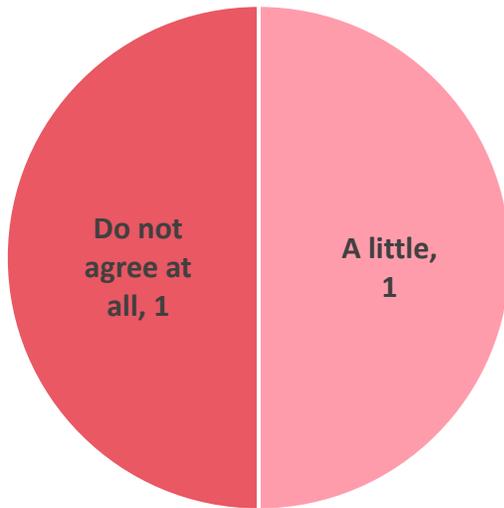
Do not agree at all, 1

A little, 1

I am comfortable here:

A little, 1

Unsure, 1

I feel safe here:

A little, 2

This is a natural gathering spot:

Do not agree at all, 1

A little, 1
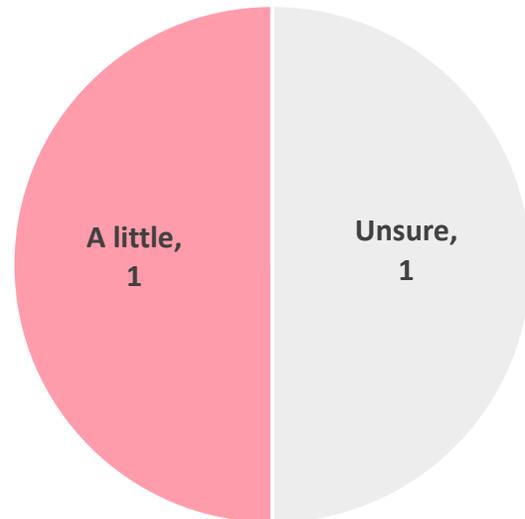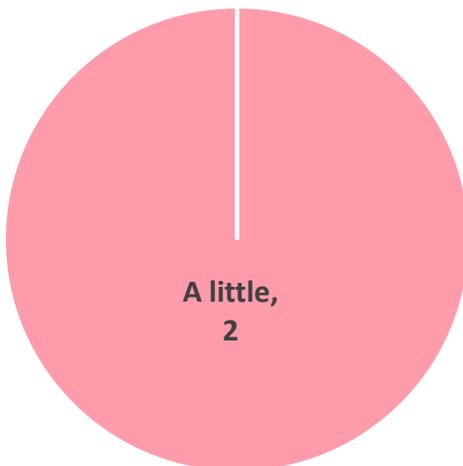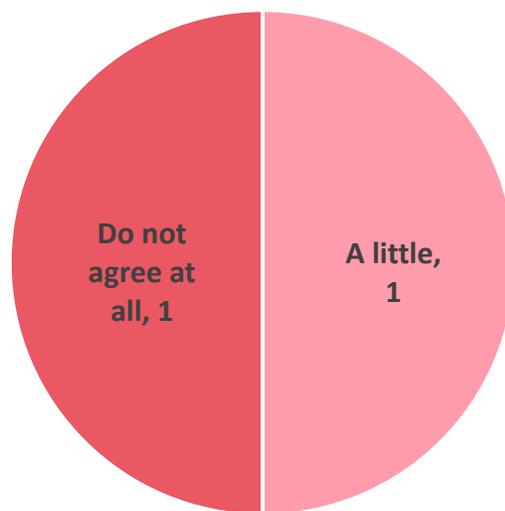
Bellview and Broadway

There were 19 walkabout participants who reviewed this site. The numbers below represent how many participants selected each level of agreement to the corresponding statement.

DOMAIN	SCORE
This spot is pleasing to look at	3.67
I am comfortable here	2.72
I feel safe here	2.74
This is a natural gathering spot	3.83
AVERAGE	3.24

This spot is pleasing to look at:
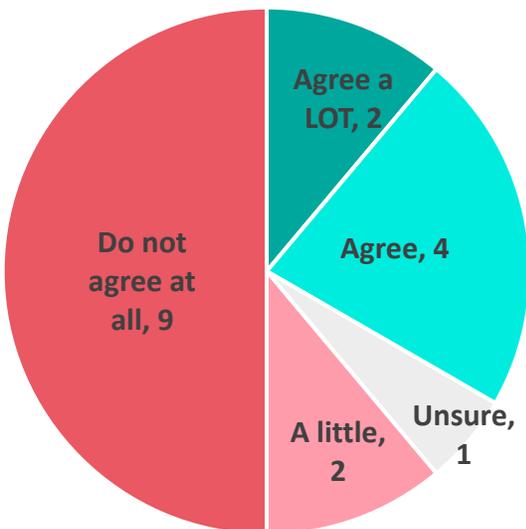
Agree a LOT, 2
Agree, 4
Do not agree at all, 9
A little, 2
Unsure, 1

I am comfortable here:

Do not agree at all, 3
Agree a LOT, 4
A little, 2
Agree, 5
Unsure, 4

I feel safe here:

Do not agree at all, 2
Agree a LOT, 4
A little, 4
Agree, 5
Unsure, 4

This is a natural gathering spot:

