



CITY OF SAN ANTONIO
DEPARTMENT OF
ARTS & CULTURE

World Heritage Trail Signage & Wayfinding Public Art Survey Final Report



Executive Summary

Background

The Department of Arts & Culture's Public Art division facilitates a public process for commissioning art of the highest standards to enrich quality of life and the visual environment for residents and visitors of San Antonio. The Public Art division manages projects associated with the City's capital improvements programs to connect the community through exhibits, presentations, outreach and planning initiatives. The division works with all City departments and supports local public art efforts of artists, community groups, partner organizations and external agencies. As part of this work, the Department of Arts & Culture engages with the community to create an opportunity for connection with and input into the public art process.

Between October 27, 2020 - December 1, 2020 the Department of Arts & Culture had a SA Speak Up survey open to identify what theme and narrative the community would like to have in public art along the World Heritage Trail. The target respondents were stakeholders along the World Heritage Trail including residents and businesses. A tertiary target was the greater San Antonio community. We also hosted a virtual community engagement meeting on November 17, 2020 which had 26 attendees.

Marketing Methodology

The Department of Arts & Culture contracted with the nonprofit arts organization American Indians in Texas at the Spanish Colonial Missions (AIT-SCM) for project outreach through the organization's outlets including social media, newsletters, word of mouth, and the distribution of 500 door hangers to area neighborhoods and businesses. The Department did direct outreach including promotion on our social media, e-newsletter and memos to Neighborhood Housing Associations along the trail. The World Heritage Office also posted to their e-newsletter and social media

Total responses: 27 SA Speak Up Surveys, 26 attendees to virtual meeting, 1 call, and 1 email.

Summary of Findings

The World Heritage Trail sculpture should:

- Include community involvement and participation.
- Tell the story of the Indigenous population along the World Heritage Trail.
- Include an artist from the Southside of San Antonio with ties to the community.

Next Steps

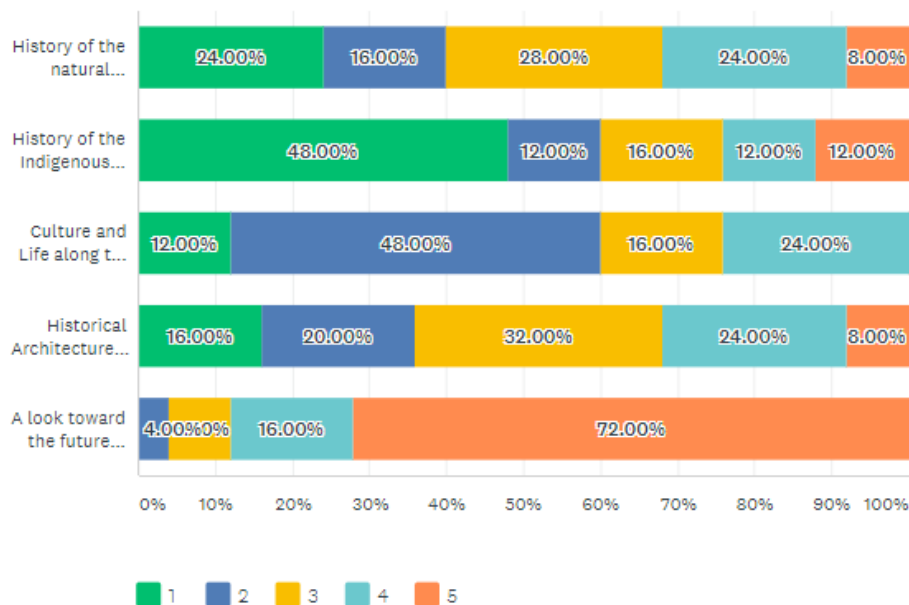
An Artist Selection Panel will choose an artist in late Spring of 2021. Artist will use this engagement as a guide to create a concept design which will be presented to the community for feedback in Summer 2021.

