



# GOAL AREA: Education, Arts & Community

*Empower vibrant, educated, connected, and diverse communities*

## Introduction

The 6 Objectives of STAR's Education, Arts & Community Goal Area promote an educated, cohesive, and socially connected community. EAC-3: Educational Opportunity & Attainment evaluates achievement and equitable access to a quality education so that all students may realize their full potential. EAC-1: Arts & Culture and EAC-5: Social & Cultural Diversity respect and celebrate the contributions that the arts and diversity bring to vibrant neighborhoods and communities.

Recognizing the importance of social connections within the community, EAC-4: Historic Preservation seeks to preserve the historical buildings and cultural resources that link the community to its past, while EAC-2: Community Cohesion encourages positive social interaction amongst neighbors. EAC-6: Aging in the Community addresses many issues of intergenerational importance, but focuses on enhancing quality of life as people age.

Objective Number	Objective Title and Purpose	Available Points
<b>EAC-1</b>	<b>Arts &amp; Culture:</b> <i>Provide a broad range of arts and cultural resources and activities that encourage community member participation, creative self-expression, and community revitalization</i>	<b>15</b>
<b>EAC-2</b>	<b>Community Cohesion:</b> <i>Promote socially cohesive neighborhoods where residents are connected, have a sense of place, and feel committed to their community</i>	<b>20</b>
<b>EAC-3</b>	<b>Educational Opportunity &amp; Attainment:</b> <i>Achieve equitable attainment of a quality education for individuals from birth to adulthood</i>	<b>20</b>
<b>EAC-4</b>	<b>Historic Preservation:</b> <i>Preserve and reuse historic structures and sites to retain local, regional, and national history and heritage, and reinforce community character</i>	<b>15</b>
<b>EAC-5</b>	<b>Social &amp; Cultural Diversity:</b> <i>Celebrate, respect, and represent the diverse social and cultural backgrounds of the community and its members</i>	<b>15</b>
<b>EAC-6</b>	<b>Aging in the Community:</b> <i>Encourage active aging by optimizing opportunities for health, participation, and security in order to enhance quality of life as people age</i>	<b>15</b>
<b>Total Points Available:</b>		<b>100</b>



### PURPOSE

Provide a broad range of arts and cultural resources and activities that encourage community member participation, creative self-expression, and community revitalization

### EVALUATION MEASURES

#### Community Level Outcomes

100% of points available through Outcomes

##### Outcome 1: Creative Industries

7.5 Points

Option A: Demonstrate that creative industries represent at least a 5% share of all businesses in the county according to the Local Arts Index

--OR--

Option B: Demonstrate that creative industries represent at least a 5% share of all businesses in the jurisdiction according to locally collected data

##### Outcome 2: Attendance and Participation

7.5 Points

Part 1: Demonstrate that at least 30% of adult residents in the county or city attend a live performing arts event annually

--AND--

Part 2: Demonstrate that at least 20% of adult residents in the county or city visit an art museum annually

[Partial credit available]

#### Local Actions

70% of points available through Actions

##### Action 1:

Plan Development

Adopt a strategic plan to protect, enhance, and expand the community's arts and cultural resources and strengthen creative industries



### **Action 2:**

#### Policy and Code Adjustment

Adopt a percent-for-art ordinance requiring a percentage of the cost of new major development projects, public works projects, or capital improvement projects go to public art

### **Action 3:**

#### Enforcement and Incentives

Establish enterprise zones, arts or cultural districts, or overlay zoning that encourages businesses in the creative industries to cluster together and integrate with surrounding neighborhoods

### **Action 4:**

#### Partnerships and Collaboration

Collaborate with private, nonprofit, or regional organizations to increase access to and participation in the arts

### **Action 5:**

#### Practice Improvements

Track participation and attendance at major community arts and cultural events, performances, festivals, and programs

### **Action 6:**

#### Programs and Services

Provide financial or logistical support to local arts programs or cultural tourism

### **Action 7:**

#### Programs and Services

Hire local artists to create artwork, sculptures, or perform in public spaces

### **Action 8:**

#### Programs and Services

Require classes that advance arts education within the core curriculum in all public elementary and middle schools (K-8) AND provide special annual programming that brings artists into schools or brings students to art venues