Agree a LOT, 2
Agree, 3
Do not agree at all, 10
Unsure, 1
A little, 2
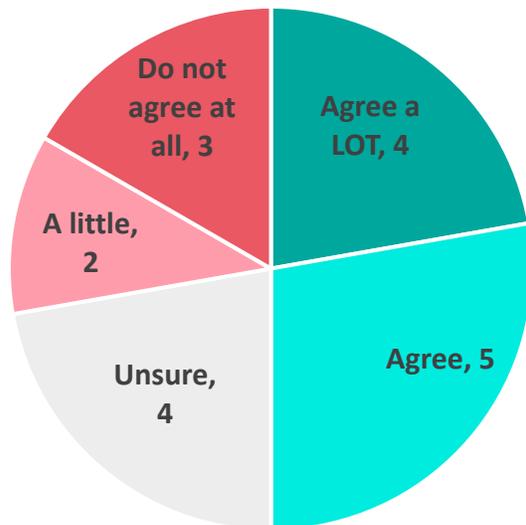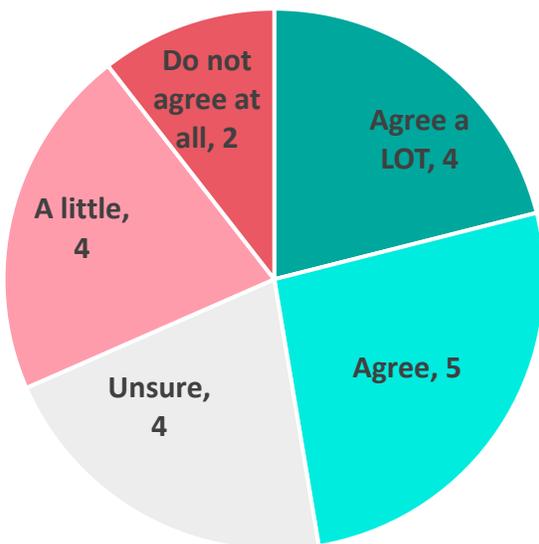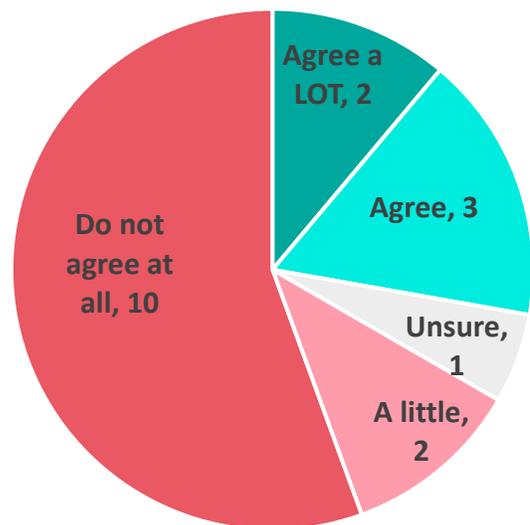
Broadway between Pioneer and Lesueur

There were 8 walkabout participants who reviewed this site. The numbers below represent how many participants selected each level of agreement to the corresponding statement.

DOMAIN	SCORE
This spot is pleasing to look at	4.88
I am comfortable here	4.38
I feel safe here	4.25
This is a natural gathering spot	4.75
AVERAGE	4.56

This spot is pleasing to look at:
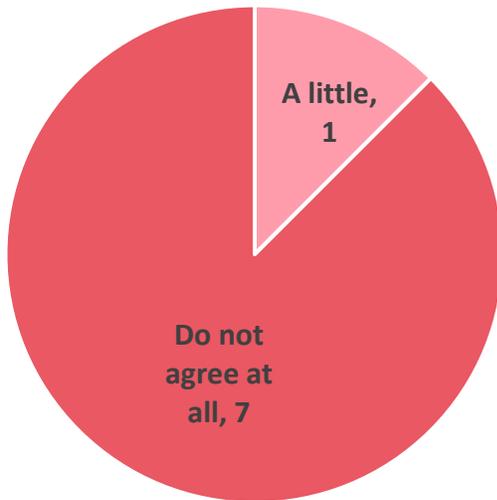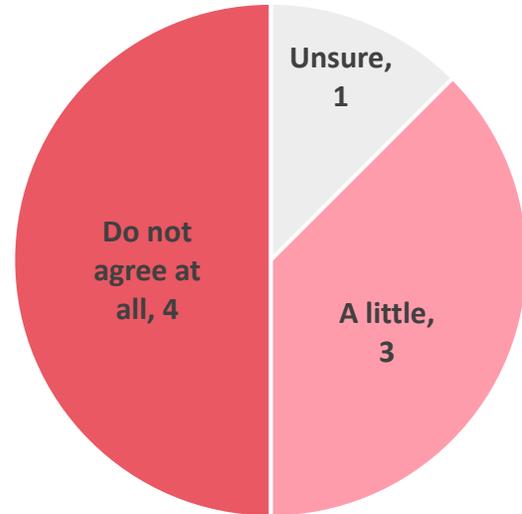
A little, 1

Do not agree at all, 7

I am comfortable here:

Unsure, 1

Do not agree at all, 4

A little, 3

I feel safe here:

