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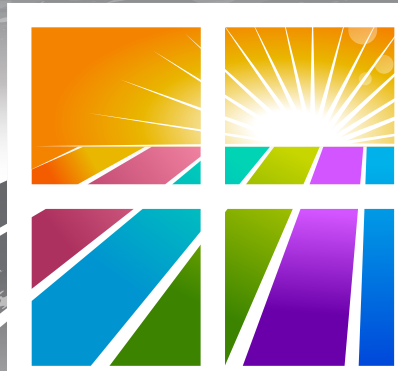
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City of Camden
New Jersey



A NEW VIEW CAMDEN



A NEW VIEW – CAMDEN LOCAL EVALUATION REPORT

JANUARY 2022

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The Rutgers logo features the word "RUTGERS" in a large, red, serif font. The letter "R" is stylized with a long, sweeping tail that extends downwards and to the left.

Senator Walter Rand Institute
for Public Affairs

EXECUTIVE SUMMARY

Project Background

In 2018, the City of Camden, New Jersey won a bid in the Bloomberg Philanthropies Public Art Challenge, a program which supports major temporary public art projects in U.S. cities that address significant local issues, engage communities, catalyze economic development, and enhance the quality of life. Camden's project, entitled *A New View*, transformed six illegal dumping sites along major transportation corridors into dynamic art spaces.

From 2019 through 2021, *A New View* included art installations, community-inspired events, and creative programming at several sites along Camden's rail, road, and bike routes. The project was a collaboration led by the urban redevelopment nonprofit Camden Community Partnership (CCP) (formerly Cooper's Ferry Partnership), Rutgers-Camden Center for the Arts, and the City of Camden.

Evaluation Approach

The Senator Walter Rand Institute for Public Affairs (WRI) at Rutgers University – Camden was brought on by project partners as the local evaluator to capture the impact of the *A New View* Public Art Challenge project.

The goal of the evaluation was to collect a series of quantitative metrics and qualitative data to understand the project's relation to illegal dumping (the civic issue being addressed) as well as civic pride and community development, government collaboration and public-private partnerships, public art knowledge and appreciation, and press and social media.

Specific project goals that guided the evaluation's research design and methods included the following:

Change negative perceptions of the city by transforming a series of vacant lots, plagued by illegal dumping, into venues for public art

Increase civic pride and improving overall perception of the city through beautification efforts that are innovative, visually exciting

Demonstrate effective cross-sector partnerships

Data collection for this project involved mixed methods of quantitative and qualitative data collection instruments. Quantitative elements included two main surveys, additional data from project partners, and qualitative elements included a series of focus groups and individual interviews. These methods were employed to explore the change over time throughout the project; as such, a pre and post design was employed. From Summer/Fall 2019 until April 2021, quantitative and qualitative data were collected prior to the opening of *A New View* installations (April 22, 2021), and collected again from April 22, 2021 to October 31, 2021 following the installations, and changes over time of this pre and post time period were examined.

Key Quantitative and Qualitative Findings

Across all of the quantitative metrics and qualitative data collected for this project, a range of patterns reflecting *A New View*'s impact in Camden emerged. Participants overall reflected on the changes big and small that *A New View* has spurred in Camden, and shared how this project has captured

beauty, highlighted the diverse talent pool, and amplified voices across Camden. The investment in Camden is making a difference.

A New View increased exposure to art locally, garnered much positive press, and thousands of residents and visitors engaged with A New View programming over the course of the project. Survey results revealed an increase in exposure to and interest in public art throughout the course of A New View. Participants frequently mentioned the positivity of A New View and the desire for more public art and arts-related investments in Camden.

The percentage of respondents who said that Camden government is effective or very effective was 17% in the survey data pre-installation and this percentage increased to 36% in the survey data post-installation. The percentage of respondents who were satisfied or very satisfied with public services provided by the city increased from 27% in the pre-installation period to 36% in the post-installation period. These significant results suggested that more people have a positive view of the governance capacity of the local government.

Other differences in pre- and post-installation data with regards to community connection and civic pride in Camden may be related to the increased number of nonresident respondents in the survey post-installation, as non-residents of Camden may have different perceptions than residents of Camden. For example, multiple participants commented on the challenges of negative perceptions about Camden, particularly around public safety.

A New View provided time and resources to focus the pervasiveness of illegal dumping, raising awareness and increasing engagement around this issue. Throughout 2021, no illegal dumping occurred at any of the art sites throughout the installation period, and multiple public officials are now “adopting the issue” on their platforms. In 2021 A Southern New Jersey legislator introduced legislation to increase penalties and strengthen enforcement of illegal dumping.

Although A New View did not achieve significant impact in the role of public arts and civic pride at scale, there is still evidence that the project may have had a larger, positive impact on the community members, project partners, and others who were directly involved with the project. The importance of both curatorial and community experience were highlighted as key components that contributed to the project’s dynamism, and A New View represented a robust example of a successful public private partnership. Project partners reflected on a deep sense of collaboration throughout the project and looked forward to continued partnerships in Camden. Many residents and local non-residents who engaged with the project reflected on the project’s appeal in Camden, expressed their pride in the project, and called for similar efforts to provide opportunities for local residents to showcase their talent and bring community members together.

Project Impact Highlights and Future Work

A New View - Camden represented a collaborative public-private partnership that fore fronted resident voice in addressing a civic issue across the city - illegal dumping. A New View has been a celebration of community, culture, and conversation. Harnessing momentum from the project, future hopes focus on creating additional space for local artists to flourish, maintaining community spaces where residents and non-residents can gather, and providing opportunities to learn and highlight the accomplishments of Camden residents. The project reflects the vibrant communities within Camden and has contributed to continued calls for dedicated arts and culture avenues and investments in Camden.

“There are a lot of beautiful things happening here. People’s voice is being heard. Because of the project, people are starting to work together. People are surprised by themselves, about what they can do and what can happen in Camden.”

