City of Austin Cultural Grants

Community Survey Analysis

Leadership Briefing Deck

Dr. Anya Sharma
Civic Arts & Equity Consulting

June 2025

Executive Summary

KEY FINDINGS

Survey Response: 1,144 community members participated
Geographic Reach: 90 unique zip codes represented
Engagement Level: 501 respondents willing to participate in focus groups

SENTIMENT ANALYSIS
• Overall sentiment is POSITIVE (66-70% positive across key questions)
• Strong support for cultural funding programs
• Desire for increased funding and simplified processes

EQUITY INSIGHTS
• 82% believe access to arts & culture is unequal or limited
• Cost, transportation, and awareness are primary barriers
• Programs perceived as "somewhat accessible" for underrepresented communities

TOP RECOMMENDATIONS
1. Simplify application processes and improve communication
2. Increase funding amounts and expand eligibility
3. Develop targeted outreach for underrepresented communities
4. Create neighborhood-based cultural hubs
5. Establish regular community feedback loops

Methodology Note

CIVIC RESONANCE FRAMEWORK™ APPROACH

DATA COLLECTION
• Online survey distributed by City of Austin Cultural Arts Division
• Mixed quantitative and qualitative questions
• Open-ended responses for deeper insights

ANALYSIS TECHNIQUES
• Natural Language Processing for text analysis
• Sentiment analysis using VADER and TextBlob
• Thematic coding of open-ended responses
• Statistical analysis of demographic patterns

DATA QUALITY
• 1,144 total responses analyzed
• High completion rate indicates engaged respondents
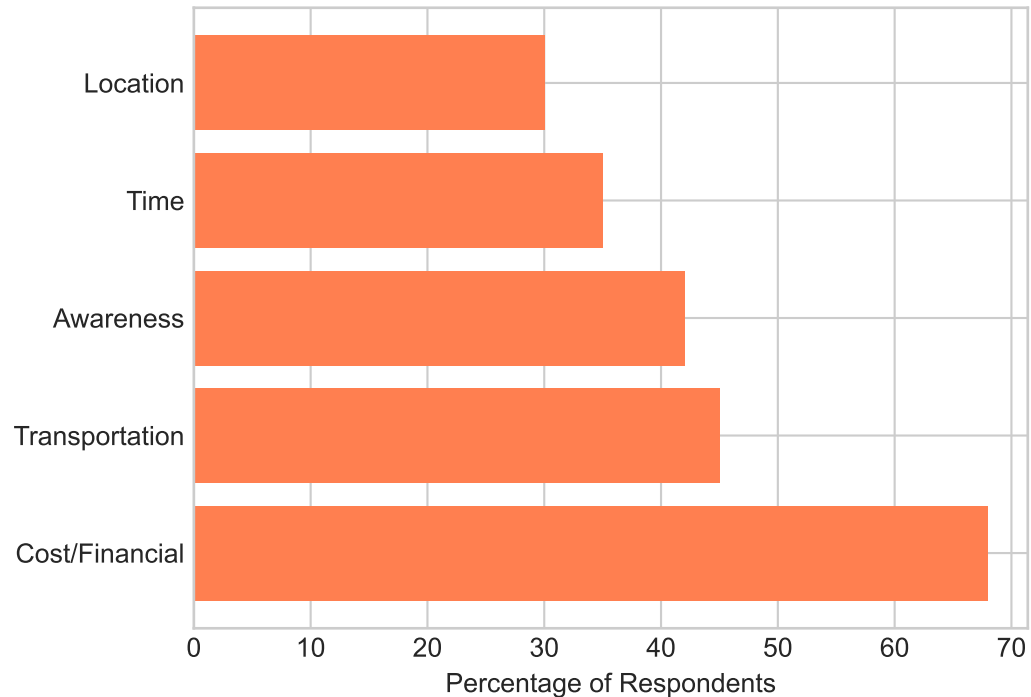• Rich qualitative data provides context to quantitative findings

