



# BULL MOON RISING

**PRESENTED BY**

*Jaliwa Albright*

*Kaylee Rodriguez*



# NUMBERS & STATISTICS

Although we received a limited amount of survey responses, we still believe that the compiled data can be used as a measure of the community's willingness to engage with future public art events. The figures below demonstrate the survey data.

Figure 1  
HAVE YOU ATTENDED A POP-UP ART EXHIBIT BEFORE?

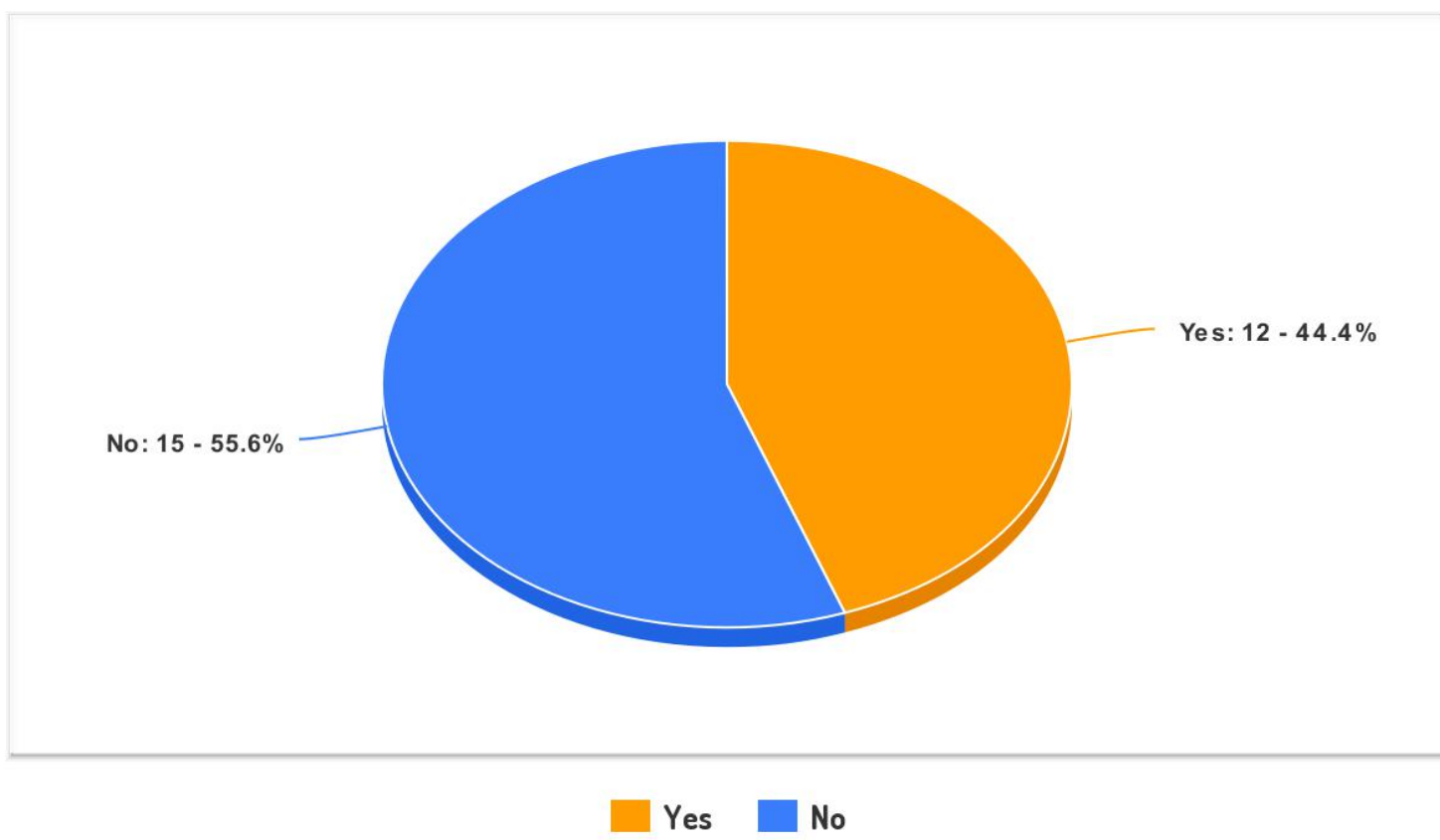


Figure 2

LIKELIHOOD OF ATTENDING SIMILAR EVENTS IN THE FUTURE

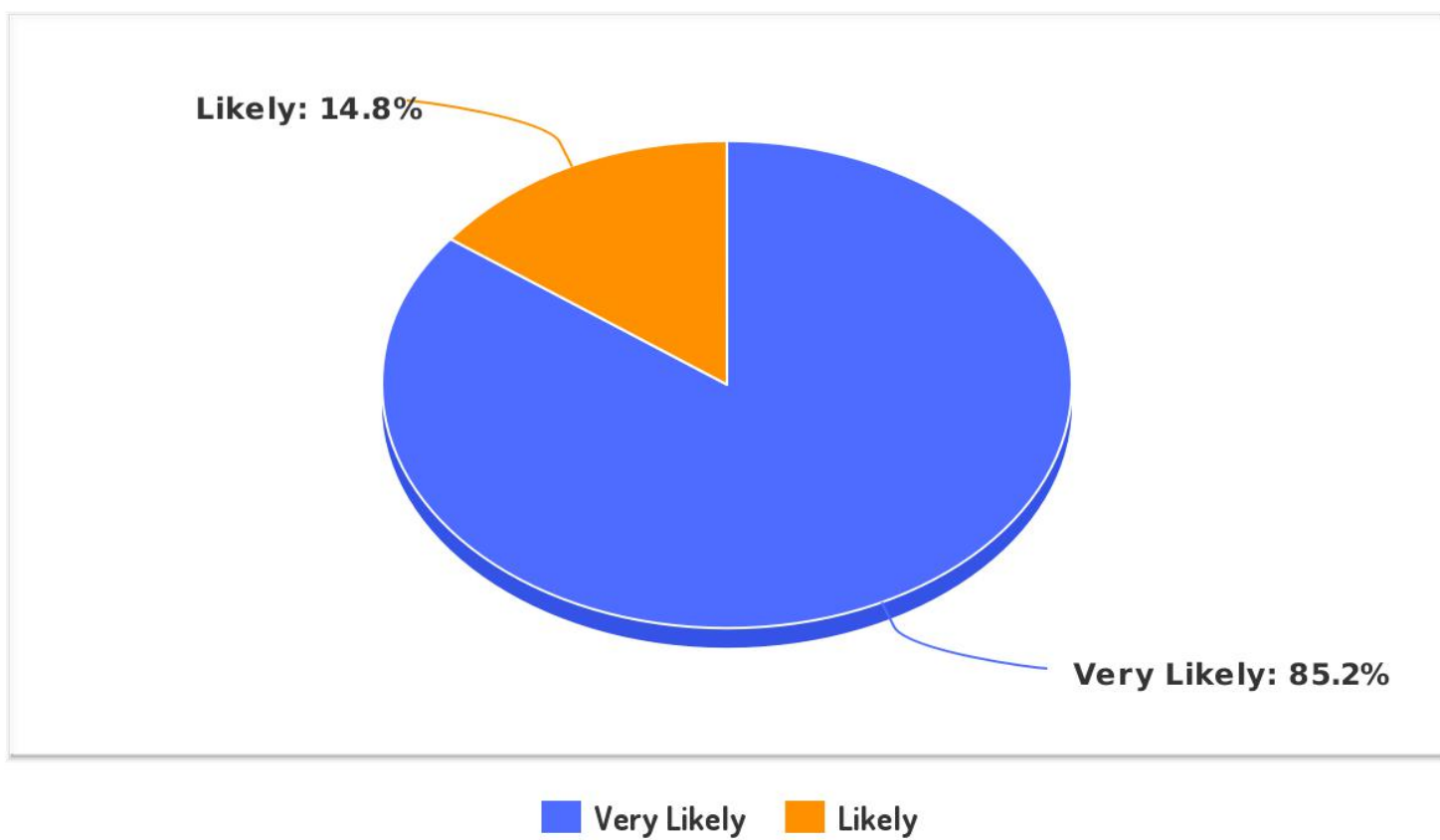
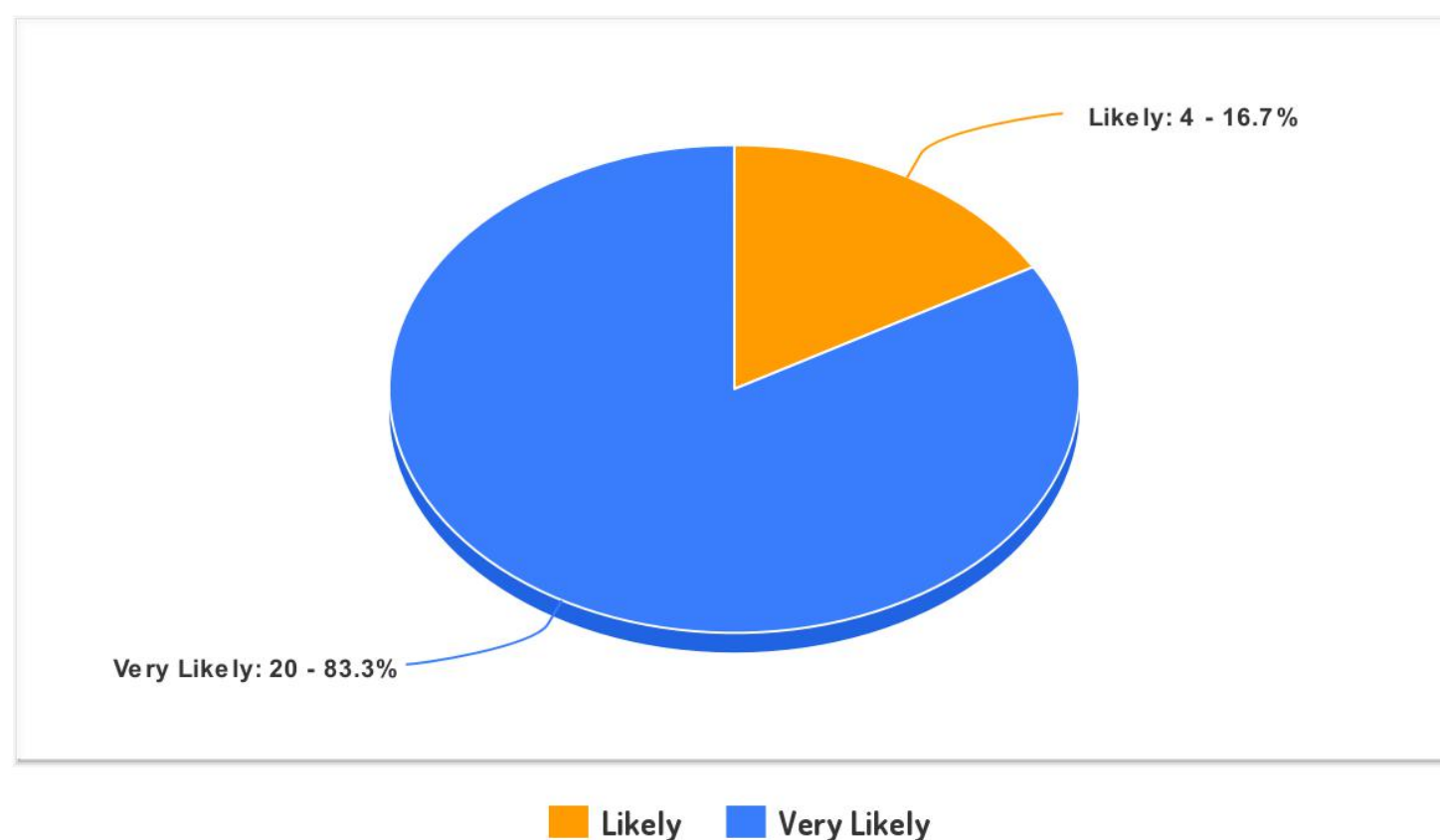


Figure 3

HOW LIKELY ARE YOU TO RECOMMEND THIS EVENT/SIMILAR EVENT TO OTHERS?