PROJECT INTRODUCTION

In 2018, Camden, New Jersey was announced as a Bloomberg Philanthropies 2018 Public Art Challenge winner. The city received one million dollars for A New View - Camden, a public art project that transformed six vacant lots plagued by illegal dumping along major transit corridors into dynamic community placemaking spaces, inspiring residents and attracting visitors. A New View included art installations, community-inspired events, and creative programming at several sites along Camden's rail, road, and bike routes. The project was a collaboration led by the urban redevelopment nonprofit Camden Community Partnership (CCP) (formerly Cooper's Ferry Partnership), Rutgers-Camden Center for the Arts, and the City of Camden.

A New View employed a tactical placemaking approach, which is an often temporary, small to medium scale or pilot community development initiative. Tactical placemaking efforts are typically cost effective and rely on community input to bring about changes in the area. In this approach new ideas are tested before implementing larger political and financial changes.¹ Positive results often set the stage for permanent developments and installations (Steuteville, 2014). According to a 2017 Delaware County Council report on Tactical Placemaking, "it is important to carefully research public input during the pilot. This research is not only essential in creating a well designed project, but also in designing future projects" (p.4)² which could lead to careful consideration for permanent installations. The deep community involvement throughout A New View applied a tactical placemaking approach to project design, art installation implementation, events, and overall engagement with and impact of the project.

The final art sites rested on former illegal dumpsite locations along the Port Authority Transit Corporation (PATCO) high-speed line, RiverLine light rail, and the Camden GreenWay trail network. Art installations and events along these routes repurposed the sites as active spaces for Camden City. By visiting the art works, residents and commuters experienced Camden's riverfront, neighborhoods, and communities in a new light. A New View encouraged residents to combat illegal dumping of household and/or industrial waste through education efforts and public-private partnerships. The city also aimed to strengthen the local artistic community and improve the quality of life for Camden City residents through the project.

About the Public Art Challenge

In February 2018, Bloomberg Philanthropies invited mayors of U.S. cities with 30,000 residents or more to submit proposals for temporary public art projects that address important civic issues and demonstrate an ability to generate public-private collaborations, celebrate creativity and urban identity, and strengthen local economies.

More than 200 cities applied for the 2018 Public Art Challenge with proposals reflecting diverse artistic mediums addressing a range of pressing issues and social themes such as community development, environmental sustainability, cultural identity and immigration. Fourteen finalists were announced in July 2019.

¹ R. Steuteville, Four types of placemaking, <https://www.cnu.org/publicsquare/four-types-placemaking>

² Delaware County Council, Planners' Portfolio, https://www.delcopa.gov/planning/pubs/Portfolio-12_TacticalPlacemaking.pdf

In November 2018, the five winners of the Public Art Challenge were announced:

- Anchorage, Alaska for “SEED Lab;
- Coral Springs in partnership with Parkland, Florida for “Inspiring Community Healing After Gun Violence: The Power of Art;”
- Jackson, Mississippi for “Fertile Ground;”
- Tulsa, Oklahoma for “The Greenwood Art Project;” and
- Camden, New Jersey for “A New View - Camden.”

Submissions were evaluated on a number of factors, including their potential viability as dynamic public art projects, impact on civic issues, community engagement strategies, and capacity to establish or strengthen public-private partnerships.

A New View Core Project Team involved representatives from the City of Camden (Mayor’s Office and Department of Public Works), Camden Community Partnership (formerly Cooper’s Ferry Partnership), Rutgers University - Camden Center for the Arts (RCCA), Artist Curators, an Illegal Dumping Taskforce (led by the Camden Collaborative Initiative), an Advisory Committee of local partners, and various community partners, and community ambassadors/community artist apprentices.

The Senator Walter Rand Institute for Public Affairs at Rutgers University - Camden (WRI) was selected as the local evaluator for the A New View, working closely with Camden Community Partnership and Rutgers-Camden Center for the Arts on the evaluation of A New View. The Public Art Challenge also includes a national evaluator, BOP Consulting, for all five projects, coordinated by Bloomberg Philanthropies.³ WRI worked with BOP to align national evaluation metrics and strategy with local evaluation metrics, and provide additional nuance and context to the local evaluation in Camden through additional data collection and analysis. BOP Consulting and Bloomberg Philanthropies are collaborating on an evaluation report of all five 2018 Public Art Challenge winners. WRI is working in partnership with BOP, Camden Community Partnership, and Bloomberg Philanthropies to support these subsequent reports as well.

Background on the City of Camden

The City of Camden has a deep and rich history dating back to 1773. In the 18th and 19th centuries, the city attracted much growth and development becoming a major hub of transportation, modernization, and community in the Greater Philadelphia area.

In the mid-20th century Camden experienced a period of economic stagnation. For a half a century, the Camden community was disproportionately impacted by an outward migration of companies, public and private disinvestment, and racial inequity. Today, the City of Camden is in the midst of considerable transformation. With significant collaborative partnerships spurred at the turn of the 21st century, Camden’s economic landscape started to change; city departments were restructured, thoughtful partnerships emerged, and plans for equitable investment developed. Many community resources, such as culture, arts, and social ties coming from residents’ leadership have remained vibrant throughout the city and continue to inform local decisions and neighborhood developments. The City Invincible continues to create avenues for its residents to participate in the social and economic opportunities available.

³ BOP Consulting is an international consultancy specializing in culture and the creative economy based in London, United Kingdom, <http://bop.co.uk/>

Of the approximately 70,000 residents in the city, 51% are Hispanic, 39% are non-Hispanic Black or African American, 6% are non-Hispanic white, 2% are non-Hispanic Asian, 2% are another race or multi-racial, and less than 1% are Native Hawaiian, Pacific Islander, American Indian, or Alaska Native.⁴ For most residents in the City of Camden (54%), English is the primary language spoken at home. However, Spanish is the primary language spoken at home for 42% of residents. 6% of residents are not U.S. citizens, another 6% are citizens by naturalization, and the remaining residents are citizens through being born in the U.S., Puerto Rico or a U.S. Island Areas, or born abroad to American parents.

The city is home to a relatively young population, with 45% of residents under 24 years old. Compared to the median age of 40.2 in New Jersey, the median age of city residents is 30.3 years old.