Unsure, 1

Do not agree at all, 3

A little, 4

This is a natural gathering spot:

A little, 2

Do not agree at all, 6
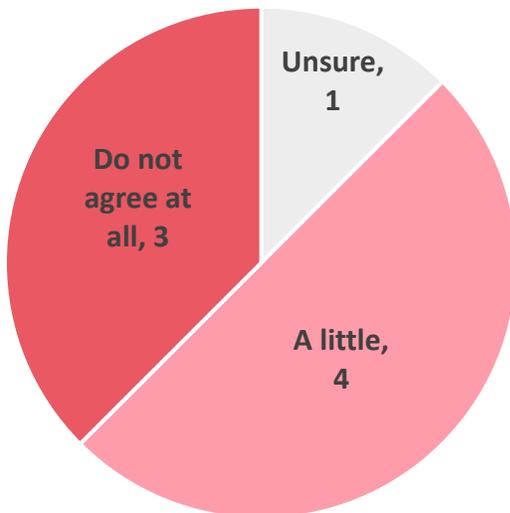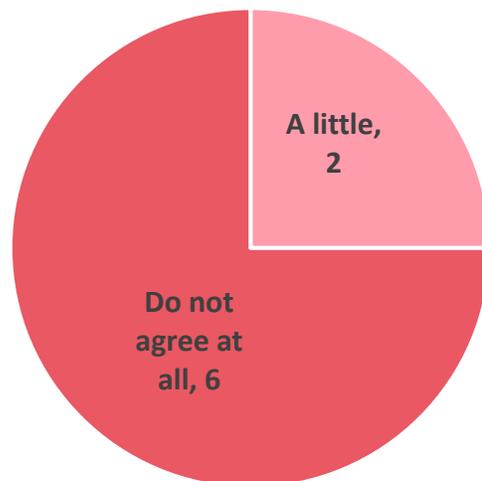
Hibbert between 1st and 2nd Avenues

There were 30 walkabout participants who reviewed this site. The numbers below represent how many participants selected each level of agreement to the corresponding statement.

DOMAIN	SCORE
This spot is pleasing to look at	4.03
I am comfortable here	2.91
I feel safe here	2.83
This is a natural gathering spot	4.05
AVERAGE	**3.52**

This spot is pleasing to look at:

Agree, 4
Unsure, 6
A little, 5
Do not agree at all, 15

I am comfortable here:

Agree a LOT, 1
Do not agree at all, 5
A little, 8
Agree, 12
Unsure, 4

I feel safe here:

Do not agree at all, 1
A little, 8
Agree, 15
Unsure, 6
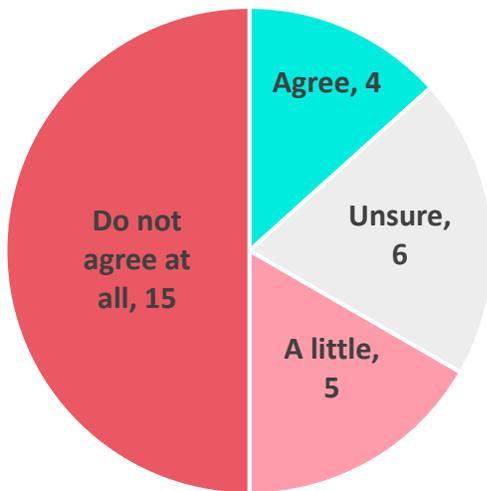
This is a natural gathering spot:
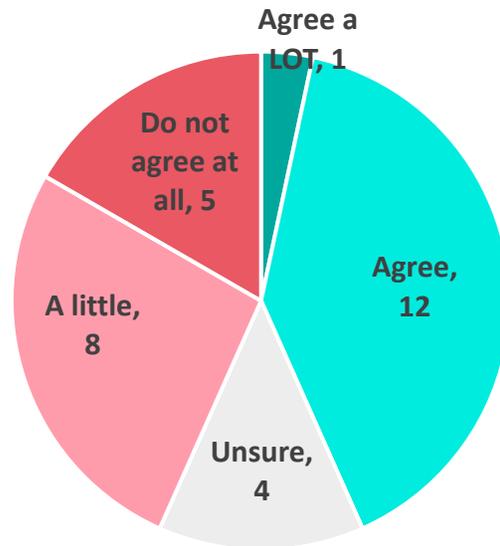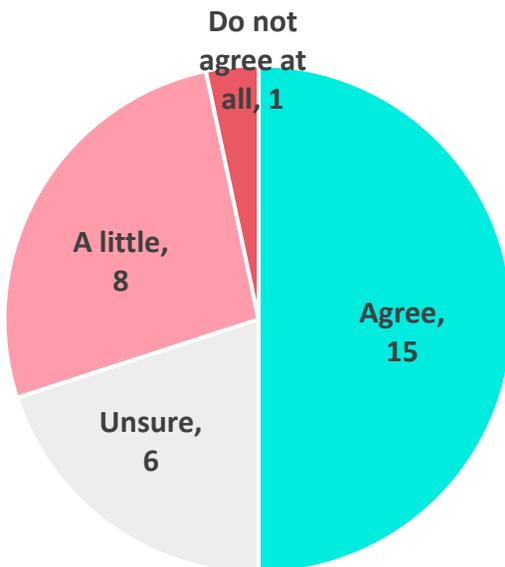
Agree, 3
Unsure, 6
Do not agree at all, 13
A little, 7
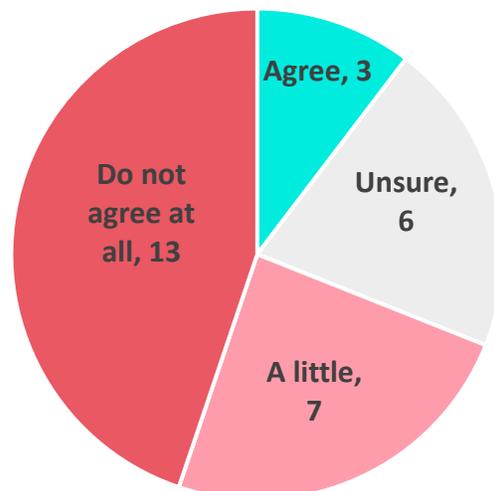
Hobson and Marilyn