100%

*Very likely or likely to attend similar events*

56%

*Had never attended a pop-up art exhibit*

Figure 4

PARTY SIZE

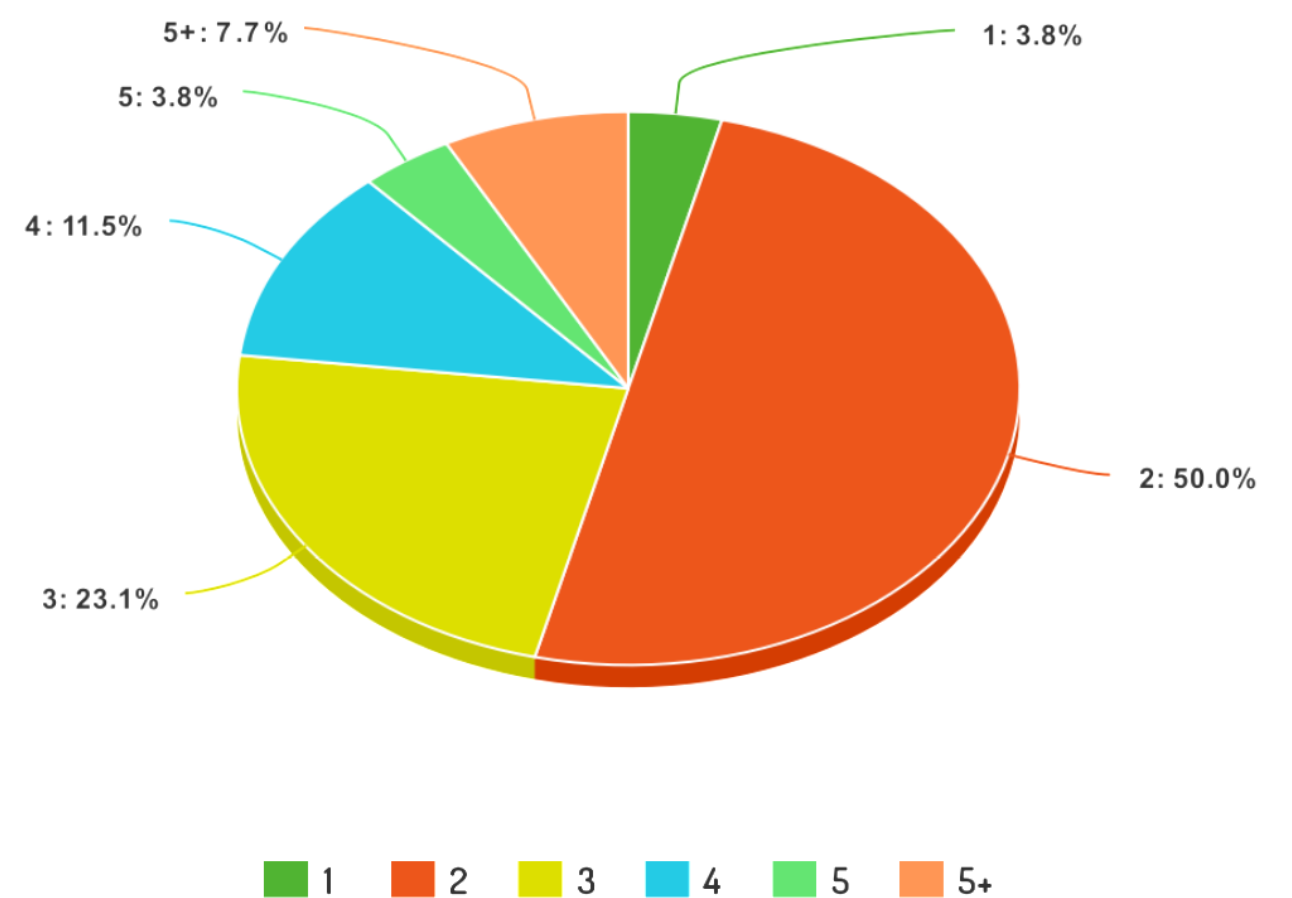


Figure 1:

The majority of respondents had not visited a pop-up art exhibit. This aligns with what we gathered from speaking to community members

Figure 2:

Every respondent answered that they would be very likely or likely to attend a similar event. We did not receive any answers that indicated that community members would not be interested in attending future events.

Figure 3:

The majority of respondents indicated that they would be very likely to recommend the event/similar events to others. We hope that this encourages increases in participation for future events

Figure 4:

The majority of respondents attended the event in a party of two. The largest party size recorded on the survey was 11 people.

| Date         | Total Trips   | Average Daily (Jul-Oct 2019) |
|--------------|---------------|------------------------------|
| 10/31/2019   | 20,122        | 21,404                       |
| 11/1/2019    | 21,902        | 21,404                       |
| 11/2/2019    | 17,053        | 16,109                       |
| 11/3/2019    | 7,693         | 8,829                        |
| 11/4/2019    | 22,391        | 21,404                       |
| <b>TOTAL</b> | <b>89,161</b> |                              |

| Date         | Total Trips   | Date         | Total Trips   |
|--------------|---------------|--------------|---------------|
| 10/11/2019   | 21,130        | 10/31/2018   | 23,676        |
| 10/12/2019   | 15,744        | 11/1/2018    | 23,098        |
| 10/13/2019   | 6,874         | 11/2/2018    | 21,586        |
| <b>Total</b> | <b>43,748</b> | 11/3/2018    | 16,505        |
| 10/18/2019   | 21,718        | 11/4/2018    | 9,562         |
| 10/19/2019   | 15,377        | <b>TOTAL</b> | <b>94,427</b> |
| 10/20/2019   | 7,182         |              |               |
| <b>Total</b> | <b>44,277</b> |              |               |
| 10/25/2019   | 22,062        |              |               |
| 10/26/2019   | 16,615        |              |               |
| 10/27/2019   | 9,060         |              |               |
| <b>Total</b> | <b>47,737</b> |              |               |
| 11/1/2019    | 21902         |              |               |
| 11/2/2019    | 17053         |              |               |
| 11/3/2019    | 7693          |              |               |
| <b>Total</b> | <b>46,648</b> |              |               |

| <b>Average Daily (Jul-Oct 2018)</b> |
|-------------------------------------|
| 21,488                              |
| 21,488                              |
| 21,488                              |
| 15,878                              |
| 8,731                               |
|                                     |