### **Action 9:**

#### Programs and Services

Provide entrepreneurial and workforce development training programs that serve artists, writers, designers, and other creative industries professionals

### **Action 10:**

#### Facility and Infrastructure Improvements

Ensure that major arts and cultural facilities owned and operated by the local government AND at least half of all other major arts venues are fully accessible to people with disabilities

### **Action 11:**

#### Facility and Infrastructure Improvements

Protect and maintain local public artworks and cultural resources for future generations



### PURPOSE

Promote socially cohesive neighborhoods where residents are connected, have a sense of place, and feel committed to their community

### EVALUATION MEASURES

#### Community Level Outcomes

70% of points available through Outcomes

#### Outcome 1: Accessibility of Community Venues and Facilities

7.2 Points

Demonstrate that at least 75% of residents live within 1 mile of a community venue that is open to the public and offers free services and/or events for residents

#### Outcome 2: Volunteerism

3.4 Points

Option A: Demonstrate that at least 30% of residents in large jurisdictions or 35% of residents in small or mid-sized jurisdictions volunteered in the past year

--OR--

Option B: Demonstrate an increase in the percentage of residents who volunteered over the past 3 years [Partial credit applies]

#### Outcome 3: Cohesion and Connectedness

3.4 Points

Option A: Demonstrate that at least 80% of residents report positive levels of neighborhood cohesion through community surveys

--OR--

Option B: Demonstrate an increased percentage of residents reporting positive levels of neighborhood cohesion through community surveys [Partial credit applies]

Bonus: Demonstrate that at least 80% of neighborhoods within the community meet the requirements of Option A, Option B, or a combination of both.



### Local Actions

70% of points available through Actions

#### **Action 1:**

Inventory, Assessment or Survey

Conduct a survey or evaluation to demonstrate existing levels of social capital and community cohesion throughout the community

#### **Action 2:**

Inventory, Assessment or Survey

Maintain a publicly accessible inventory of social networks and groups (e.g. block captains, civic organizations, trusted elders) organized by geography or neighborhood

#### **Action 3:**

Plan Development

Adopt neighborhood plans that guide future development, recommend strategies to create or preserve community venues, and address neighborhood-specific issues

#### **Action 4:**

Policy and Code Adjustment

Adopt zoning and development regulations that support or incentivize community-focused, place-oriented initiatives

#### **Action 5:**

Partnerships and Collaboration

Collaborate with neighborhood associations, civic groups, and local service providers to identify and address neighborhood-specific needs

#### **Action 6:**

Partnerships and Collaboration

Establish and support neighborhood advisory councils to build the social capital of neighborhoods and bring issues to the attention of the local government

#### **Action 7:**

Practice Improvements

Establish a department with staff assigned to work as liaisons with specific neighborhoods



### **Action 8:**

#### Programs and Services

Ensure access to communication, funding, and organizational tools needed to foster cooperative networks in and between neighborhoods

### **Action 9:**

#### Programs and Services

Provide direct funding and management of at least 2 types of community and neighborhood venues AND provide financial or logistical support for at least 2 types of publicly accessible neighborhood events, activities, and programming

### **Action 10:**

#### Programs and Services

Provide programs that support the development of positive, strong youth leaders, particularly in low-income and/or minority neighborhoods

### **Action 11:**

#### Programs and Services

Create a volunteer program for residents to assist the local government and community with special events, services, and operations



### PURPOSE

Achieve equitable attainment of a quality education for individuals from birth to adulthood

### EVALUATION MEASURES

#### Community Level Outcomes

100% of points available through Outcomes

##### Outcome 1: Reading Proficiency

5 Points

Option A: Demonstrate at least 85% of third grade public school students meet or exceed reading proficiency standards

--OR--

Option B: Demonstrate progress towards 85% of third grade public school students meeting or exceeding reading proficiency standards [Partial credit applies]

##### Outcome 2: Reading Proficiency Equity

5 Points

Increase, or maintain at 85% or above, the percentage of students meeting or exceeding third grade reading proficiency standards for all third grade students in the jurisdiction from each race/ethnicity, special education, English language learners, and low-income subgroup of students [Partial credit available]