There were 7 walkabout participants who reviewed this site. The numbers below represent how many participants selected each level of agreement to the corresponding statement. In some cases, participants did not answer every prompt.

DOMAIN	SCORE
This spot is pleasing to look at	3.60
I am comfortable here	3.86
I feel safe here	4.00
This is a natural gathering spot	4.33
AVERAGE	**3.95**

This spot is pleasing to look at:
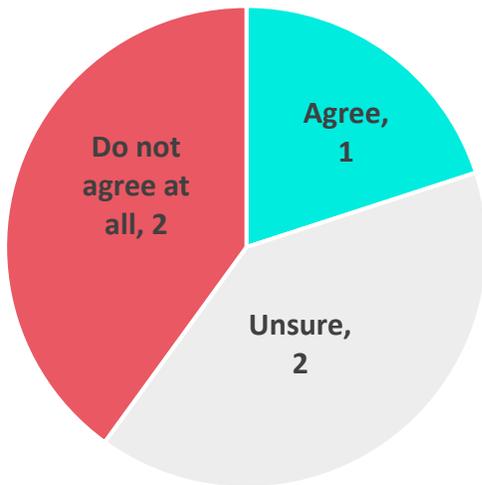
Agree, 1
Unsure, 2
Do not agree at all, 2

I am comfortable here:

Agree, 1
Unsure, 1
Do not agree at all, 2
A little, 3

I feel safe here:

Agree, 2
A little, 1
Do not agree at all, 4

This is a natural gathering spot:
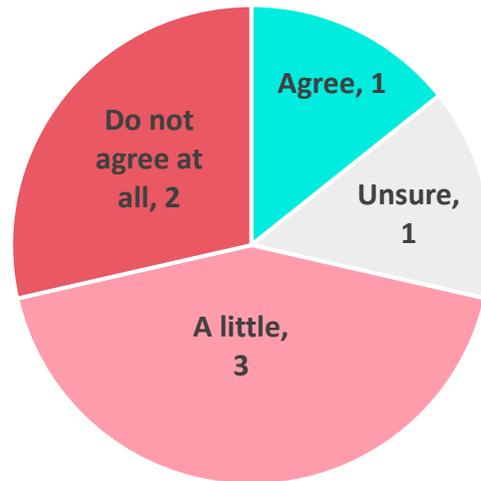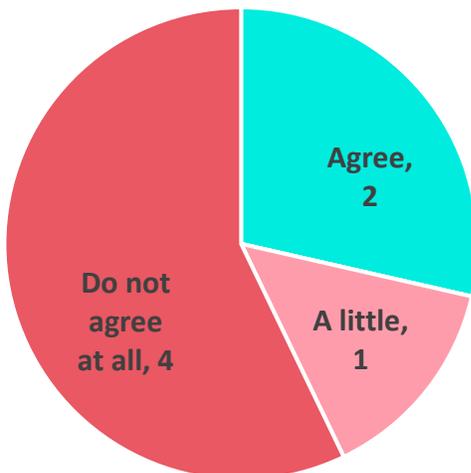
Agree, 1
A little, 1
Do not agree at all, 4
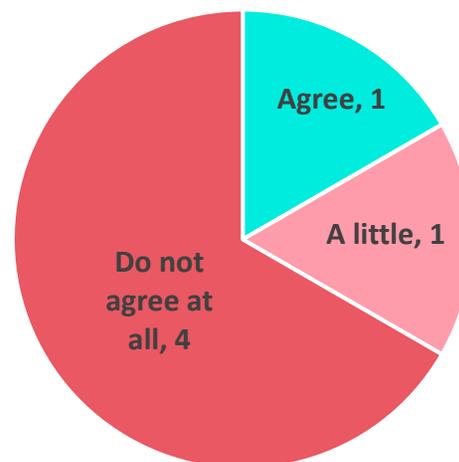
Marilyn between Bellview and Horne

There were 15 walkabout participants who reviewed this site. The numbers below represent how many participants selected each level of agreement to the corresponding statement.

| DOMAIN	SCORE
This spot is pleasing to look at	3.94
I am comfortable here	3.80
I feel safe here	3.67
This is a natural gathering spot	3.80
AVERAGE	**3.80**