Oct 29, 2018 - Nov 4, 2018

2,123

Visitors per Day

88

Visitors per Hour

12 PM-1 PM

Busiest Hour

14,858

Typical Week

Friday

Busiest Day

14,858

Total Visitors

|                     | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------------|-----|-----|-----|-----|-----|-----|-----|
| 12:00 AM - 1:00 AM  | 0   | 3   | 6   | 10  | 18  | 11  | 58  |
| 1:00 AM - 2:00 AM   | 0   | 6   | 6   | 7   | 10  | 20  | 55  |
| 2:00 AM - 3:00 AM   | 0   | 3   | 6   | 7   | 7   | 6   | 24  |
| 3:00 AM - 4:00 AM   | 0   | 1   | 1   | 5   | 1   | 4   | 1   |
| 4:00 AM - 5:00 AM   | 0   | 0   | 0   | 1   | 3   | 3   | 1   |
| 5:00 AM - 6:00 AM   | 0   | 11  | 1   | 7   | 2   | 4   | 5   |
| 6:00 AM - 7:00 AM   | 0   | 42  | 43  | 45  | 41  | 43  | 12  |
| 7:00 AM - 8:00 AM   | 0   | 30  | 63  | 62  | 53  | 61  | 34  |
| 8:00 AM - 9:00 AM   | 0   | 103 | 123 | 122 | 113 | 120 | 59  |
| 9:00 AM - 10:00 AM  | 0   | 89  | 112 | 122 | 132 | 158 | 121 |
| 10:00 AM - 11:00 AM | 0   | 46  | 101 | 75  | 112 | 182 | 212 |
| 11:00 AM - 12:00 PM | 0   | 52  | 166 | 161 | 134 | 196 | 195 |
| 12:00 PM - 1:00 PM  | 0   | 136 | 312 | 273 | 324 | 332 | 285 |
| 1:00 PM - 2:00 PM   | 0   | 75  | 222 | 223 | 310 | 240 | 248 |
| 2:00 PM - 3:00 PM   | 0   | 48  | 203 | 153 | 176 | 181 | 238 |
| 3:00 PM - 4:00 PM   | 0   | 98  | 188 | 148 | 191 | 176 | 290 |
| 4:00 PM - 5:00 PM   | 0   | 146 | 141 | 155 | 176 | 181 | 172 |
| 5:00 PM - 6:00 PM   | 0   | 164 | 202 | 177 | 235 | 275 | 261 |
| 6:00 PM - 7:00 PM   | 0   | 196 | 136 | 171 | 276 | 202 | 293 |
| 7:00 PM - 8:00 PM   | 0   | 125 | 114 | 119 | 160 | 99  | 167 |
| 8:00 PM - 9:00 PM   | 0   | 82  | 81  | 97  | 143 | 133 | 0   |
| 9:00 PM - 10:00 PM  | 0   | 27  | 56  | 99  | 98  | 154 | 0   |
| 10:00 PM - 11:00 PM | 0   | 26  | 45  | 49  | 67  | 190 | 0   |
| 11:00 PM - 12:00 AM | 0   | 23  | 23  | 33  | 40  | 130 | 0   |

Oct 14, 2019 - Oct 20, 2019

2,989

Visitors per Day

125

Visitors per Hour

12 PM-1 PM

Busiest Hour

20,920

Typical Week

Friday

Busiest Day

20,920

Total Visitors

|                     | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------------|-----|-----|-----|-----|-----|-----|-----|
| 12:00 AM - 1:00 AM  | 42  | 13  | 7   | 10  | 40  | 38  | 47  |
| 1:00 AM - 2:00 AM   | 21  | 4   | 3   | 5   | 10  | 14  | 20  |
| 2:00 AM - 3:00 AM   | 15  | 3   | 2   | 3   | 0   | 3   | 11  |
| 3:00 AM - 4:00 AM   | 2   | 0   | 2   | 7   | 3   | 0   | 7   |
| 4:00 AM - 5:00 AM   | 2   | 1   | 3   | 2   | 1   | 3   | 3   |
| 5:00 AM - 6:00 AM   | 3   | 10  | 10  | 8   | 11  | 9   | 8   |
| 6:00 AM - 7:00 AM   | 4   | 29  | 34  | 10  | 31  | 24  | 4   |
| 7:00 AM - 8:00 AM   | 34  | 55  | 72  | 54  | 62  | 57  | 28  |
| 8:00 AM - 9:00 AM   | 79  | 134 | 114 | 125 | 142 | 173 | 97  |
| 9:00 AM - 10:00 AM  | 104 | 127 | 112 | 114 | 132 | 135 | 112 |
| 10:00 AM - 11:00 AM | 88  | 143 | 113 | 96  | 118 | 173 | 228 |
| 11:00 AM - 12:00 PM | 145 | 158 | 147 | 138 | 173 | 272 | 293 |
| 12:00 PM - 1:00 PM  | 190 | 341 | 292 | 165 | 361 | 428 | 375 |
| 1:00 PM - 2:00 PM   | 129 | 252 | 213 | 135 | 277 | 333 | 436 |
| 2:00 PM - 3:00 PM   | 163 | 160 | 171 | 148 | 170 | 262 | 295 |
| 3:00 PM - 4:00 PM   | 186 | 153 | 147 | 164 | 142 | 187 | 279 |
| 4:00 PM - 5:00 PM   | 201 | 156 | 208 | 146 | 195 | 230 | 293 |
| 5:00 PM - 6:00 PM   | 182 | 177 | 205 | 249 | 293 | 265 | 261 |
| 6:00 PM - 7:00 PM   | 162 | 207 | 213 | 206 | 252 | 340 | 352 |
| 7:00 PM - 8:00 PM   | 129 | 195 | 178 | 142 | 207 | 408 | 256 |
| 8:00 PM - 9:00 PM   | 96  | 135 | 134 | 132 | 120 | 323 | 165 |
| 9:00 PM - 10:00 PM  | 53  | 76  | 77  | 58  | 170 | 244 | 196 |
| 10:00 PM - 11:00 PM | 42  | 57  | 64  | 96  | 86  | 220 | 267 |
| 11:00 PM - 12:00 AM | 17  | 31  | 25  | 38  | 62  | 112 | 73  |