Residents' household income is lower than the state average. In New Jersey, the median household income is \$85,751. In the City of Camden, the median is \$33,120. As such, many more families are living below the poverty line in the city than in other areas of the state. In New Jersey, the percent of the population earning less than the federal poverty level is 9.2%. In the City of Camden, 28.6% of residents are experiencing poverty. The average property tax bill in the city has slowly risen since 2006 (\$1,200 in 2006 compared to \$1,711 in 2018). Median housing prices peaked in 2010/2011 around \$75,000 and hit a low of \$50,000 in 2018, and since then have hovered around \$60,000 - \$65,000.

The four-year high school graduation rate within the city's school district was 70% in the 2019-20 school year compared to 91% statewide, and the city district's 70% graduation rate has increased in recent years (up from 62% in 2014 and 51% in 2012)⁵. Across the district, the rate of high school graduates who enroll in postsecondary education within 16 months of completing high school was 42%, compared to the state average of 76%. Multiple college access programs within the city, such as the Rutgers Future Scholars, are helping to drive up both high school graduation rates and higher education enrollment among residents.

Before the COVID-19 pandemic, the City of Camden had an unemployment rate of 3.1 percent in May 2019, its lowest in decades (U.S. Bureau of Labor Statistics, 2021). Unemployment in Camden had consistently declined in the post-Great Recession years and, and as was true in most areas, saw a significant increase during the pandemic (15.7 percent in May 2020, 10.1 percent in August 2020, and 6.8 percent in December 2020). COVID-19 restriction rollbacks and hiring increases have contributed to recent data showing a recovery in unemployment, with the rate falling to 5.9 percent in September 2021.

The City of Camden is a city full of vigor and opportunity. Yet it is also challenged by structural barriers and intentional disinvestment that existed long before the COVID-19 pandemic. Full recovery from COVID-19 and continued movement towards opportunity will take an inclusive, sustained effort by leaders across all sectors to address the disparities that have persisted. A New View is just one example of an initiative that engaged community residents, local organizations, and government officials in addressing the impact of environmental racism manifested through illegal dumping and creating opportunities to further invigorate and support the city's artists.

⁴ Data in this section reported from the U.S. Census and 2019 American Community Survey, <https://data.census.gov/cedsci/>

⁵ Econsult Solutions, Inc (2019). The Positive Impact of Investments in Camden, NJ on Social Determinants of Health. <https://econsultsolutions.com/the-positive-impacts-of-investments-in-camden-nj-on-social-determinants-of-health/>

Background on Public Art in the City of Camden

The rich historical background of the City of Camden provides fertile grounds for local arts organizations and city wide efforts in the areas of culture, public art and community development. Multiple individuals involved in A New View previously and currently contribute to public art and arts and culture efforts in Camden, and represent organizations bringing art and entrepreneurship to the city and local areas.⁶

Multiple local organizations (beyond the few mentioned here) contribute daily to the blossoming arts and culture scene in Camden City and Camden County:

Founded in 1899, the Camden County Historical Society is a public, nonprofit organization dedicated to the collection, preservation, and cultural enrichment of life in Camden County and Southern New Jersey. ⁷ In 2016, Donna Backues was commissioned by the Camden County Historical Society to illustrate the nearly 300 year history of Camden. Her mural, depicting 50 significant places, people and historical events in Camden, is located at Pomona Hall Museum.⁸



In 2017 Camden City Council established an Arts, Cultural and Heritage Commission. The commission's focus is to ensure public access to arts, culture and historical heritage of the city through interactions with Camden residents and visitors.⁹

Since 1997, Rutgers University - Camden Center for the Arts (RCCA) has developed and presented exhibitions, performances, arts education programs and community arts projects.¹⁰ RCCA's aims to raise artistic awareness, embed art in Pre-K 12 education, and encourage community participation in the arts. RCCA provides services to five million individuals across southern and central New Jersey, southeastern Pennsylvania, and northern Delaware. RCCA was established to consolidate and strengthen programs of Stedman Gallery (1975) and the emerging programs of the Gordon Theater and Black Box Studio (1995).

⁶ i.e. Kimberly Camp <https://galeriemarie.net/>, Erik James Montgomery <https://www.ejmfoundation.org/>, Vedra Chandler <http://www.camdenpoprock.com/>

⁷ Camden County Historical Society, https://www.cchsnj.org/about_us

⁸ Camden County Historical Society, <https://donna-backues.com/artwork/4008050-Camden-County-History.html>

⁹ Camden City Council, <https://ecode360.com/28284549>

¹⁰ Rutgers - Camden Center for the Arts, <https://rcca.camden.rutgers.edu/>

Camden FireWorks, a local nonprofit, opened in 2016. Camden FireWorks organizes exhibitions and free arts programs, including theatrical performances, poetry, music, and comedy. Camden FireWorks' mission is creating social change and hope to make Camden a vibrant, accessible and inclusive community. The organization offers six exhibitions each year, including a group show featuring local Camden artists, and FireWorks hosts nine artist studios.¹¹ South Camden Theatre Company is a nonprofit professional theatre company dedicated to helping revitalize the city through producing meaningful, professional theater in the city's Waterfront South District. Originally founded by a playwright, the South Camden Theatre Company stages seldom-seen, classic plays and original works as the resident theatre company at Waterfront South Theatre. South Camden Theatre Company is a proud member of The New Jersey Theatre Alliance, South Jersey Cultural Alliance, and the Greater Philadelphia Cultural Alliance.¹²

The Nick Virgilio Writers House is a center for writers of all ages, honoring Camden's own Nick Virgilio, world-renowned haiku poet.¹³ The Writers House serves as a community space and provides educational programs to support literacy, creative writing, and self-expression through the writing of haiku and other verse forms. The Mighty Writers — Camden, a writing non-profit that teaches children to write with clarity so they can achieve success, is housed at the Writer's House.