Survey Responses

Q1

What are the stories you would like to see in a public art sculpture located at this location along the World Heritage Trail? (Rank in order of importance with 1 being most important)

Answered: 25 Skipped: 2

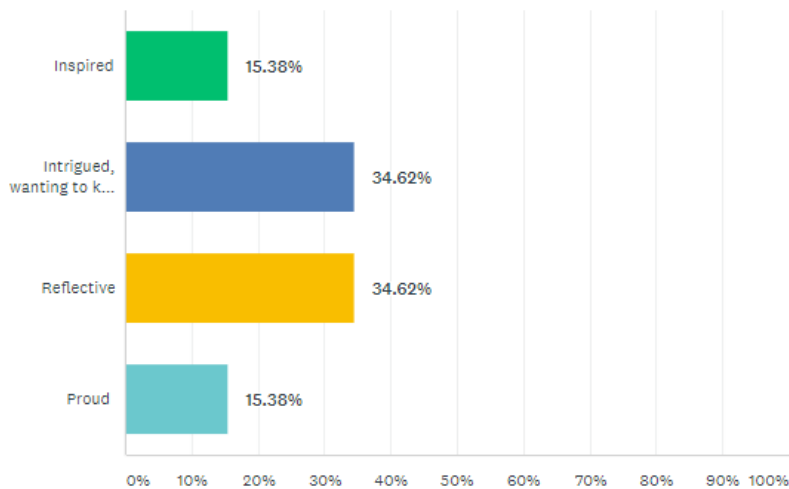


	1	2	3	4	5	TOTAL	SCORE
History of the natural environment along the World Heritage Trail	24.00% 6	16.00% 4	28.00% 7	24.00% 6	8.00% 2	25	3.24
History of the Indigenous population along the World Heritage Trail	48.00% 12	12.00% 3	16.00% 4	12.00% 3	12.00% 3	25	3.72
Culture and Life along the World Heritage Trail	12.00% 3	48.00% 12	16.00% 4	24.00% 6	0.00% 0	25	3.48
Historical Architecture of the World Heritage Trail	16.00% 4	20.00% 5	32.00% 8	24.00% 6	8.00% 2	25	3.12
A look toward the future along the World Heritage Trail	0.00% 0	4.00% 1	8.00% 2	16.00% 4	72.00% 18	25	1.44

Q2

How do you want the artwork to make you feel? (Pick one)

Answered: 26 Skipped: 1

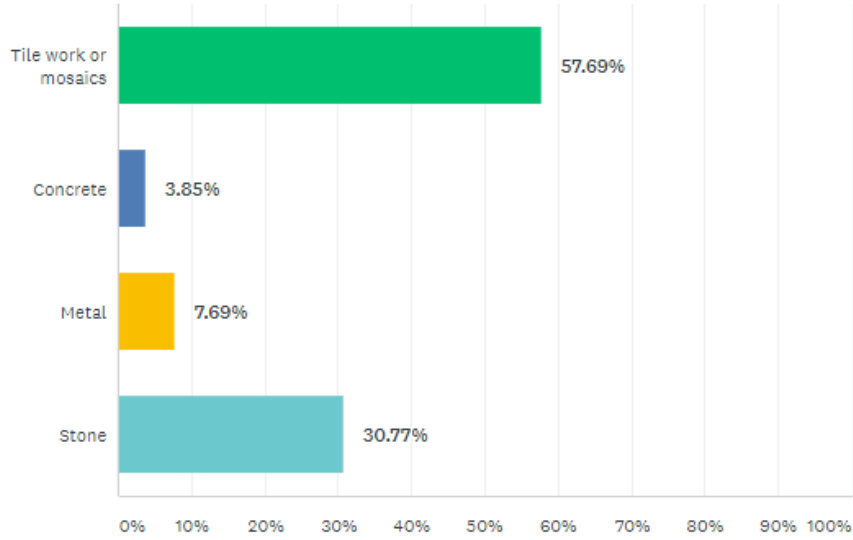


ANSWER CHOICES	RESPONSES
Inspired	15.38% 4
Intrigued, wanting to know more	34.62% 9
Reflective	34.62% 9
Proud	15.38% 4
TOTAL	26

Q3

What materials should be used in the sculpture at this location? (Pick one)