This spot is pleasing to look at:
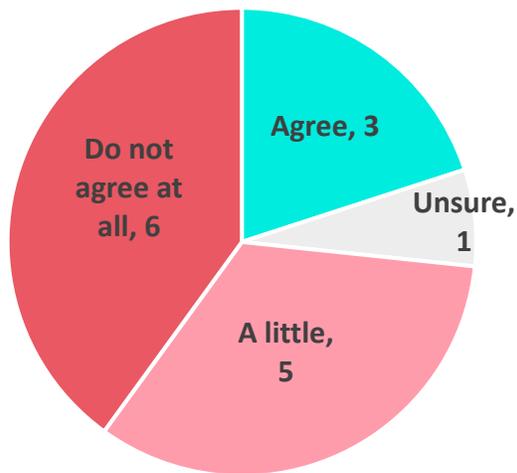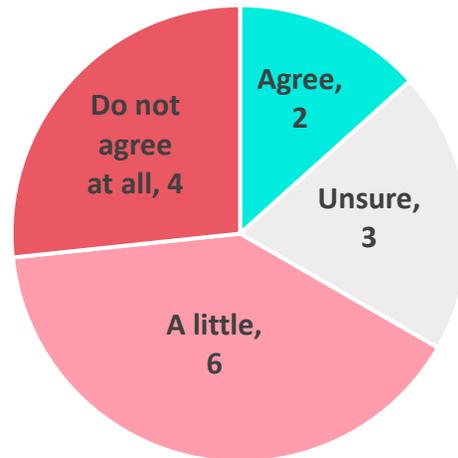
Agree, 3
Unsure, 1
A little, 5
Do not agree at all, 6

I am comfortable here:

Agree, 2
Unsure, 3
A little, 6
Do not agree at all, 4

I feel safe here:

Agree, 4
Unsure, 1
A little, 6
Do not agree at all, 4

This is a natural gathering spot:

Agree a LOT, 1
Unsure, 5
A little, 4
Do not agree at all, 5
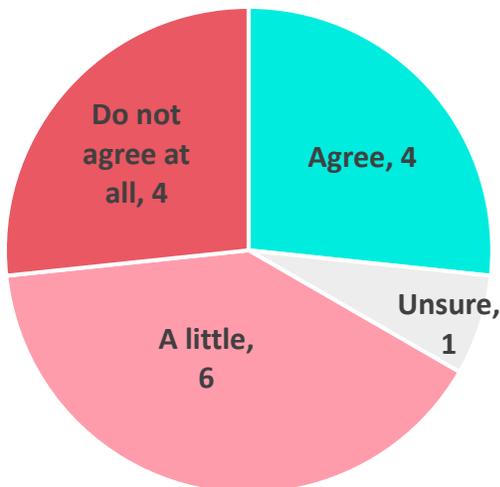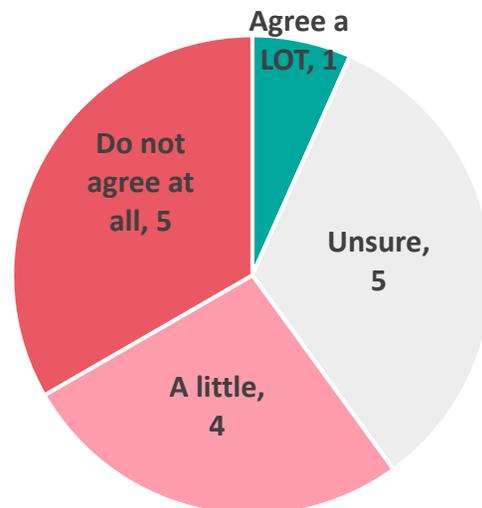
Pomeroy between 1st and 2nd Avenues

There were 26 walkabout participants who reviewed this site. The numbers below represent how many participants selected each level of agreement to the corresponding statement.

| DOMAIN	SCORE
This spot is pleasing to look at	4.27
I am comfortable here	4.27
I feel safe here	4.08
This is a natural gathering spot	4.50
AVERAGE	**4.28**

This spot is pleasing to look at:
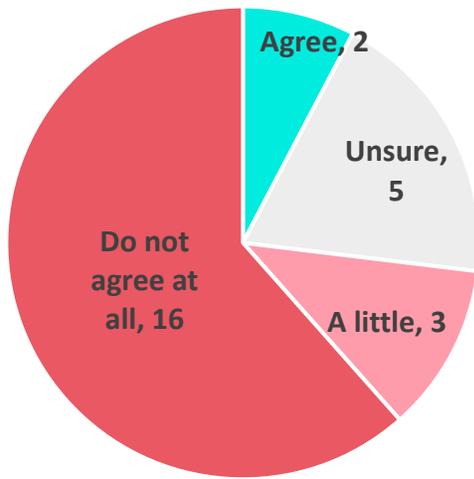
Agree, 2
Unsure, 5
A little, 3
Do not agree at all, 16

I am comfortable here:

Agree, 3
Unsure, 3
A little, 4
Do not agree at all, 16

I feel safe here:

Agree, 3
Unsure, 4
A little, 7
Do not agree at all, 12

This is a natural gathering spot:
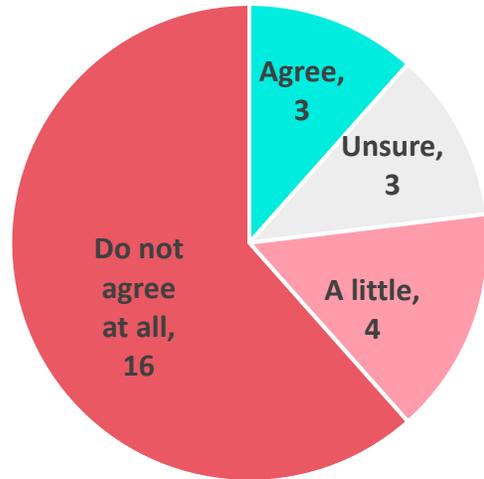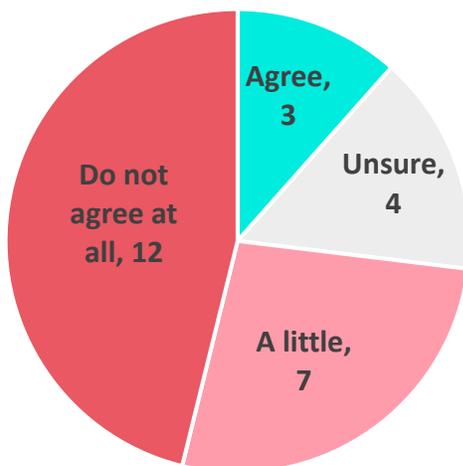
Agree, 3
A little, 4
Do not agree at all, 19
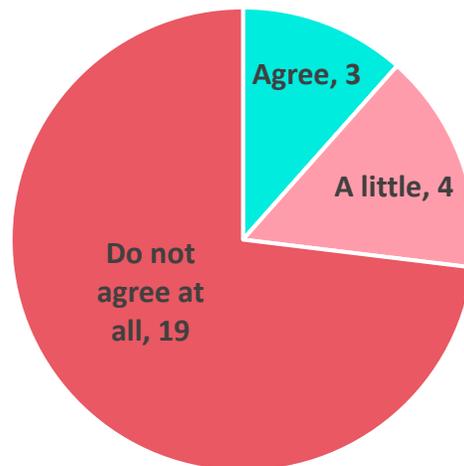
Sirrine and 1st Avenue

There were 5 walkabout participants who reviewed this site. The numbers below represent how many participants selected each level of agreement to the corresponding statement.

| DOMAIN	SCORE
This spot is pleasing to look at	4.40
I am comfortable here	3.80
I feel safe here	3.20
This is a natural gathering spot	4.60
AVERAGE	**4.00**

This spot is pleasing to look at:
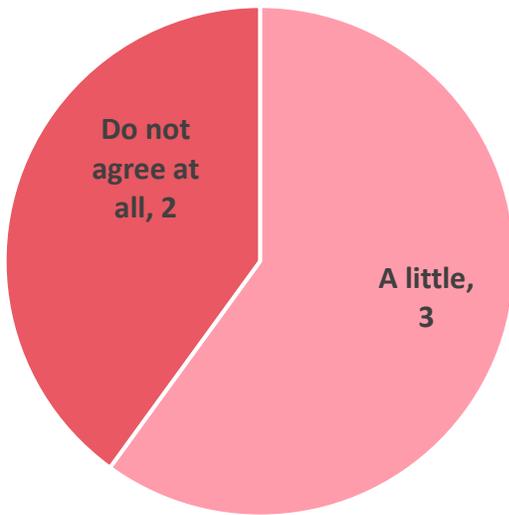
Do not agree at all, 2
A little, 3

I am comfortable here:

Agree, 2
Do not agree at all, 3

I feel safe here:

Agree, 1
A little, 2
Unsure, 2

This is a natural gathering spot:

Unsure, 1
Do not agree at all, 4
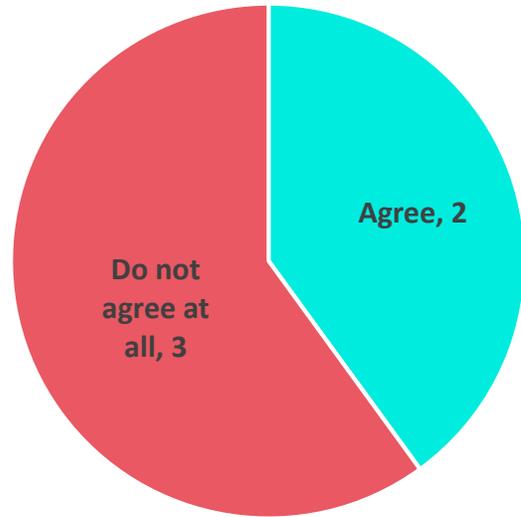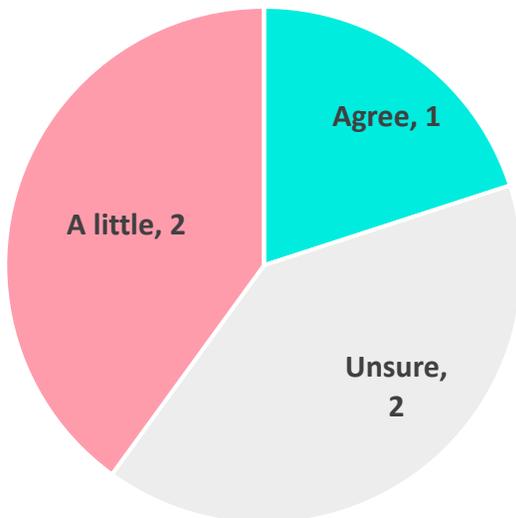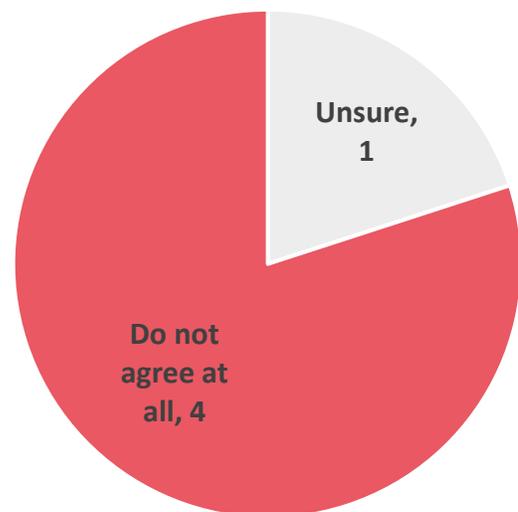
Sirrine and 2nd Avenue