A collaboration between Camden Community Partnership and City of Camden, Connect the Lots (CTL) was established in 2014-2015. With its focus on placemaking, CTL transforms under-utilized spaces and inserts art and cultural activities to bring about safer, vibrant spaces for the community. According to the CTL website, their first initiative was creating a pop up skate park for Camden youth in 2014 in North Camden. A year later, they offered 15 distinct activities, weekly offerings of five fitness classes, and an interactive arts seminar, in eight locations throughout the City of Camden.¹⁴

COVID-19 Context

This project was commissioned and completed during an extraordinary time of hardship and uncertainty, during which local economies crashed, daily life was disrupted, and the comforts of routines and social interactions were removed. As of November 18, 2021, 199 lives have been lost in the City of Camden due to COVID-19, and over 12,000 cases of COVID-19 have occurred. In Camden County, over 1,400 lives have been lost to COVID-19 since the beginning of the pandemic (over 70,000 positive cases).¹⁵ The current data also show that COVID-19's impact in Camden is particularly evident in under-resourced neighborhoods and that a full recovery will take an inclusive, sustained effort by leaders across all sectors to address the disparities that have persisted.

A New View was funded in the latter half of 2019, and the project's art installations were initially expected to run from April 2020 to October 2020. The onset of the COVID-19 pandemic in the United States and around the world in March 2020 postponed all project work (and subsequent evaluation activities) until September 2020. The shift in dates and timing resulted in a shift in programming, as well as a change in some of the originally planned evaluation activities. Programming and evaluation resumed in full in September 2020, notably with all events, programming, and data collection occurring virtually. The public art installations were postponed to April 22, 2021 (opening day) to October 31, 2021.

¹¹ Camden FireWorks <https://camdenfireworks.org/history/>

¹² South Camden Theatre Company, <https://www.southcamdentheatre.org/>

¹³ Writers House, <https://www.nickvirgiliohaiku.org/house>

¹⁴ Connect the Lots Camden, <http://www.ctlcamden.com/about.html>

¹⁵ COVID-19 Community Impact Dashboard, <https://www.ci.camden.nj.us/covid19/>

By the time of the public art installations' opening, vaccines were beginning to be distributed among the general public, and subsequent project events and related programming were at times able to occur in person. Fortunately, the outdoor art installations provided spaces to gather in smaller groups outside and engage in socially distanced events and programming. This format also enabled a portion of the data collection, namely event interviews, to occur in person throughout Summer 2021 (with other data collection still occurring virtually in accordance with Rutgers University guidelines). With the project's opening launch in April 2021, there remained several events that were reimagined or modified due to COVID-19 restrictions. As noted in the project findings in subsequent report sections, the "Impact of COVID-19" emerged as a major theme in the data, and project participants, artists, and partners spoke to the pandemic's impact on programming, engagement with the sites, and the overall initiative.

The flexibility and adaptability of the Core Project Team, the research team, and all project partners and supporters involved in this work during this time greatly contributed to partners' ability to support the work of this transformational initiative.

OVERVIEW: DATA COLLECTION AND METHODS

Both Bloomberg Philanthropies' Public Art Challenge and A New View's project goals guided WRI's research design and methods for this evaluation:

1. Change negative perceptions of the city by transforming a series of vacant lots, plagued by illegal dumping, into venues for public art
2. Increase civic pride and improving overall perception of the city through beautification efforts that are innovative, visually exciting
3. Demonstrate effective cross-sector partnerships

WRI data collection for this project involved mixed methods of quantitative and qualitative data collection instruments. Quantitative elements included two main surveys, additional data from project partners, and qualitative elements included a series of focus groups and individual interviews. These methods were employed to explore the change over time throughout the project; as such, a pre and post design was employed. From Summer/Fall 2019 until April 2021, quantitative and qualitative data were collected prior to the opening of A New View installations (April 22, 2021), and collected from April 22, 2021 to October 31, 2021 following the installations, and changes over time of this pre and post time period were examined.

Following individual analysis of each data type for patterns and results, researchers conferred on results across the data methods to understand themes and results spanning the project. This method, known as triangulation, combines various data types and multiple methods of data collection to support the understanding and impact of A New View. This evaluation used this approach to help support the mixed methods approach and contextualization of the results of this project.

As noted, the COVID-19 pandemic temporarily suspended the project in the middle of data collection (the project was suspended from March 2020 to September 2020. Data collection resumed in September 2020). As such, the majority of the pre-installation data was collected in-person (approximately November 2019 to February 2020). However; due to COVID-19 Rutgers University research restrictions and social distancing requirements at the time of post-installation data collection, many of the focus groups and interviews were conducted either remotely, through Zoom technology, or in person from (September 2020 through October 2021). By the time the project

re-started after postponement and when art installations were unveiled, the world had drastically changed. The data collected at post-installation reflects experiences of the project during COVID-19 and comparison between pre and post data should take these considerations into account. Like any evaluation, there are many factors related to individuals' experiences of the program, and perceptions of program operations and impact that are not directly related to the program but nonetheless are associated with experience and perception of the program. This project especially reveals the need for awareness of environmental factors and multiple uncertainties during this time, further supporting the value of employing both qualitative and quantitative data collection during this time to reflect people's experiences.

A note about research guidelines: *The research team designed surveys, protocols, and conducted all focus groups and interviews to maintain consistency across data collection. This project was approved by the Rutgers University Institutional Review Board (IRB). The IRB process at Rutgers University is based on the rules and regulations stipulated by federal agency regulations of human subjects research. All research must be completed in accordance with these guidelines. The Rutgers IRB has the authority to approve, require modifications in planned research prior to approval, or disapprove research. Approval was granted on (Protocol #Pro2020002898) as a non-human subjects research determination.*

Despite the non-human subjects determination of this work, all researchers involved are Collaborative Institutional Training Initiative (CITI) Human Subjects Research certified. All Rutgers University faculty, students, and other individuals involved in human subjects research are required to be CITI Human Subjects certified. The certification ensures training in human subjects research and addresses the historical development of human subject protections, ethical issues, and current regulatory and guidance information for research (CITI Program, 2021). Research team members have conducted both in-person and virtual data collection and facilitated both in-person and virtual focus groups (and conducted surveys) across a range of content areas, including interviews for health needs assessments, interviews and focus groups for workforce development programs, interviews with social service providers in southern New Jersey, and interviews with educational providers and administrators.