Answered: 26 Skipped: 1

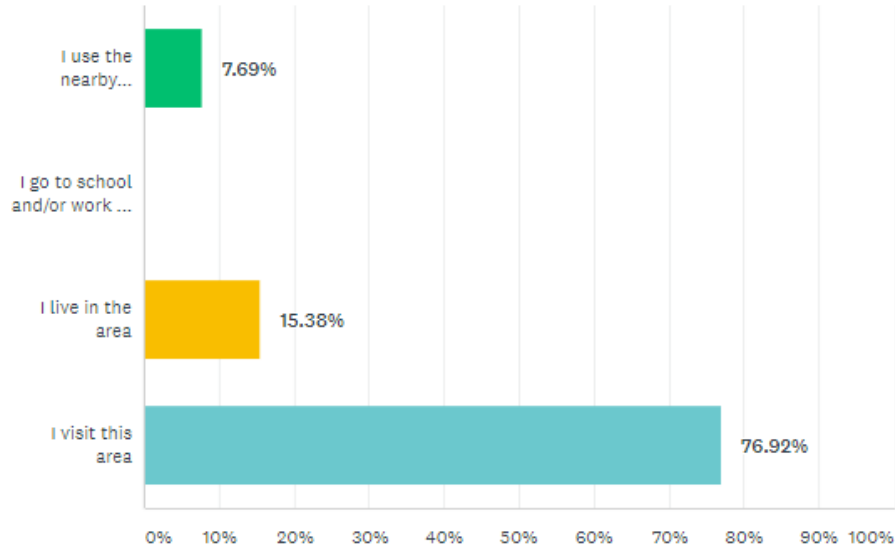


ANSWER CHOICES	RESPONSES
▼ Tile work or mosaics	57.69% 15
▼ Concrete	3.85% 1
▼ Metal	7.69% 2
▼ Stone	30.77% 8
TOTAL	26

Q4

How do you interact with the World Heritage Trail? (Pick one)

Answered: 26 Skipped: 1

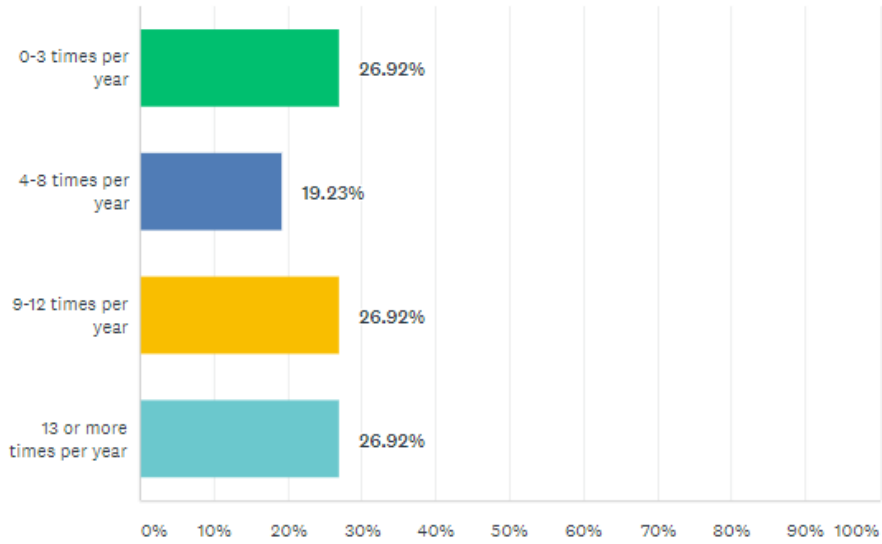


ANSWER CHOICES	RESPONSES
▼ I use the nearby businesses and/or bus station	7.69% 2
▼ I go to school and/or work in the area	0.00% 0
▼ I live in the area	15.38% 4
▼ I visit this area	76.92% 20
TOTAL	26

Q5

How many times per year do you visit the World Heritage Trail? (Pick one)