There were 3 walkabout participants who reviewed this site. The numbers below represent how many participants selected each level of agreement to the corresponding statement.

| DOMAIN	SCORE
This spot is pleasing to look at	4.33
I am comfortable here	3.00
I feel safe here	2.33
This is a natural gathering spot	4.33
AVERAGE	**3.50**

This spot is pleasing to look at:

Do not agree at all, 1

A little, 2

I am comfortable here:

Unsure, 3

I feel safe here:

Unsure, 1

Agree, 2

This is a natural gathering spot:

Unsure, 1

Do not agree at all, 2
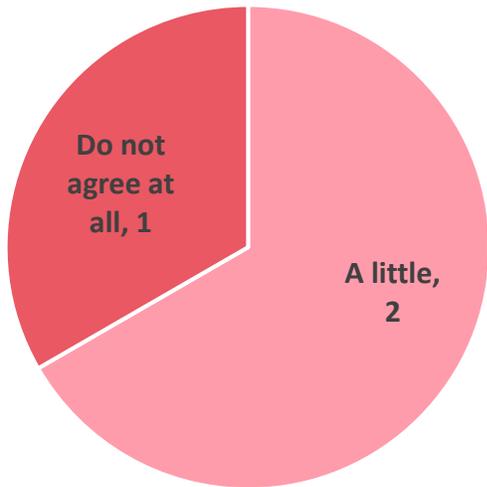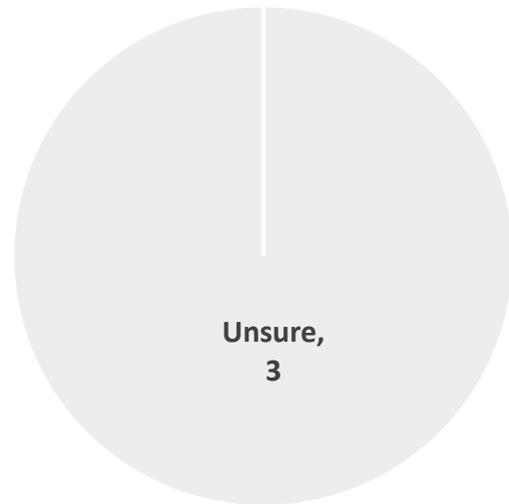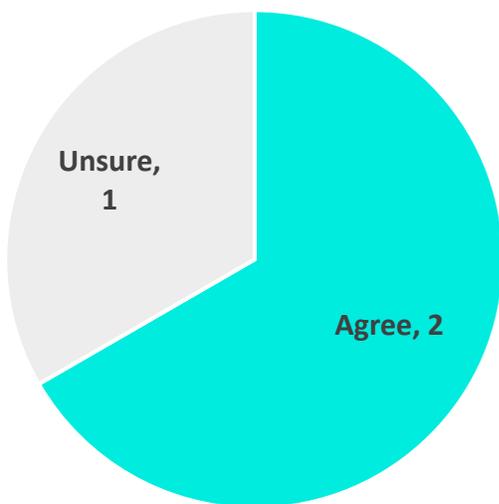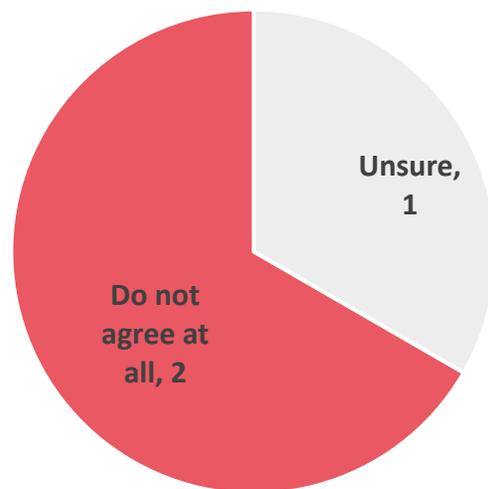
Spencer and Dolphin

There were 9 walkabout participants who reviewed this site. The numbers below represent how many participants selected each level of agreement to the corresponding statement.