Quantitative Data Collection and Methods

Surveys

A New View Resident/ Non-Resident survey was administered from September 15, 2020 until April 1, 2021, and then again from April 22, 2021 to November 5, 2021 and assessed for change variations across a variety of metrics. This survey was designed by the WRI and included questions on engagement with and attitudes towards public art, community engagement and neighborhood connection in Camden, civic pride and issues of civic importance, perception of illegal dumping, and government collaboration. Demographic questions were also included (i.e. age; visitor, resident, or commuter in Camden; race/ethnicity, etc.) The survey was originally designed in Fall 2019 for launch in Fall 2019 throughout 2020. Following project postponement due to COVID-19, the survey was modified to reflect changes to the project and two additional COVID-19 related impact questions were added for the data collection from September 15, 2020 to April 1, 2021. Following the pre-installation data collection, survey data collected was halted and a few questions modified to reflect the change in programming from pre-installation to during/real-time engagement with the art installations, and then relaunched from April 22, 2021 to November 5, 2021 to capture post-installation data.

The survey data collection was led primarily by Camden Community Partnership, with the survey link posted on A New View website, disseminated to all event registrants following events, included as QR codes at each of the art installation sites, and disseminated as a QR code and/or online link through other A New View programming flyers and emails. Survey data collection occurred continuously throughout the pre and post installation periods and participants self-selected to take the survey, resulting in a convenience sample. The survey was self-administered through an online Qualtrics (online survey platform) link that participants clicked and then walked through each page. The survey was designed to take about five to seven minutes to complete. All survey participants who provided their email in the survey were entered to win a \$100 gift card, and winners were selected throughout data collection. Four hundred ninety-eight people took the main A New View Resident/ Non-Resident survey, and the completion rate (people who completed the entire survey) was 56.83%.

A New View Project Stakeholder survey was created by WRI in collaboration with the Bloomberg Philanthropies Public Art Challenge national evaluator, BOP Consulting, to understand how project partners were engaging with the project and their perceptions of barriers, collaboration, and the overall partnership.

This survey was sent to A New View project stakeholders by WRI in February/March 2020 for completion once. The survey was sent in a Qualtrics link over email. Camden Community Partnership worked with WRI to identify individuals to include in the survey dissemination. The survey took five to ten minutes to complete and consisted of items related to government community relations, inter-organizational collaboration, any change to organizational operations, public-private partnerships, and project impact. Demographic questions were also included (i.e. age; visitor, resident, or commuter in Camden; race/ethnicity, etc. This survey had a 61% response rate (22 out of 36 who were emailed responded to the survey), and a 72.7% completion rate among those who filled out the survey (16 out of 22 answered all of the survey questions).

Quantitative Data Analysis

For both the A New View Resident/ Non-Resident survey and the A New View Project Stakeholder survey, data from all collection periods were downloaded from Qualtrics and analyzed for descriptive and frequency statistics; inferential statistics were also conducted for the A New View Resident/ Non-Resident survey. WRI cleaned and analyzed all survey data, and Microsoft Excel, SPSS, and Stata (statistical packages) were used for analysis. These processes occurred twice (where appropriate), for pre-installation and post-installation data, and then again following project completion for analysis of change over time. These processes resulted in major themes outlined in the Quantitative Findings section.

A note about additional data: *Beyond the data that was specifically designed, (primarily) collected, and analyzed by WRI, there were additional data collection methods and efforts led by other A New View project partners. The data collected by these entities was shared (to the extent of what data was available at the conclusion of the project on October 31, 2021 and what was requested/approved to be shared with WRI by the Core Project Team lead of Camden Community Partnership by the time of delivery for this report) with WRI, and subsequently cleaned, analyzed, and is presented here by WRI. Subsequent reports or analyses may build on the WRI-collected and/or project partner additional data and findings presented in this report. Subsequent data and analysis may be provided by Camden Community Partnership, BOP Consulting, En Route Marketing, and/or Bloomberg Philanthropies. Non-WRI collected data presented in this report includes information from Foot traffic Tracking, Event/Program Attendance/Engagement, and Social Media throughout A New View.*

Event, Programs, and Meeting Attendees

From Summer/Fall 2019 through October 31, 2021 (with one remaining event on November 18, 2021), Camden Community Partnership collected data on A New View event registrants (where registration was requested through EventBrite) and attendees for A New View in person and virtual events, programs, and specific meetings. This data was shared with WRI and analyzed for numbers of A New View events, programs, meetings; number of registrants; and number of attendees. Specific events, programs, meetings that were tracked included community meetings with local organizations; conferences and presentations where the A New View project was presented; tours of the public art installations; virtual A New View led events, programs; in person A New View led events, programs; and additional virtual and in person events, programs led by partner agencies.

Social Media and Website Reporting

At the onset of the project, Camden Community Partnership created a website (www.anewviewcamden.com) and social media accounts (Facebook, Instagram, Twitter) for A New View. Camden Community Partnership contracted with En Route Marketing to collect a range of social media metrics related to A New View from Summer 2019 until the end of the project in late fall 2021. WRI was not responsible for this data collection and/or analysis, and is reporting out the metrics collected at face value provided by Camden Community Partnership and En Route Marketing. Metrics collected included the number of A New View website page views/visitors, number of Instagram, Facebook, and YouTube followers, reach and impressions, and social media advertising totals.

Foot Traffic Tracking

Foot traffic tracking was requested by the project funder. WRI designed a foot traffic tracking approach/methodology, and worked with Camden Community Partnership to identify A New View community apprentices to engage in foot traffic tracking around the art installation sites from July 5, 2021 to September 5, 2021.

Foot traffic tracking occurred in a two hour time slot two times a week (four hours per site, on Thursdays and Saturdays) at each of the six locations for eight weeks (192 hours total) – so one weekend and weekday afternoon time slot per week.