Answered: 26 Skipped: 1

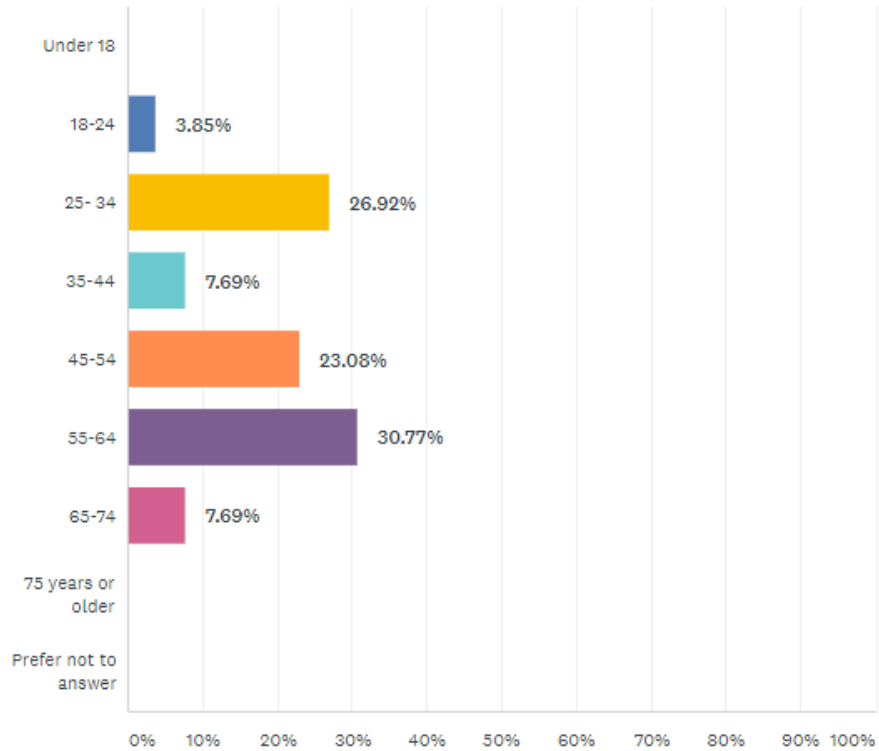


ANSWER CHOICES	RESPONSES
▼ 0-3 times per year	26.92% 7
▼ 4-8 times per year	19.23% 5
▼ 9-12 times per year	26.92% 7
▼ 13 or more times per year	26.92% 7
TOTAL	26

Q6

Age

Answered: 26 Skipped: 1

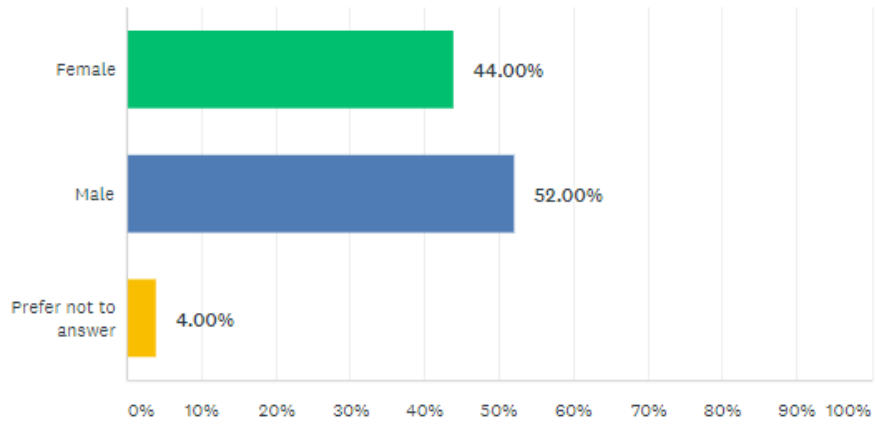


ANSWER CHOICES	RESPONSES
Under 18	0.00% 0
18-24	3.85% 1
25-34	26.92% 7
35-44	7.69% 2
45-54	23.08% 6
55-64	30.77% 8
65-74	7.69% 2
75 years or older	0.00% 0
Prefer not to answer	0.00% 0
TOTAL	26