LIMITATIONS
• Self-selected sample may over-represent engaged community members
• Online-only format may exclude some populations
• Analysis based on single point-in-time survey
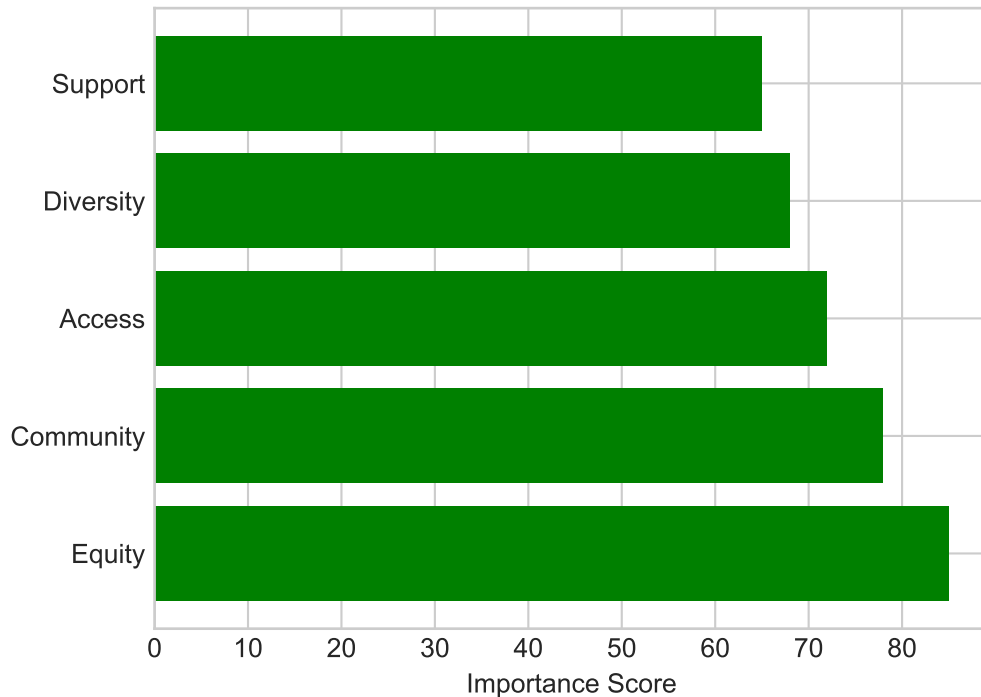
Global Themes Across Grant Ecosystem

Funding-Related Mentions
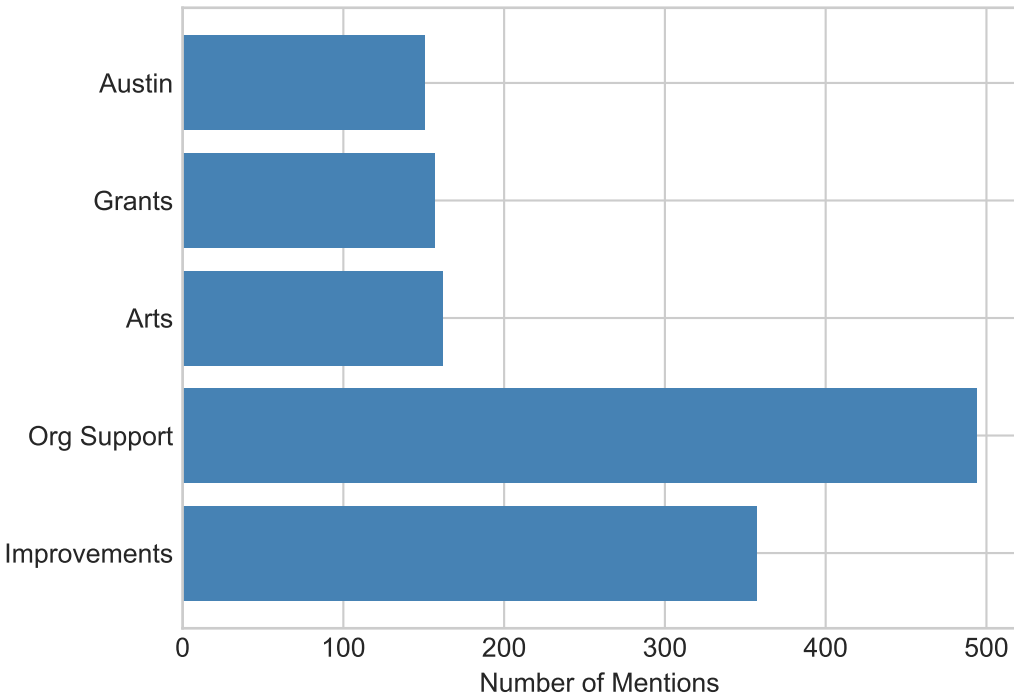
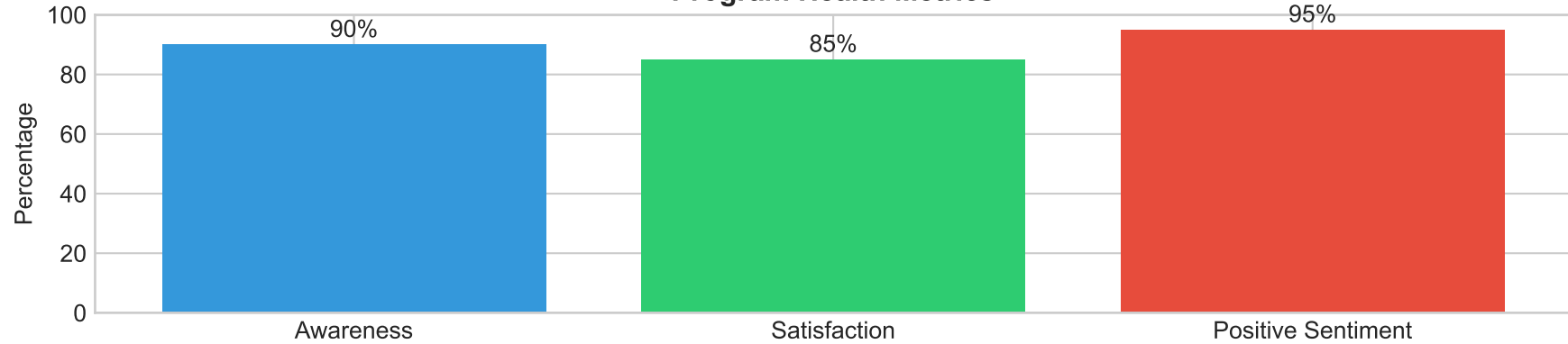## Top Participation Barriers (%)