Foot traffic trackers at each site kept a running tally of the number of people for three categories - 1.) the number of people that visit the site, 2.) the number of people that pass by the site (on foot or biking), and 3.) the number of cars that pass by the site. A running tally was kept by hand on paper, on a cell phone, or directly in a provided online spreadsheet. Each individual person counted as "1" for tracking. Each car counted as "1". If a person or car passes by more than once (that was recognized), they were counted only once. At the end of the two hours, the total number of people for each of the three categories was tallied and the number typed/written in the appropriate column. Tallies were sent to Camden Community Partnership, and then analyzed by WRI at the end of data collection.

This sampling approach provides snapshots of a typical foot traffic at various installation sites and the basis to estimate the total foot traffic during the installation period. The data presented in this report only shows the foot traffic at the sampling periods and does not reflect the full foot traffic across the A New View sites in summer 2021. We contextualize this data with other available qualitative data and other metrics, where project partners frequently mentioned someone "always" checking out the sites throughout the summer.

Qualitative Data Collection and Methods

To explore the main questions outlined through the project's goals, the primary modes of data collection conducted by WRI included a series of focus groups and individual interviews. These qualitative methods were chosen to provide a structured inquiry of perceptions; to explore how individuals think about public art and civic engagement in Camden; and to understand the role of A New View in the city. These methods provide greater context to metrics related to A New View events and reach and provide a deeper nuance to the project's role in Camden.

For data collection components that occurred remotely through Zoom technology (from September 2020 to October 2021), all interviews and/or focus groups included one to two note takers and one facilitator or interviewer. Given the longitudinal nature of this work and the participants involved, such as A New View Core Project Team members, there were participants who were interviewed or who participated in focus groups only once, or more than once (only for focus groups that contained a pre and post design), throughout the project.

Prior to data collection, the project's purpose and procedures were explained to each participant. Participation in the interviews and focus groups was voluntary and each participant answered and elaborated on questions as they chose, with follow-up questions from the researcher as appropriate.

Focus Groups

The research team used eight focus groups to target the perspectives of multiple partners on the project. Pre-installation, separate focus groups were conducted for the Community Advisory Committee, Core Project Team, Rutgers-Camden Center for the Arts and Artist Curators, and post-installation, the the Core Project Team (which in this focus group also included Rutgers-Camden Center for the Arts and Artist Curators), A New View Artists, Residents of Camden, and Non-residents (commuters and visitors to Camden).

Focus groups asked participants about their engagement with the project, how the project related to illegal dumping, civic pride, public art, and other topics in Camden, and what the project has catalyzed for the city.

The WRI research team convened a series of three focus groups prior to installations. One focus group was conducted with the A New View Community Advisory Committee and assorted project partners on January 27, 2020. After a postponement of project activities from March 2020 through September 2020, two focus groups involving A New View project partners (the project's Artist Curators, Rutgers Camden Center for the Arts, Camden Community Partnership, and the City of Camden, Department of Public Works) were held on September 25, 2020 and October 7, 2020. WRI coordinated with Camden Community Partnership on the recruitment of participants for these groups.

WRI convened a series of five focus groups during/after installations. Post-installation focus group data collection occurred during the project installations from April 2021 through October 2021, and included:

- One focus group with Camden Residents on July 29, 2021,
- One focus group with Camden Non-Residents (visitors, commuters) on September 16, 2021,
- One focus group involving A New View Core Project Team (the project's Artist Curators, Rutgers Camden Center for the Arts, Camden Community Partnership, and the City of Camden, Department of Public Works) on September 21, 2021,
- And two focus groups with A New View Artists on October 7 and October 18, 2021.

WRI coordinated with Camden Community Partnership on the recruitment of participants for these groups. The approximately 60 individual participants across all focus groups represented an array of organizations. Each discussion lasted approximately 60 to 90 minutes and had one facilitator and at least one to two note takers.

Interviews

The WRI research team designed protocol and conducted semi-structured individual interviews with A New View event/program attendees throughout the project. The team sought to understand what brought people to the various A New View events, what their thoughts on the project were, and how the initiative was perceived in Camden. *See “Events, Programs and Meeting Attendees” in the Quantitative Findings Section for more detail on A New View Events.*

Throughout the entire project, Camden Community Partnership led organization and marketing of 30+ events for A New View. Based on schedule availability, timing, and COVID-19 protocols, WRI researchers attended different events throughout the course of the project. Interviews were conducted at events where WRI researchers would approach participants and engage in interviews if individuals indicated they were interested in participating in a short conversation around A New View. Event interviews were intended to be “quick hits” with multiple event attendees, and on average interviews lasted 5 - 10 minutes each. Researchers took their own notes while interviewing and/or took notes immediately following each interview. Interviews were semi-structured, and the interview protocol featured questions related to learning about the day’s events, knowledge of A New View, and experience in community engagement in Camden.

Prior to the art installations, WRI conducted approximately 17 interviews at various events between November 1, 2019 and January 29, 2020. Following the installations, WRI conducted approximately 30 interviews between April 22, 2021 and October 31, 2021.

Interview participants consisted of Camden residents, commuters, visitors, event staffers, and other community members from surrounding towns.

Qualitative Data Analysis

Following conclusion of data collection through the focus groups and interviews at both pre-installation and post-installation timepoints, researchers created a master transcript from individual focus group and/or interview notes, which included all cases in chronological order. Any additional hand written notes from focus groups and interviews were typed up into one electronic document. Specific names and/or identifying information were removed from the data at this stage.

For both the focus groups and interviews, from the master transcript, researchers then analyzed the data for overlapping themes. Codes were created for the interview data to identify patterns related to identified topic areas from the protocol and project focus. Specific topics to guide analysis in interviews and focus groups included participants’ perceptions on public art, civic pride, project partnership, illegal dumping and challenges and opportunities in Camden.

Following the first round of thematic analysis to identify patterns within the data, a second round of analysis through open coding was conducted, enabling additional and/or confirmatory themes to emerge inductively from the data. A process of iterative review and revision of codes was undertaken through repeated reading of the data. These processes occurred twice, for pre-installation and post-installation data, and then again following project completion for analysis of change over time. These processes resulted in major themes outlined in the Qualitative Findings section.