Q7

Gender

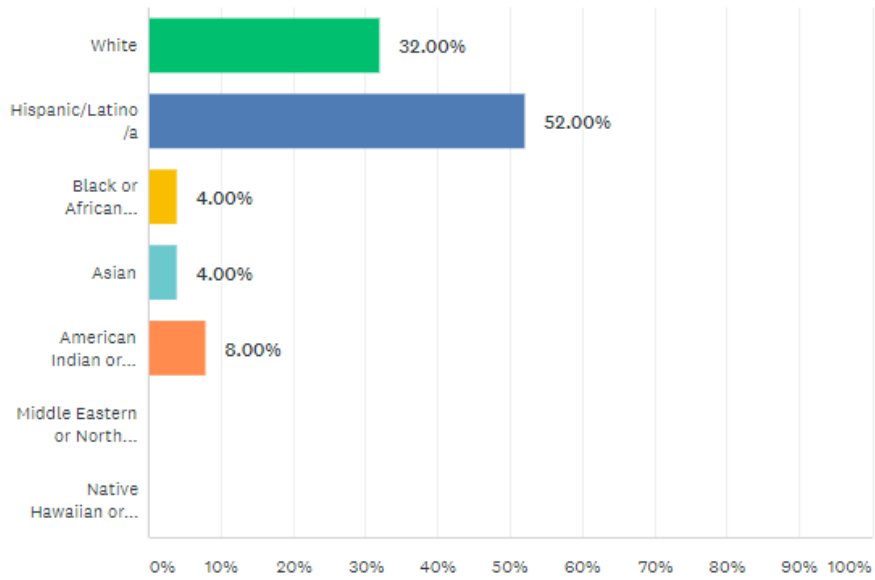
Answered: 25 Skipped: 2



ANSWER CHOICES	RESPONSES
Female	44.00% 11
Male	52.00% 13
Prefer not to answer	4.00% 1
TOTAL	25

Ethnicity

Answered: 25 Skipped: 2

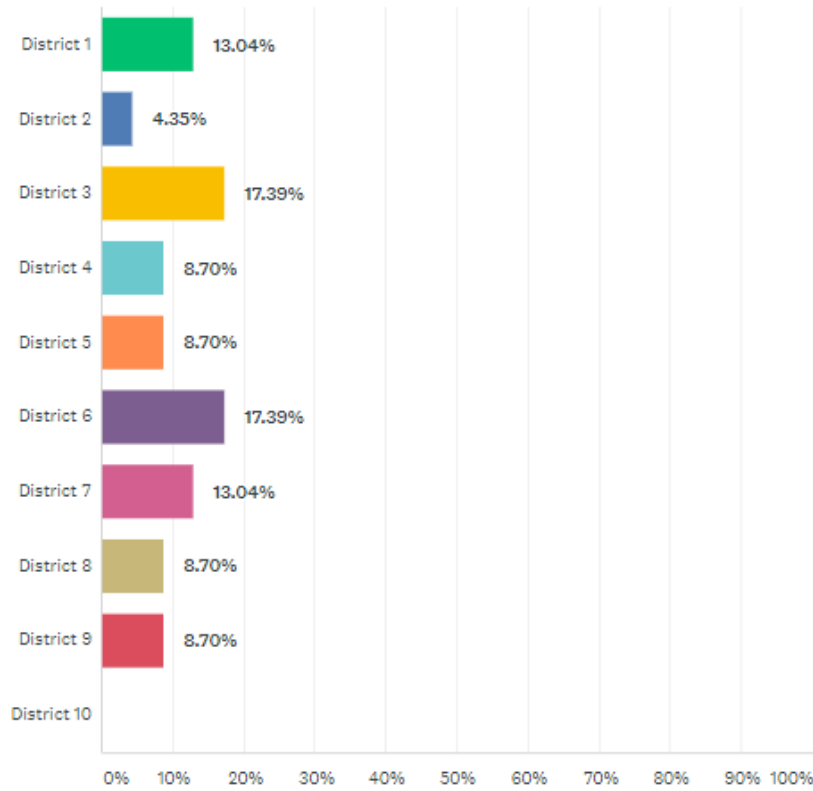


ANSWER CHOICES	RESPONSES
White	32.00% 8
Hispanic/Latino/a	52.00% 13
Black or African American	4.00% 1
Asian	4.00% 1
American Indian or Alaska Native	8.00% 2
Middle Eastern or North African	0.00% 0
Native Hawaiian or other Pacific Islander	0.00% 0
TOTAL	25

Q9

Council District (If you do not know your Council District, you can look it up here: <https://www.sanantonio.gov/council/find-my-council-member>)

Answered: 23 Skipped: 4



ANSWER CHOICES	RESPONSES
▼ District 1	13.04% 3
▼ District 2	4.35% 1
▼ District 3	17.39% 4
▼ District 4	8.70% 2
▼ District 5	8.70% 2
▼ District 6	17.39% 4
▼ District 7	13.04% 3
▼ District 8	8.70% 2
▼ District 9	8.70% 2
▼ District 10	0.00% 0
TOTAL	23

Q10

Q10

Save as ▼

How do you prefer to receive communication from us? Please provide the following (optional):

Answered: 17 Skipped: 10

ANSWER CHOICES		RESPONSES	
Email	Responses	94.12%	16
Telephone	Responses	47.06%	8
Address	Responses	52.94%	9