Oct 7, 2019 - Oct 13, 2019

2,889

Visitors per Day

120

Visitors per Hour

12 PM-1 PM

Busiest Hour

20,221

Typical Week

Saturday

Busiest Day

20,221

Total Visitors

|                     | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------------|-----|-----|-----|-----|-----|-----|-----|
| 12:00 AM - 1:00 AM  | 144 | 4   | 12  | 16  | 21  | 12  | 78  |
| 1:00 AM - 2:00 AM   | 64  | 6   | 0   | 6   | 9   | 8   | 62  |
| 2:00 AM - 3:00 AM   | 40  | 4   | 5   | 7   | 1   | 7   | 14  |
| 3:00 AM - 4:00 AM   | 10  | 1   | 0   | 1   | 9   | 7   | 2   |
| 4:00 AM - 5:00 AM   | 1   | 6   | 1   | 1   | 6   | 3   | 3   |
| 5:00 AM - 6:00 AM   | 9   | 8   | 9   | 7   | 9   | 6   | 4   |
| 6:00 AM - 7:00 AM   | 10  | 31  | 47  | 44  | 45  | 34  | 9   |
| 7:00 AM - 8:00 AM   | 17  | 59  | 67  | 73  | 82  | 70  | 27  |
| 8:00 AM - 9:00 AM   | 48  | 123 | 108 | 134 | 103 | 123 | 66  |
| 9:00 AM - 10:00 AM  | 120 | 111 | 105 | 136 | 125 | 112 | 121 |
| 10:00 AM - 11:00 AM | 129 | 103 | 114 | 114 | 115 | 99  | 184 |
| 11:00 AM - 12:00 PM | 77  | 161 | 125 | 153 | 184 | 216 | 256 |
| 12:00 PM - 1:00 PM  | 91  | 302 | 266 | 285 | 322 | 342 | 297 |
| 1:00 PM - 2:00 PM   | 106 | 228 | 168 | 205 | 218 | 288 | 287 |
| 2:00 PM - 3:00 PM   | 122 | 191 | 124 | 172 | 140 | 216 | 227 |
| 3:00 PM - 4:00 PM   | 128 | 164 | 104 | 162 | 185 | 227 | 284 |
| 4:00 PM - 5:00 PM   | 148 | 163 | 133 | 147 | 183 | 223 | 297 |
| 5:00 PM - 6:00 PM   | 97  | 231 | 226 | 211 | 225 | 246 | 277 |
| 6:00 PM - 7:00 PM   | 82  | 258 | 226 | 241 | 213 | 215 | 407 |
| 7:00 PM - 8:00 PM   | 48  | 231 | 196 | 163 | 237 | 338 | 408 |
| 8:00 PM - 9:00 PM   | 36  | 79  | 117 | 164 | 168 | 322 | 336 |
| 9:00 PM - 10:00 PM  | 54  | 126 | 72  | 102 | 136 | 269 | 300 |
| 10:00 PM - 11:00 PM | 11  | 46  | 60  | 70  | 114 | 217 | 217 |
| 11:00 PM - 12:00 AM | 15  | 17  | 39  | 20  | 61  | 142 | 187 |

Oct 21, 2019 - Oct 27, 2019

2,624  
Visitors per Day

109  
Visitors per Hour

12 PM-1 PM  
Busiest Hour

18,367  
Typical Week

Friday  
Busiest Day

18,367  
Total Visitors

|                     | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------------|-----|-----|-----|-----|-----|-----|-----|
| 12:00 AM - 1:00 AM  | 90  | 6   | 14  | 23  | 16  | 25  | 77  |
| 1:00 AM - 2:00 AM   | 40  | 9   | 3   | 5   | 1   | 3   | 21  |
| 2:00 AM - 3:00 AM   | 10  | 1   | 5   | 1   | 3   | 3   | 19  |
| 3:00 AM - 4:00 AM   | 5   | 0   | 1   | 2   | 2   | 2   | 3   |
| 4:00 AM - 5:00 AM   | 3   | 0   | 1   | 3   | 0   | 0   | 4   |
| 5:00 AM - 6:00 AM   | 2   | 8   | 2   | 4   | 8   | 8   | 9   |
| 6:00 AM - 7:00 AM   | 4   | 30  | 23  | 32  | 29  | 24  | 14  |
| 7:00 AM - 8:00 AM   | 15  | 50  | 70  | 46  | 74  | 50  | 34  |
| 8:00 AM - 9:00 AM   | 35  | 121 | 102 | 134 | 118 | 136 | 62  |
| 9:00 AM - 10:00 AM  | 65  | 115 | 118 | 121 | 104 | 120 | 121 |
| 10:00 AM - 11:00 AM | 98  | 88  | 80  | 122 | 100 | 92  | 155 |
| 11:00 AM - 12:00 PM | 136 | 173 | 151 | 191 | 175 | 310 | 222 |
| 12:00 PM - 1:00 PM  | 141 | 287 | 234 | 368 | 376 | 350 | 235 |
| 1:00 PM - 2:00 PM   | 130 | 203 | 154 | 219 | 248 | 210 | 268 |
| 2:00 PM - 3:00 PM   | 159 | 184 | 86  | 148 | 153 | 218 | 234 |
| 3:00 PM - 4:00 PM   | 139 | 138 | 121 | 152 | 143 | 173 | 237 |
| 4:00 PM - 5:00 PM   | 148 | 174 | 101 | 176 | 177 | 202 | 258 |
| 5:00 PM - 6:00 PM   | 125 | 137 | 191 | 195 | 184 | 206 | 227 |
| 6:00 PM - 7:00 PM   | 145 | 170 | 168 | 207 | 195 | 248 | 305 |
| 7:00 PM - 8:00 PM   | 147 | 129 | 118 | 202 | 195 | 336 | 281 |
| 8:00 PM - 9:00 PM   | 113 | 87  | 76  | 106 | 155 | 288 | 208 |
| 9:00 PM - 10:00 PM  | 51  | 62  | 72  | 109 | 87  | 224 | 218 |
| 10:00 PM - 11:00 PM | 51  | 44  | 60  | 69  | 72  | 159 | 147 |
| 11:00 PM - 12:00 AM | 14  | 19  | 22  | 26  | 33  | 134 | 104 |