FINDINGS

QUANTITATIVE FINDINGS

Events, Programs and Meetings Attendees

As noted previously, A New View's original timeline of 2019 to 2020 was extended; specifically, the public art installations scheduled to be up from April to October 2020 were postponed to April 22, 2021 to October 31, 2021. As such, there were many original pre-installation kickoff and related events held in Fall 2019 and Winter 2020. Pre-installation events and programming resumed in Summer/September 2020 and continued in virtual and social-distance safe means throughout Fall 2020 and Winter 2021. Following opening day of the art installations on April 22, 2021, both virtual and in-person events and programming were carried on throughout the Summer and into Fall 2021, representing the post-installation period.

Pre-Installation Events and Programs

Prior to the onset of the COVID-19 global pandemic in 2019 and early 2020, A New View events and programs included social media components, but were primarily in person. Fourteen in person pre-installation events ran from August 30, 2019 until just prior to the installations on April 22, 2021. Of note, the Artist Finalist presentations of 20 finalists occurred in person November 1 and 2, 2019 at Rutgers University – Camden. The A New View Media Release Event/Press Conference (originally anticipating an April 2020 opening) at the Rutgers University - Camden Nursing and Science Building and evening Community Reception at Camden FireWorks drew large crowds on January 29, 2020. Other events included a photo contest, an essay contest about illegal dumping, a stoop decorating contest, and a poster contest. In 2020 multiple outdoor community cleanups occurred. Five entirely virtual events also occurred pre-installation, the Camden Artists Virtual Summit on May 22, 2020, and various DIY Art Project Webinars from June 11, 2020 through October 6, 2020. Pre-installation, there were 1,047 attendees at in-person events/programs, 369 attendees at virtual programs, for a total of 1,416 attendees pre-installation.

Post-Installation Events and Programs

By the time of A New View opening in April 2021, planning and implementation of large scale events had drastically changed. Events in the post-installation period including a mix of in-person and virtual events, with in-person events maintaining social distancing, requiring masking, and limiting capacity to adhere to state and local COVID-19 safety protocols. Twenty-four in-person events occurred from April 22, 2021 until October 31, 2021 (a final event of the Stedman Gallery Reception and Roundtable with Artist Erik James Montgomery occurred on November 18, 2021).

Events occurred at the art installation sites and/or at local Camden parks (i.e. Pyne Poynt Park, Coopers Poynt Park) and were often hosted by local organizations (i.e. Camden FireWorks, Kroc Center). Events included a poetry celebration; the Words on Waste with the Hoodbrarian series; a pizza party / and baking day events at Touching the Earth; a series of I Walk, I Bike, I Paddle Camden exercise events in conjunction with Connect the Lots Camden; WHY Community Conversations; a series of Movie Nights mainly at the Turntable installation; and others. A series of bootcamp fitness events were also held at the art sites from June to September. Highlights include the 4th of July Freedom Fest weekend celebration featuring performances by the Trenton Circus Squad, My Circuit

Trails Summer Celebration, and the culminating Sunset Celebration event, all at Cooper's Poynt Park. Events ranged from in-depth conversations about illegal dumping to family-fun activities. Events often provided new experiences for residents, chances to spend time with family and friends and engage with the art sites, and opportunities to learn about the impacts of illegal dumping.

At least 11 tours from July 15, 2021 through October 31, 2021, including tours with local social media influencers, private tours by A New View curators, Sunset Celebration tours, and tours with various organizations like the Fair Share Housing Center, the South Jersey Cultural Alliance & ArtPride NJ, the Camden Rotary Club, and Rutgers University – Camden and Rowan University classes occurred throughout the course of A New View installations, engaging 245 people.

Other engagements stemming from events and programming included one artist curator teaching two semesters of a class on public art at Rutgers University - Camden that included A New View. Field guides for A New View were also distributed at various other community events, such as the Galerie Marie and the WXPN Music Festival in 2021. Jersey Arts filmed a commercial in the Stedman Art Gallery when the exhibition was being installed in September 2021.

Eight additional partner projects and programs occurred during the installation period from April to October 2021 (May 5, 2021 - December 11, 2021). This included the Stedman Gallery A New View Exhibition and virtual exhibitions, as well as various exhibitions and talks/performances at Camden FireWorks, such as "We Are Here" Camden Community Art, The Beauty of Recycling, The Art of Movement (Hip Hop Fundamentals), Flowers from Plastic Bags, and "Camden Re-Framed." These partner projects engaged at least 3405 individuals.

Eleven virtual events were held from March 31, 2021 until October 28, 2021. Events included a "Creatives at the Table" series with local artists, two "Meet the Curators" webinars, a Facebook Live of the A New View Grand Opening, focus groups with Camden residents and non-residents, and the Rutgers Camden Center for the Arts "Artists as Activists" Series with four of A New View's installation artists.

Post-installation, there were 1,368 attendees at in-person events/programs, and 1,649 attendees at virtual programs, for a total of 3,017 attendees post-installation. Total in-person attendees across A New View were 2,415; 2,018 for virtual, totaling 4,433 strictly A New View events/programming attendees.



A New View – Camden Events and Program Attendance Totals, 2019- 2021:

Pre-Installation Events and Programs	
In Person Events and Programs	1,047
Virtual Events and Programs	369
Total Pre Events and Programs	1,416
Post-Installation Events and Programs	
In Person Events and Programs	1,383
Virtual Events and Programs	1,649
Total Pre Events and Programs	3,032
Total Events and Programs	
Total In Person Events and Programs	2,430
Total Virtual Events and Programs	2,018
Total Events and Programs	4,448

Pre- and Post-Installation Insights (Over Time)

A New View – Camden Total Project Engagement, 2019- 2021:

Type of Engagement	Attendance
Community Meetings	1,345
In-Person Events/Programs	2,430
Virtual Events/Programs	2,018
Tours	245
Conferences/ Presentations	1,214
Partner Programs & Projects	3,405
Total Engagement	10,657

Beyond events and programs for the project, the A New View Core Project Team held bi-weekly (or weekly as needed) meetings throughout the course of the project. Five additional meetings with the A New View Community Advisory Committee Meeting were held throughout the course of the project. Additionally, 18 A New View community meetings were held from June 24, 2019 through September 11, 2021, at various locations throughout the city's neighborhoods. Community meetings occurred with local organizations and/or groups (i.e., Lanning Square West Community Development Corporation, Hopeworks, Fairview Neighbors, Heart of Camden), were represented through a community member contact and provided opportunities to engage on the project's development and considerations along the way.