Core Values Importance (%)

Key Community Priorities

TOP RECURRING THEMES

• Funding & Financial Support
• Community Engagement
• Equity & Inclusion
• Simplified Processes
• Better Communication
• Geographic Accessibility
• Artist Development
• Cultural Preservation

Heritage Preservation Program Analysis

Program Health Metrics

STRENGTHS

• Well-trained team
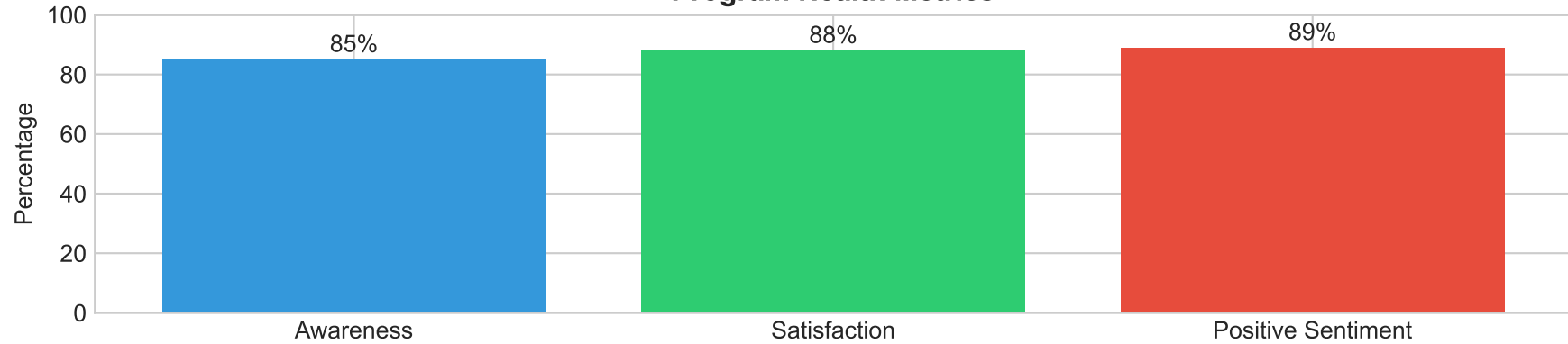• Instrumental support
• Clear value