Oct 28, 2019 - Nov 3, 2019

3,185

Visitors per Day

133

Visitors per Hour

7 PM-8 PM

Busiest Hour

22,298

Typical Week

Saturday

Busiest Day

22,298

Total Visitors

|                     | Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---------------------|-----|-----|-----|-----|-----|-----|-----|
| 12:00 AM - 1:00 AM  | 99  | 5   | 8   | 5   | 16  | 29  | 75  |
| 1:00 AM - 2:00 AM   | 39  | 2   | 3   | 5   | 6   | 21  | 38  |
| 2:00 AM - 3:00 AM   | 11  | 0   | 3   | 6   | 2   | 3   | 19  |
| 3:00 AM - 4:00 AM   | 1   | 1   | 2   | 4   | 0   | 7   | 8   |
| 4:00 AM - 5:00 AM   | 7   | 1   | 6   | 2   | 2   | 1   | 3   |
| 5:00 AM - 6:00 AM   | 6   | 11  | 6   | 5   | 9   | 3   | 5   |
| 6:00 AM - 7:00 AM   | 12  | 32  | 21  | 29  | 24  | 20  | 10  |
| 7:00 AM - 8:00 AM   | 23  | 48  | 60  | 61  | 57  | 46  | 32  |
| 8:00 AM - 9:00 AM   | 64  | 111 | 137 | 110 | 87  | 96  | 59  |
| 9:00 AM - 10:00 AM  | 112 | 113 | 122 | 89  | 103 | 89  | 92  |
| 10:00 AM - 11:00 AM | 154 | 121 | 95  | 58  | 95  | 151 | 154 |
| 11:00 AM - 12:00 PM | 188 | 163 | 162 | 104 | 141 | 223 | 213 |
| 12:00 PM - 1:00 PM  | 166 | 338 | 260 | 175 | 251 | 394 | 289 |
| 1:00 PM - 2:00 PM   | 172 | 216 | 196 | 170 | 196 | 260 | 306 |
| 2:00 PM - 3:00 PM   | 224 | 158 | 147 | 160 | 126 | 231 | 280 |
| 3:00 PM - 4:00 PM   | 208 | 162 | 124 | 105 | 133 | 254 | 322 |
| 4:00 PM - 5:00 PM   | 195 | 123 | 125 | 108 | 119 | 242 | 292 |
| 5:00 PM - 6:00 PM   | 266 | 169 | 188 | 125 | 119 | 321 | 444 |
| 6:00 PM - 7:00 PM   | 277 | 170 | 137 | 85  | 165 | 508 | 806 |
| 7:00 PM - 8:00 PM   | 186 | 165 | 119 | 93  | 145 | 598 | 921 |
| 8:00 PM - 9:00 PM   | 85  | 105 | 94  | 105 | 77  | 437 | 907 |
| 9:00 PM - 10:00 PM  | 50  | 74  | 56  | 83  | 72  | 310 | 607 |
| 10:00 PM - 11:00 PM | 48  | 34  | 56  | 49  | 38  | 212 | 498 |
| 11:00 PM - 12:00 AM | 21  | 21  | 23  | 33  | 37  | 271 | 257 |

# BULL MOON RISING

The General Services Department, as a part of an effort to engage the community through art, brought Luke Jerram's moon to the city on Halloween weekend. The exhibit had the desired effect: bringing out the community in unprecedented numbers to see the moon and subsequently engage with the surrounding area. We offer following data and quotes to provide context to this effect:

## *The Community:*

“ It was the most people I'd seen downtown by a long shot! ”  
-Neomonde

“ We appreciated the event and can't wait for the next one! ”  
-Jack Tar

## *Community Survey Results:*

- 100% likely or very likely to attend a similar event in the future
- 100% likely or very likely to recommend a similar event to a friend



Jaliwa Albright & Kaylee Rodriguez

Final Report

### **Executive Summary:**

Our project and partnership with the Cultural and Public Art Program (CPAP) was centered around one guiding question: Can public art facilitate community engagement? Our role in answering this question was to analyze the success of Bull Moon Rising, a public art event and the first major pop-up art exhibit brought to Durham through CPAP. By looking at this specific event, we aimed to gather data that would inform future events and public art projects and the community's willingness to engage with them. This was of specific importance because we were looking to determine the ways in which this event aligned with the broader goals of Durham's Cultural Master Plan, particularly those focused on economic development, building cultural audiences, and implementing education in art.

Because we were evaluating multiple aspects of the event, we had to take a multi-pronged approach for gathering data. To analyze community participation, we looked at data from pedestrian sensors and bus ridership. To understand community willingness to engage with art, we designed a survey and participated in the YMCA Trunk or Treat. Finally, for economic development we spoke to local business owners. The implications of this data collection and event evaluation include providing the CPAP with a greater understanding of the importance of gathering both qualitative and quantitative to understand community engagement, the value of face to face interactions, and the potential for future partnerships between the department and students.

### **Organization:**

The Public Art Program, part of the General Services Department of Durham, was responsible for bringing the moon to the city. The program was established in 2011 by the city council for the specific purpose of engaging the community through artistic ventures. The Durham Cultural Master Plan outlines most of the organization's goals, and the Bull Moon Rising event specifically highlighted their effort to build Durham's organizational capacity for large events, and use "art and cultural assets to foster economic development throughout Durham county.

Our main points of contact in GSD have been Rebecca Brown and Alexandra Benson. They were in charge of a lot of the outreach for the event, such as informing the restaurants around Durham of the incoming event. Along with the businesses, community residents are the Public Program's primary constituents, and we helped engage that population at the event and before the event at the YMCA Trunk or Treat.

**Approach:**

As we previously stated, in order to gain a full understanding of the Bull Moon Rising event we had to look at the event through multiple perspectives which involved gathering diverse sets of data. We were tasked with evaluating how this event and future events could promote economic development and future engagement with public art. Although our community partners delegated specific assignments, such as creating the survey and participating in the Trunk or Treat, we were largely responsible for coming up with creative ways to interact with the event and community members. Some of the ideas we came up with—although some fell through—included looking at the pedestrian sensors, crosswalk data, ride-share app data, incorporating the story-telling booth at the community dinner, social media

stories, and using a QR code for survey access. Once we knew the information that we would have access to, we strategized how to gather and present the data.

We took a two-pronged approach to collecting data: qualitative and quantitative. We wanted to be able to present concrete numbers like the pedestrian data and survey numbers to our partners. However, after engaging with community members at the YMCA Trunk or Treat, we realized the value of interactions and observations. The information we gathered through our conversations prior to the event helped inform how we interacted with them at the Bull Moon Rising, and what we anticipated in the survey results. During our final analysis and presentation, these interactions were one of the biggest indicators of the event's success in terms of community satisfaction and desire to see similar events in the future. We were then able to quantify these observations with some of the survey numbers. For our evaluation of economic development, we originally intended to look at sales and profit for the weekend of the event. However, we had to change this approach and gather manager observations instead because businesses are hesitant to share numbers.

Another approach we took was utilizing pre-existing resources and organizations in the community. We understood that our understanding of Durham was limited, and that we did not have the necessary resources for evaluating the event. Therefore, we reached out to others for help. One of the partnerships we built was with Downtown Durham Incorporated. They gave us access the pedestrian numbers and gave us guidance on how to approach the local businesses. We also contacted the Department of Transportation for the bus data. Even though we weren't able to use ridership as an indicator of the event's success, this data gave us a greater understanding of how often and when citizens are utilizing public transportation. As we mentioned before, some of the ideas and contacts that we reached out to did not always pan

out. However, we stayed true to our approach by reaching out in the first place and adapting to the responses that we received.

Ultimately, we believe that the approach we took was the best solution for our challenge and organization because it stayed true to the collaborative nature of the Cultural and Public Art Program and allowed us to create an evaluation of the event, despite the limited quantitative data.