##### Outcome 3: Graduation Rate

5 Points

Option A: Achieve a 90% average 4-year adjusted cohort high school graduation rate for all schools in the jurisdiction

--OR--

Option B: Demonstrate progress towards a 90% average 4-year adjusted cohort high school graduation rate for all schools in the jurisdiction in the past 3 years [Partial credit applies]

##### Outcome 4: Graduation Rate Equity

5 Points

Increase, or maintain at 90% or above, the average 4-year adjusted cohort high school graduation rate for all students in all public schools in the jurisdiction from each race/ethnicity, special education, English language learners, and low-income subgroup of students [Partial credit available]





### Local Actions

70% of points available through Actions

#### **Action 1:**

Partnerships and Collaboration

Engage local education authorities, teachers, families, and young people to advance collaborative decision-making and a community-driven framework for improving education

#### **Action 2:**

Partnerships and Collaboration

Strengthen opportunities for parental and community involvement in schools

#### **Action 3:**

Practice Improvements

Prepare an annual progress report for the public outlining the local school system's performance

#### **Action 4:**

Programs and Services

Provide local funding or other resources to support Head Start or other comprehensive early childhood development programs in the community

#### **Action 5:**

Programs and Services

Provide no-cost full-day kindergarten for low- and moderate-income students and students with special needs

#### **Action 6:**

Programs and Services

Program or support after-school activities, tutoring, and/or extended day programs for a majority of students who need additional academic assistance outside of the school day

#### **Action 7:**

Programs and Services

Program or support summer learning programs for a majority of students who need additional academic assistance and support outside of the school year



### **Action 8:**

Programs and Services

Offer multiple pathways to graduation as a way to improve educational outcomes for students

### **Action 9:**

Programs and Services

Implement career pathway initiatives



### PURPOSE

Preserve and reuse historic structures and sites to retain local, regional, and national history and heritage, and reinforce community character

### EVALUATION MEASURES

#### Community Level Outcomes

70% of points available through Outcomes

##### Outcome 1: Local Historic District(s)

4.2 Points

Designate at least 1 local historic district per 100,000 residents with specific design standards and a process for reviewing new projects

##### Outcome 2: Preserved Structures and Sites

4.2 Points

Increase over time the annual number of eligible structures, sites, and landscapes designated as local historic landmarks, added to local historic districts, and/or rehabilitated, restored, or converted through adaptive reuse

##### Outcome 3: Economic Impact

2.1 Points

Demonstrate that historic preservation efforts have had a positive, measurable impact on the local economy

#### Local Actions

70% of points available through Actions

##### Action 1:

Inventory, Assessment or Survey

Create an inventory of designated and eligible historic structures and sites in the community (Bonus: Inventory includes archeological resources)

##### Action 2:

Plan Development

Adopt a historic preservation plan that establishes community priorities for preservation



### **Action 3:**

#### Policy and Code Adjustment

Adopt a historic preservation ordinance that establishes procedures for designation of local historic districts and landmarks and authorizes establishment of a historic preservation commission

### **Action 4:**

#### Policy and Code Adjustment

Adopt land use, zoning, and design regulations that support and reinforce existing community character in older and historic neighborhoods and commercial areas, and promote development of sensitive, compatible infill

### **Action 5:**

#### Partnerships and Collaboration

Collaborate with local nonprofit or for-profit entities to support local events, recognition programs, and tourism efforts that celebrate and leverage the economic value of local historic resources

### **Action 6:**

#### Practice Improvements

Achieve Certified Local Government status, as recognized by the National Park Service

### **Action 7:**

#### Enforcement and Incentives

Establish a demolition by neglect ordinance

### **Action 8:**

#### Enforcement and Incentives

Provide incentives to encourage the rehabilitation and preservation of historic buildings, and reinvestment in older and historic neighborhoods and commercial areas

### **Action 9:**

#### Programs and Services

Provide local financial assistance to low- and moderate-income homeowners, residents, seniors, and/or businesses vulnerable to rising real estate values and maintenance costs associated with historic preservation