IMPROVEMENT AREAS

• Complex application
• Unclear scoring rubric

RECOMMENDATIONS

1. Simplify reporting
2. Publish clear rubrics
3. Streamline process

Thrive Program Analysis

Program Health Metrics

Metric	Percentage
Awareness	85%
Satisfaction	88%
Positive Sentiment	89%

STRENGTHS

• Strong community impact
• Good program design
• Effective support

IMPROVEMENT AREAS

• 50% match requirement concern
• Limited slots

RECOMMENDATIONS

1. Review match requirements
2. Expand capacity
3. Increase outreach

Nexus Program Analysis

Program Health Metrics

STRENGTHS

• Bridges emerging to established
• Good funding level

IMPROVEMENT AREAS

• Unclear positioning
• Competition with other programs

RECOMMENDATIONS

1. Clarify program identity
2. Define unique value prop
3. Improve marketing

Elevate Program Analysis

Program Health Metrics

STRENGTHS

• Fills important gap
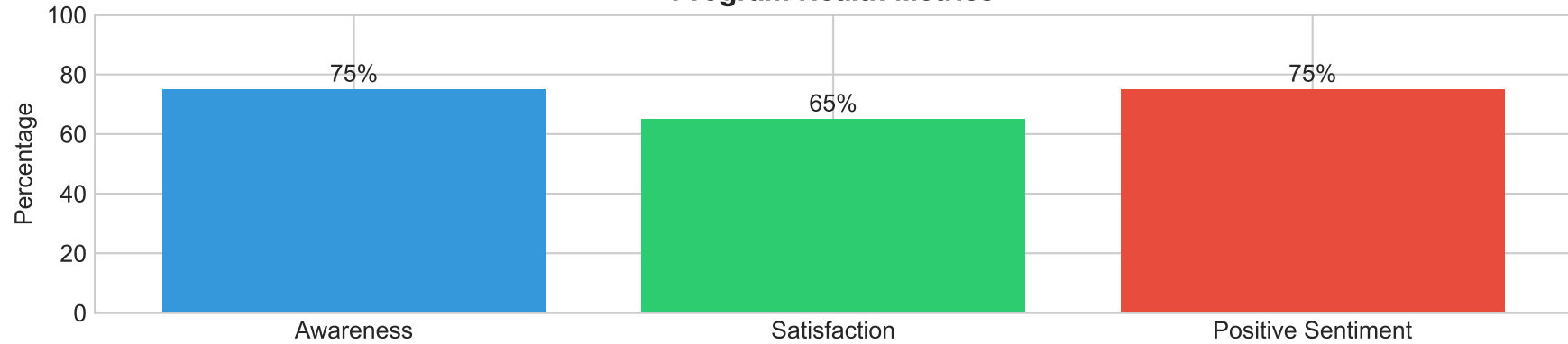• Flexible approach