### **Breakdown of Tasks:**

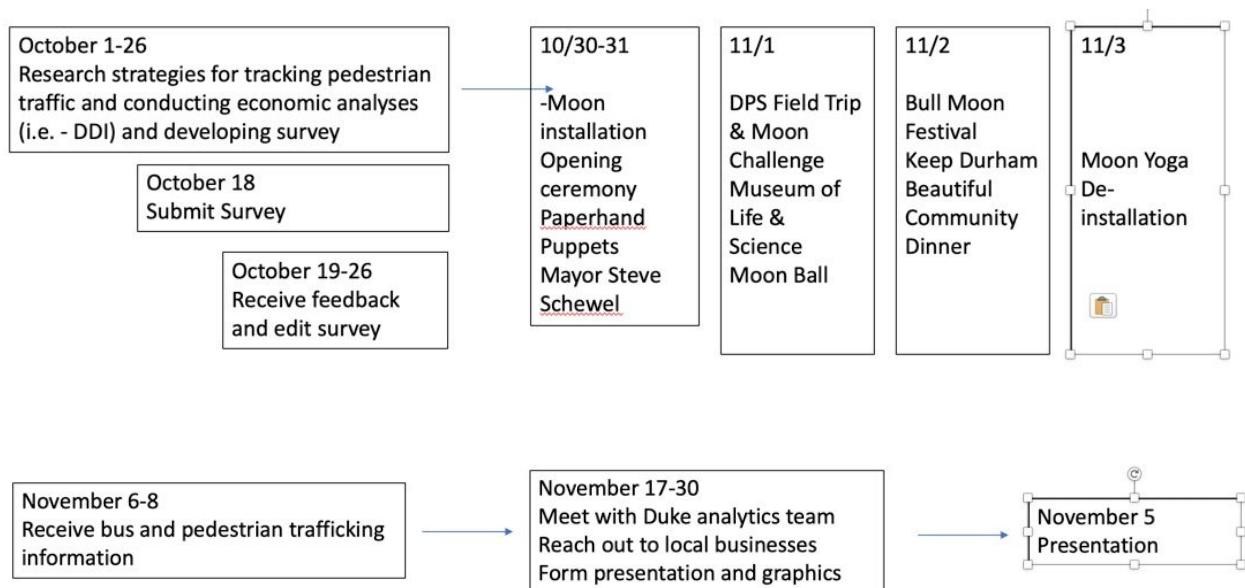
Together, we were responsible for creating the survey, attending the Trunk or Treat, and coming up with ways to accurately track the event's impact on the Durham community. This meant we both had to brainstorm a way to design and distribute the survey we were to distribute the nights of the event. We both had to ideate ways to track traffic through Downtown Durham, and we both had to update the partners of any progress we were making. Finally, we both went out to the moon on that Saturday, the busiest night, to survey the crowd and get a sense of how they were reacting to the event.

Individually, Jay was mostly responsible for drafting the survey and deciding what exactly would be on it. He also attempted to partner with ride-share companies Uber and Lyft, and though Lyft initially responded with interest, communication eventually fizzled out. Lastly, Jay was responsible for going around to the businesses surrounding the event space to get a sense of how they were impacted by the event. He went to seven places and was able to speak to the manager's of three restaurants who gave rave reviews for the event.

Kaylee was mostly in charge of communication with the other community partners we were in contact with such as DDI and GoDurham, the city's public transit system. From this, she

was able to acquire invaluable pedestrian trafficking data and also bus ridership data. Kaylee's role with the survey was mostly logistical, formatting the survey to be printed, attaching it to a QR code, and creating a digital version through survey monkey. Both the survey monkey and physical data proved useful in our analysis. Lastly, Kaylee met with Duke's data visualization lab in order to get a better idea of how we could use all of our data to accurately represent the event's impact on Durham.

## Timeline



## Challenges:

We encountered many challenges throughout the project that quickly turned into lessons learned as we grew and adapted as a team. With their office being far off campus and their office hours coinciding with class time, working with GSD proved to be a little difficult. We mostly communicated with them through email, and throughout the semester we continuously improved on keeping each other in the loop as we both updated the partners. Something as simple as remembering to CC each other on an email makes a big difference.

Getting enough data to accurately portray the effect of the event was a challenge in itself, considering the size of our team and the scale of the event. There were only so many people we could interview by ourselves on the two nights of the moon, and there isn't much existing infrastructure for measuring traffic through downtown Durham. We had to adjust our strategy and paint a story with the content of the data we had (quotes, experiences, etc.), along with the numbers we were able to get.

We continuously had to deal with factors outside of our control as well. Sometimes, we weren't able to get a response out of people we were communicating with, including Lyft and some of Duke's social media accounts. We were also really excited to get the Museum of the Moon to bring their Story Booth to the event, but it was already booked for another event. We were also forced to prepare for the Trunk or Treat event the day of, but we were able to decorate the car well and inform a lot of people about the event.

### **Strategic Implications:**

Although our project allowed for an immediate understanding of the event's overall success, the main focus of our project was to use the data we gathered and our interactions with the community to help determine how future public art projects should be approached by the city and received by the community. Therefore, the strategic implications of our project are largely centered on strategy and the potential for maximizing community engagement.

One of the main things that we have learned and believe can be implemented is the value of directly engaging with the community. Although social media and other forms of event promotion are integral to facilitating community participation, we observed a positive reaction to



face to face interactions. By putting a face and voice to the work of the Cultural and Public Art Program, we realized that community members felt appreciated and valued. Their appreciation for the services provided by the program also seemed to increase when they recognized that the people who are a part of this program have the desire to create a beautiful city and to invite community members to be a part of this process. We believe that small and personal interactions with community members, like getting to share details about the moon with people while they were viewing it contributed to the public's perception of the event and willingness to engage with similar events. We also found this to be true with people's willingness to take the survey. By conducting many of the surveys in person and introducing ourselves and the project beforehand, people were more willing to provide feedback and personal information. This understanding of face to face interactions can be applied to future community events and projects.

Another strategic implication of this project was the potential for future collaboration among the Cultural and Public Art Program and students. We believe that by creating a connection with not only our community partners, but other resources in the community we served as an example of how college students can provide unique perspectives and ideas. Ideally, we believe that partnership between the Cultural Public Art Program or the General Services Department as a whole can be broadened to include student artists, engineers, economists, environmentalists, and more. We saw the opportunity for the utilization of student's expertise and ideas within certain fields, and hope that our partners saw it too.

**Future Direction:**

In specific relation to the data we collected, there are limitations for how it can be used to determine the success of the event. Our sample size for the survey was not large enough to

represent the overall experience of the community. In order to have a more representative survey for future events, we recommend distributing the survey for longer periods of time, having tabling volunteers, and pushing out the survey on digital platforms. We had larger intentions for the use of the QR code, however the nature of our surveying led to a preference in taking the paper survey. We still think that a QR code could increase survey completion at future events.