DOMAIN	SCORE
This spot is pleasing to look at	3.33
I am comfortable here	3.56
I feel safe here	3.44
This is a natural gathering spot	3.56
AVERAGE	**3.47**

This spot is pleasing to look at:

Do not agree at all, 1
Agree, 2
A little, 3
Unsure, 3

I am comfortable here:

Do not agree at all, 2
Agree, 2
Unsure, 2
A little, 3

I feel safe here:

Do not agree at all, 2
Agree, 2
A little, 2
Unsure, 3

This is a natural gathering spot:

Do not agree at all, 1
Agree, 2
Unsure, 1
A little, 5

Walkabout Visioning

Participants were asked about creative ideas involving art installations that could improve the beauty, comfort, safety, and social environment of selected locations. Highlights are shown below for the aggregated sites selected by MAC. For a full list of ideas by location, please see Appendix A.

According to participants, the area of Pomeroy between 1st and 2nd avenues needs shade, seating, and beautification through art. Assessors felt the area could benefit from street narrowing and traffic calming. Bike lanes and sidewalks were also mentioned.

> **"Something creative on the fencing" - near Sirrine & 1st Ave**

> **"Offer people places to rest and generate electricity."**
> **- near Pomeroy & 2nd Ave**

In the area of Hibbert between 1st and 2nd avenues, participants felt the Artspace main entry area needed shade, desert landscaping, and general beautification to make it more welcoming. Wayfinding areas were suggested to raise residents' awareness of the Artspace venue. More trees and trimming of existing trees were noted. More crosswalks were requested in the general area.

> **"Plants for visual pleasure, possibly shading, also, solar panels; this would improve the site because: The plants would absorb some heat and offer shade, perhaps helping to lower the cost the nearby residents' cooling costs." - near Hibbert, 1st Ave & 2nd Ave**

The area of Bellview and Broadway was cited as in desperate need of a crosswalk. Respondents also suggested more foliage in the area.

In the area of Broadway, between Pioneer and Lesueur, participants signaled the need of a dire clean up, and felt local businesses should be responsible for the charge.

> **"Hard to see, a lot of cars parked here, cars go fast thru here" - near Hobson & Marilyn**

Marilyn between Bellview and Horne needed streetlights, as it's an area of children crossing. The area was also observed as needing a lot of clean up.

"Art is behind the fence [at the Mesa Urban Garden]. It raises the question who the art is for." - near 1st Ave, Pomeroy, and Hibbert

Near the area of 1st avenue and Sirrine, walkabout participants suggested that the Mesa Arts Center could construct artistic, colorful signage that could dually serve as a shade structure.

The large open area near Spencer and Dolphin was cited as the perfect place for a community pool. Respondents also signaled the need for a general clean up and tree trimming.

"This neglected street needs any love and attention we can get" - near Pomeroy between 1st & 2nd Ave

"Creative signage welcoming south neighbors to the arts center." - near Sirrine & 1st Ave

Walkabout Administration

There were 146 responses included in the location-based report based on the eleven feasible prototype locations assessed by MAC and company. There were 172 walkabout assessments collected overall. For a full output of assessment data including all 172 perspectives, please see Appendix A.

Language

Walkability assessments were available for self-administration in both English and Spanish. A small proportion (6.4%) of assessments analyzed were submitted in Spanish.

Date and Time

A sufficiently varied range of dates and times were recorded for walkabouts. The evaluation design called for intentional diversity of weather and sunlight so that different climates, times of day, and lighting arrangements would be considered.

Walkabouts were administered between January 30 and April 7. The earliest recorded data point was around 10:00 AM, and the latest recorded at 5:00 PM in the evening. The following combinations of observations were recorded, reflecting the diverse approach employed by resident leaders:

- Winter morning
- Winter afternoon
- Winter evening
- Spring morning
- Spring afternoon
- Spring evening

The following table displays when data at each location was collected. The time is approximated to the nearest half hour, as the exact time submitted varied by twenty to thirty minutes at each location.

Location		Date	Time
1st Avenue between Pomeroy and Hibbert	–	01/30/19	11:00 AM
	–	02/10/19	10:00 AM
	–	04/07/19	05:00 PM
3rd Avenue and Pomeroy	–	01/30/19	04:30 PM
Bellview and Broadway	–	02/02/19	10:30 AM
Broadway between Pioneer and Lesueur	–	02/02/19	11:00 AM
Hibbert between 1st and 2nd Avenues	–	01/30/19	04:00 PM
	–	02/10/19	10:30 AM
	–	04/07/19	11:00 AM
Hobson and Marilyn	–	02/02/19	11:30 AM
Marilyn between Bellview and Horne	–	02/02/19	11:30 AM
	–	02/06/19	04:30 PM
Pomeroy between 1st and 2nd Avenues	–	01/30/19	11:00 AM
	–	04/07/19	11:00 AM
	–	04/07/19	05:00 PM
Sirrine and 1st Avenue	–	02/10/19	11:30 AM
	–	04/07/19	12:00 PM
Sirrine and 2nd Avenue	–	03/02/19	10:00 AM
Spencer and Dolphin	–	02/06/19	04:30 PM