### PURPOSE

Celebrate, respect, and represent the diverse social and cultural backgrounds of the community and its members

### EVALUATION MEASURES

#### Community Level Outcomes

70% of points available through Outcomes

##### Outcome 1: Diverse Local Government Hiring

5.25 Points

Part 1: Demonstrate that hiring to local government leadership positions reflects the gender, racial, and ethnic diversity of the community [Partial credit available]

--AND--

Part 2: Demonstrate that hiring to local government staff positions reflects the gender, racial, and ethnic diversity of the community [Partial credit available]

##### Outcome 2: Social and Cultural Events

5.25 Points

Demonstrate that public events celebrating social and cultural diversity are held in the community

#### Local Actions

70% of points available through Actions

##### Action 1:

Inventory, Assessment or Survey

Conduct an assessment of the community's social and cultural diversity to inform local government actions and investments

##### Action 2:

Policy and Code Adjustment

Adopt guidelines that ensure diversity and inclusion in hiring practices



### **Action 3:**

#### Education and Outreach

Provide information about community issues, programs, services, and activities that is accessible to limited English proficiency residents

### **Action 4:**

#### Partnerships and Collaboration

Establish a formal committee to advise the local government on social and cultural issues

### **Action 5:**

#### Practice Improvements

Provide diversity or cultural competence training for local government staff

### **Action 6:**

#### Practice Improvements

Maintain an office within the jurisdiction responsible for ensuring diversity and inclusion in policies, programs, procedures, and service delivery

### **Action 7:**

#### Programs and Services

Host events and programs that recognize and celebrate the community's social and cultural diversity

### **Action 8:**

#### Programs and Services

Provide grants to community based organizations that facilitate diversity-related programs, activities, and events



### PURPOSE

Encourage active aging by optimizing opportunities for health, participation, and security in order to enhance quality of life as people age

### EVALUATION MEASURES

#### Community Level Outcomes

100% of points available through Outcomes

##### Outcome 1: Successful Aging

7.5 Points

Option A: Demonstrate that the community places in the top 25 percentile of the Best Cities for Successful Aging

--OR--

Option B: Achieve a Total Index Score of 60 or greater from the Livability Index

##### Outcome 2: Senior Satisfaction Survey

3.75 Points

Demonstrate that 70% or more of surveyed seniors view the community as meeting their needs

##### Outcome 3: Overcoming Challenges to Aging

3.75 Points

Demonstrate the following challenges to seniors living independently are less than the national values for:

- Responsibility for grandchildren;
- Disability;
- Unemployment;
- Food Stamp/SNAP benefits;
- 100% below the Poverty Level;
- Monthly owner housing costs 30 percent or more of household income; and
- Gross rent as a percentage of household income 30 percent or more.

[Partial credit available]



### Local Actions

70% of points available through Actions

#### **Action 1:**

Inventory, Assessment or Survey

Conduct a survey of aging community members to assess how well they feel that present and future needs are being met

#### **Action 2:**

Plan Development

Adopt an action-based plan to identify priority service needs and resources to address the current and future needs of older residents

#### **Action 3:**

Policy and Code Adjustment

Adopt senior-friendly building codes that increase accessibility features of residential, commercial, and public buildings

#### **Action 4:**

Policy and Code Adjustment

Adopt design standards, zoning or transportation policy overlays that account for a senior's perspective

#### **Action 5:**

Partnerships and Collaboration

Establish a Commission on Aging to oversee community outreach and data collection efforts

#### **Action 6:**

Practice Improvements

Allocate staff time to focus on planning and programming for a maturing population

#### **Action 7:**

Practice Improvements

Be an active member of the WHO Global Network of Age-friendly Cities and Communities





### **Action 8:**

Programs and Services

Provide mobility options that address the needs of seniors

### **Action 9:**

Programs and Services

Create programs that provide discounts specifically for low-income seniors on utilities, transit, and other essential services

### **Action 10:**

Programs and Services

Provide direct funding and management of community and neighborhood venues that provide services and programs specifically designed for seniors and caretakers

### **Action 11:**

Programs and Services

Provide training to local government staff in strategies for working with older adults, including those with limited mobility, dementia, and Alzheimer's disease.