As outlined in the previous section, we also recommend expanding direct engagement with community members whether it be through in-person event promotion or having representatives at events and art-exhibitions who can talk with visitors and provide deeper insight on the goals of the Cultural and Public Art Program and how it seeks to serve the community. Through our experience, we felt that this forged a greater trust and appreciation between the city and its residents.

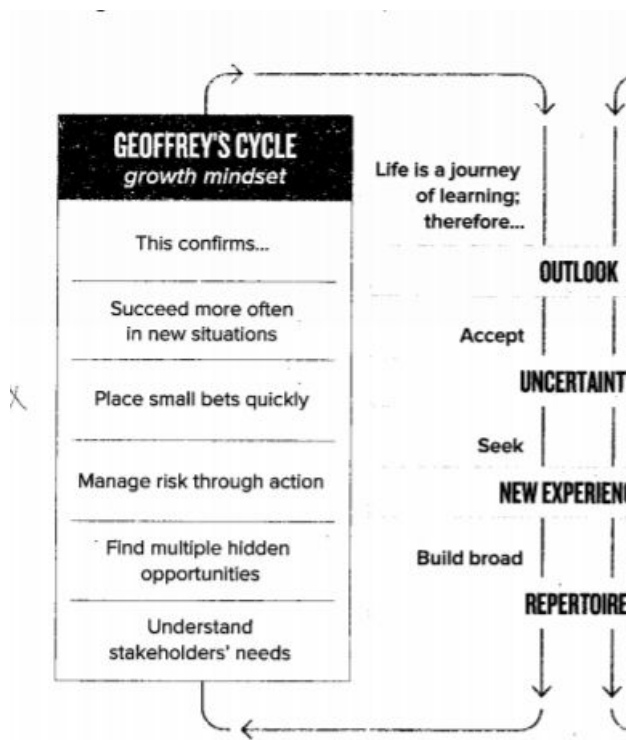
The Museum of the Moon was an exhibit designed by a foreign artist. We would like to see future projects or pop-up exhibits feature local artists. This is reflective of our partners' intentions for the program as well. When thinking about the future of public art and Durham, we believe that our partners should consider the way that art, even when it's implemented with good intentions, can become exclusionary. This was something that we reflected on throughout our engagement with the process. Although projections for an art-inspired cityscape through the SmART city model are certainly beautiful and inviting, they also resemble areas like Williamsburg in Brooklyn and Wynwood in Miami which have become largely gentrified due to the attractiveness of the area. However, we think that if the art program is centered on the community and seeks community input throughout the process, these effects can be avoided or mitigated.

## **Lessons Learned:**

In regard to leadership, we learned the value of flexibility and taking initiative in situations that lacked explicit guidance and direction. One of the greatest examples of adaptability and initiative was the YMCA Trunk or Treat. At the start of the semester, our partners had mentioned partnering with the YMCA to promote the moon. Originally, we had planned to set up a table and hand out flyers but the YMCA preferred that we decorate a car. We were not sure if we would be participating until the day before, but once we got the go ahead we managed to put together some dollar general decorations. Our moons were made of paper plates and the star backdrop from a black tablecloth and glittery stickers, but the trunk came together. We took advantage of the opportunity for outreach, and used our creativity and enthusiasm for the project to make the event a success. Had we decided to forego the event because of the uncertainty and short notice, we would have missed out on one of the most beneficial aspects of our project.

We also learned to step out of our comfort zone. This project challenged us to speak to a variety of people. At times it was intimidating to reach out to city employees and other contacts, especially because we were students. However, we realized that we were just as great a stakeholder in this project as the other parties involved. Direct engagement with community members was also uncomfortable at first, especially during surveying. We were unsure how our presence would be received, and how event visitors would react to representatives for the city asking for personal information. Once again, we leaned on our enthusiasm and desire to interact with the community on a personal level to overcome this challenge. In fact, Kaylee had no voice by the end of the Trunk or Treat.

This project also made the concepts and ideas that we discussed in class tangible. One of the broad themes of the course was the power of collaboration. We found this to be true in our project, especially because collaboration across multiple city departments and non-profits were needed to carry out the event. We also had to collaborate with other partners. Another concept discussed throughout the course was human-centered design. Focus on the community and their reception to the public art event was at the forefront of both our partners and our mind.



By analyzing the stakeholders, we were able to gain a greater understanding of how a single event could impact a variety of people from students to business owners. As emphasized in our reading from *Design Thinking for the Greater Good*, this analysis had to start way before the event. "When you're making people plan, consider everyone whose cooperation you need in some form" (264). Our partners taught us the value of this forward thinking in the way that they reached out to local businesses months before the event and collaborated with organizations like

Keep Durham Beautiful to expand the reach of the event.

Another aspect of design thinking that we believe was reflected in our experience and can be expanded upon with future public art projects is the growth mindset demonstrated in the figure. Given the limited time we had to engage with this project and our community partners, we had to place small bets quickly. For example, we tried to reach out to ride share companies and tried to put together a social media story. Rather than being disillusioned when they fell through, we focused on the other bets that were successful and came up with new ideas. Had

we placed based our entire project on a single plan or set of data, our analysis would have been severely limited. We found hidden opportunities as well. For example, even though our suggestion to incorporate the story booth did not work for the moon event, the Cultural and Public Art Program is looking to partner with them for future events Finally, as we mentioned in the paragraph above, understanding our stakeholders needs drove the way we interacted with our community partners, community members, and local businesses.

Although this was only one event, our interactions with local business owners indicated the potential for public art to be used as a generator of economic capital in the community. If the Cultural and Public Art Program adheres to the economic development goal of their Cultural Master Plan, then local businesses will benefit. According to the Cities Building Community Wealth article, “Traditional economic development uses decision making led primarily by government and the private sector, excluding local residents.” This was not the case for the Bull Moon Rising Event. Instead, the Cultural Public Art Program worked alongside local businesses and encouraged them to participate in the success of the event by offering moon-themed foods and promotions. In turn, the businesses promoted the event on social media and increased community participation. Thus, through collaboration both parties benefitted.

**Conclusion:**

In the end, the Bull Moon Rising event had the effect many of those working on the project expected, bringing an unprecedented amount of people together in Downtown Durham, positively affecting the surrounding area, as well. Getting an inside look at what it takes to put on an event of this scale is invaluable, and It was a joy being able to interact with various people within the community along the way. The relationships we forged with the General Services

Department may also be an avenue for future civic engagement in Durham, making this an invaluable experience overall.