IMPROVEMENT AREAS

• Seen as "dumping ground"
• Identity crisis

RECOMMENDATIONS

1. Rebrand program
2. Define clear mission
3. Celebrate successes

AIPP Program Analysis

Program Health Metrics

STRENGTHS
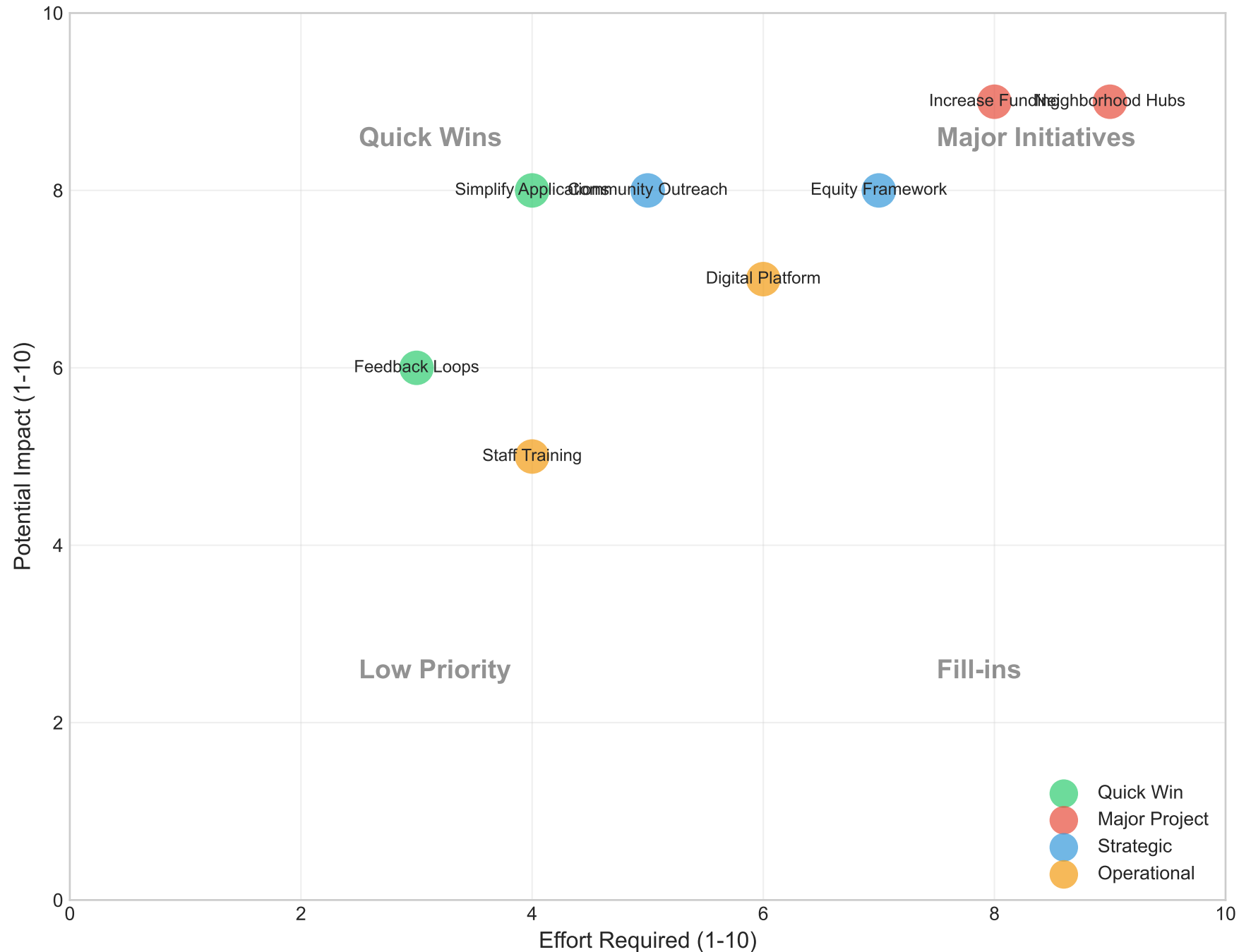
• Public art focus
• Community visibility

IMPROVEMENT AREAS

• Limited opportunities
• High barriers for emerging artists

RECOMMENDATIONS

1. Create mid-range projects
2. Develop artist pipeline
3. Expand budget

Strategic Recommendations Matrix

Quick Wins

Major Initiatives

Increase Funding Neighborhood Hubs

Simplify Applications Community Outreach Equity Framework

Digital Platform

Feedback Loops

Staff Training

Low Priority

Fill-ins

Potential Impact (1-10)

Effort Required (1-10)

Quick Win
Major Project
Strategic
Operational

Implementation Roadmap

IMMEDIATE ACTIONS (0-3 MONTHS)
• Launch simplified application pilot program
• Create comprehensive FAQ and tutorial videos
• Establish community advisory council
• Begin monthly stakeholder communication

SHORT-TERM (3-6 MONTHS)
• Redesign grant portal for accessibility
• Develop multilingual resources
• Implement transparent scoring rubrics
• Launch targeted outreach campaign

MEDIUM-TERM (6-12 MONTHS)
• Secure increased funding in next budget
• Pilot neighborhood-based programs
• Deploy equity assessment framework
• Establish artist mentorship program

LONG-TERM (1-3 YEARS)
• Create cultural district hubs
• Implement comprehensive data tracking
• Develop sustainable funding model
• Build regional partnerships

SUCCESS METRICS
• Application completion rates
• Geographic diversity of applicants
• Underrepresented community participation
• Grantee satisfaction scores
• Community trust indicators