

CREATIVE POLICY

Creative Policy's Firm Profile Sheet

Mission:

Creative Policy is dedicated to supporting civic advocacy by bridging the gap between the stories of our culture and local policymaking. Our mission is to address issues and reform practices that perpetuate the core issues leading to inequity, fostering the viability and sustainability of our communities.

Creative Policy is able to develop creative solutions that not only promote equity and inclusion, but are also effective, equitable, and sustainable for long-term success. Additionally, Creative Policy provides opportunities for collaboration and trust-building within diverse communities by encouraging creative thinking, problem-solving skills, resource management, visioning and project planning. This unified approach strengthens communities, enabling them to create lasting change through creativity.

Vision:

To create an inclusive, thriving, and culturally rich community that empowers and uplifts its residents, nurturing a sense of belonging and fostering positive change.

Core Values:

Collaboration - We believe in the power of working together to create meaningful change.

Inclusivity - We strive to include diverse perspectives and voices, ensuring all members of the community feel valued and heard.

Cultural Appreciation - We celebrate and honor the rich cultural heritage of our community and work to preserve and uplift it.

Empowerment - We aim to empower individuals and communities by providing the tools, resources, and support they need to create change.

Innovation - We embrace creative and innovative solutions to address complex challenges facing our community.

Services Offered:

- Community Engagement
- Systems Change
- Disaster Relief
- Inclusive Language Editing
- Creative Strategies
- Cultural Planning
- Experience Curation
- Disaster Relief
- Vision Planning
- Production
- Creative Thinking and Problem-Solving
- Project Management
- Creative Directing
- Facilitation

Target Market:

- Government organizations
- Non-profit organizations
- Activists and advocates
- Businesses committed to creating a positive impact
- Community members seeking to drive change in their neighborhoods

Key Differentiators:

1. Founder with deep roots in the community: Our black, queer, female founder has 31 years of lived experience in Austin, Texas, offering a unique perspective and understanding of the city's challenges and opportunities.
2. Comprehensive services: We provide a wide range of services to nurture the community and uphold the culture of Austin.
3. Collaboration-focused approach: We prioritize collaboration between diverse stakeholders and organizations, fostering inclusive conversations and decision-making.

4. Commitment to equity: Creative Policy is dedicated to addressing issues and reforming practices that perpetuate inequity within our community.
5. Art-based processes: We integrate innovative arts-based community collaboration practices to ensure a diversity of voices are heard and cultural experiences are recognized.

Success Stories:

The Trail Conservancy's Common Waters with Public City

The Common Waters Demonstration Project is an excellent example of Creative Policy's successful community engagement project, showcasing the impact of their work in addressing systemic inequities and fostering community development.



Through this project, Creative Policy worked with artists and community members to celebrate Lady Bird Lake and highlight its importance to the Austin community. The project's collaborative art installation brought together art, activism, environment, and community to inform the Trail Conservancy's Art + Culture Plan.

Creative Policy engaged with the community by strategizing a community-led demonstration process that was tested, edited based on feedback, and incorporated into the final Arts and Culture Plan. By involving the community in the project's design and implementation, Creative Policy fostered a sense of ownership and empowerment among community members, promoting their active participation in the project and increasing its impact.

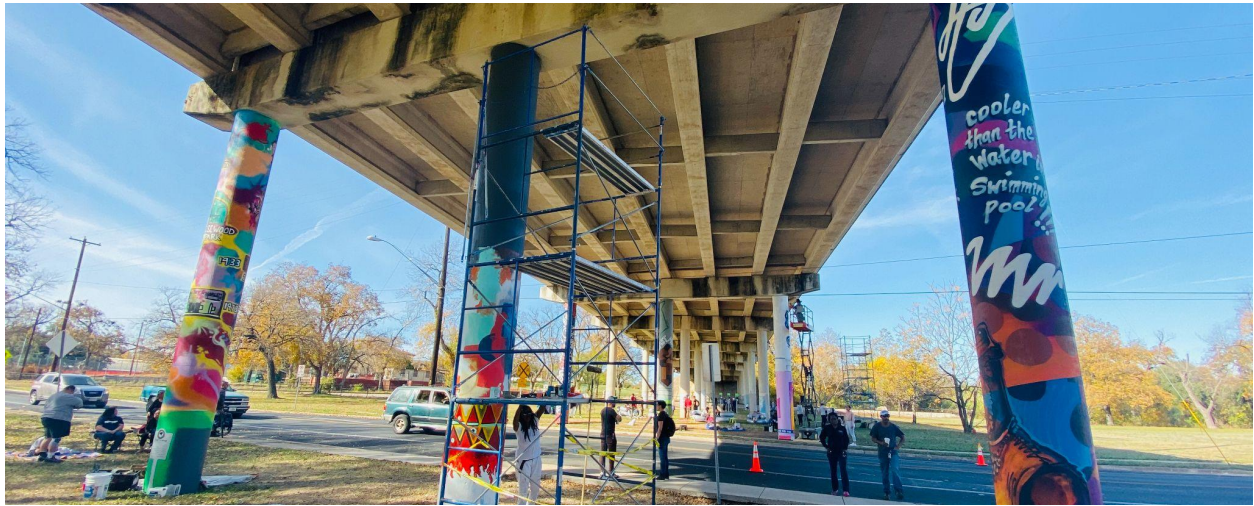
The project's celebration day was a huge success, with volunteers, local musicians, and community members coming together to help install the plants and artistic "nest" on the floating wetland. The community build event was held at the Waller Beach boat launch, providing an opportunity for residents to engage with the project and its creators. The day's events, including a serenade by local musician Ephraim Owens and an original dance performance by Art Spark/Body Shift, provided a platform for diverse voices and perspectives to be heard, highlighting the inclusivity and diversity of the Austin community.



Through this project, Creative Policy successfully addressed systemic inequities by collaborating with underrepresented communities and honoring the history and culture of Black and Brown residents in Austin. They also fostered community development by promoting community engagement and participation in the project's design and implementation. The project's success was due to the collaboration between Creative Policy, artists, community members, and various organizations, demonstrating the importance of cross-sector collaboration in promoting equity and inclusion for BIPOC communities in Austin.

Austin Parks Foundation's Eastlink Trail, The Pillars Project with Public City

The EastLink Trail project is an excellent example of Creative Policy's successful community engagement project, showcasing the impact of their work in addressing specific challenges, implementing effective solutions, and achieving positive outcomes for the community.



Creative Policy and Public City recognized the lack of equitable investment in East Austin and the need to create inviting spaces that reflect the cultural heritage of the community. They worked with the Austin Parks Foundation, the City of Austin, and the Mueller Foundation to bring the community together to share their stories, imagine spaces that will inspire and meet their unique needs, and create a plan to improve the quality of parks for all Austinites in the area.

The project involved two trail explorations that brought EastLink neighbors together to share their stories and the history that has shaped their communities. In response to the community's desire for art along the trail, Creative Policy and the Project Team facilitated activations and implemented several media and community art projects, including The Pillars Project, where six artists were commissioned to create murals on the pillars along Rosewood Avenue, under Pleasant Valley Road in the Boggy Creek Greenbelt. The murals and explorations reflect how the history of a place can inform its future as told by the trail's East Austin community.

The positive outcomes achieved by the EastLink Trail project are numerous. The project created connectivity and inviting spaces that people want to use, promoting physical activity, community engagement, and cultural heritage preservation. The trail and murals have become significant community assets that encourage exploration, foster a sense of belonging, and promote equity and inclusion in the area.



Overall, the EastLink Trail project is a successful community engagement project that showcases the impact of Creative Policy's work in addressing specific challenges, implementing effective solutions, and achieving positive outcomes for the community. By bringing together community members, artists, and various organizations, Creative Policy demonstrated the importance of collaboration and engagement in creating meaningful and memorable community spaces that reflect the unique needs and heritage of diverse communities.