Fourteen conferences /presentations from April 5, 2019 to November 9, 2021 engaged 1,214 individuals. Conference presentations were a mix of virtual and in-person presentations, and included events such

as “Mid-Atlantic Greenways & Trails Summit- “Activating Open Space and Creating a Bikeable Camden County” (Philadelphia, PA); a Rutgers University – Camden “Mural Arts and Public Engagement Strategies” session (Camden); League of Municipalities presentation; Camden Environmental Summit (Camden); FitCity PHL (virtual); Art Place Summit (virtual); presentation to “Making Social Change” course at Rutgers University - Camden (virtual); WHYY Newsroom Summit (virtual); U.S. Department of Justice “Arts & Cultural Interventions to Community Violence” (virtual); the American Public Health Association’s “Arts & Cultural Interventions to Community Violence” (virtual); Westfield Friends School (Cinnaminson, NJ); Watershed Conference; and Americans for the Arts (virtual).

Overall, A New View involved partnerships and collaborations with local businesses, community organizations, Camden residents, and government officials. The variety of events, programs and meetings orchestrated throughout the entire project reflect the diversity of voice and deep engagement present in the project across many sectors and individuals. Events, programs, and meetings highlighted the vibrant arts and culture presence in Camden, a yearn for civic engagement on the issue of illegal dumping, and opportunities for neighbors and strangers to connect through public art and arts and environmental- related activities.

Resident / Non-Resident Survey

A New View Resident/ Non-Resident survey was administered from September 15, 2020 until April 1, 2021, and then again from April 22, 2021 to November 5, 2021 and analyzed change over time across a variety of metrics. The survey sample is a convenience sample.

Four hundred ninety-eight (498) people took the main A New View Resident Non-Resident survey. One hundred sixty-three (163) people took the survey pre-installation (September 15, 2020 to April 1, 2021) while 335 took the survey post-installation (April 22, 2021 - November 5, 2021). The completion rate (people who completed the entire survey) was 56.83%.

Demographics

Across the entire survey sample (pre-and post-installation), Camden residents comprised 55% of the whole survey sample compared with 45% nonresidents. Female respondents comprised 74% of the survey sample. White respondents consisted of 37% of the sample, followed by 27% Black or African American and 26% Hispanic/ Hispanic-American or Latino/Latino-American. Respondents were relatively evenly split across age groups, household income, and education levels. Half of respondents indicated they were employed full time (50%).

Resident / Non-Resident Survey Demographic Breakdown:

Residence	
Current Resident	42%
Commuter just passing through Camden on my way to work or school	6%
Commuter to Camden for work or school	17%
Visitor (for friends & family, fun, or business)	22%
Unsure	1%
Former Resident	13%

Gender	
Male	23%
Female	74%
Prefer not to say	3%
Other	1%

Age	
18-24 years old	11%
25-34 years old	21%
35-44 years old	26%
45-54 years old	14%
55-64 years old	17%
65+ years old	10%

Race	
Asian / Asian-American	2%
Black or African-American	27%
Hispanic / Hispanic-American or Latino / Latino-American	26%
Native American	3%
Pacific Islander	0%
White	37%
Other	5%

Employment	
Employed full time (30+ hours a week)	50%
Employed part time (less than 30 hours a week)	10%
Unemployed and currently looking for work	5%
Unemployed and not currently looking for work	3%
Student	9%
Retired	11%
Self-employed	6%
Unable to work	6%

Annual Household Income	
Less than \$15,000	14%
\$15,000 to \$29,999	16%
\$30,000 to \$44,999	11%
\$45,000 to \$59,999	12%
\$60,000 to \$74,999	11%
Over \$75,000	26%
N/A	9%

Education	
Some high school, no diploma	5%
High school diploma or equivalent (e.g. GED)	17%
Some college, no degree	26%
Associate degree (e.g. AA, AS)	7%
Bachelor's degree (e.g. BA, BS)	26%
Master's degree (e.g. MA, MS, MEd)	14%
Professional degree (e.g. JD, MD, DDS, DVM)	3%
Doctorate (e.g. PhD, EdD)	2%

Pre-Installation Survey Data Results

Pre-installation data for the Resident/Non-Resident survey was collected from September 15, 2020, to April 1, 2021, and included 163 respondents. The completion rate (people who responded to all of the survey questions) is 92%. In addition to demographics, the pre-installation focuses on emerging themes, which was then compared to the post-installation data.

The majority of respondents were current Camden residents (64.7%), female (67.71%), within the age range of 18-64 (92.5%), and employed full-time (51%). More respondents identified themselves as Black or African American (38.61% identifying as Black/African American). A vast majority of respondents (94.57%) were familiar with one of the organizations involved with the A New View project (City of Camden Department of Public Works, Rutgers University- Camden Center for the Arts, Camden Community Partnership).

Role of Public Art

Multiple survey questions asked about public art appreciation and engagement. Eighty-three percent of participants agreed or strongly agreed that they are interested in public art. And 81% of respondents agree or strongly agree they would like to see more public art in Camden. Another question asked about the frequency at which people attend public art events - the percentage of participants who go to public art events sometimes, often, or very often was 52.9%, 19.0%, and 7.4% respectively. Survey results showed that the majority of residents (79%) were very likely or somewhat likely to go to public art events in the next 6 to 12 months during the pandemic. It was anticipated that more individuals might be willing to visit the six public art sites in Camden and go to art-related events in the spring and summer of 2021 as more people became vaccinated and some pandemic restrictions were lifted. The general view documented that art plays an important role in the life of Camden residents and local non-residents and the desire for public art in Camden is strong.

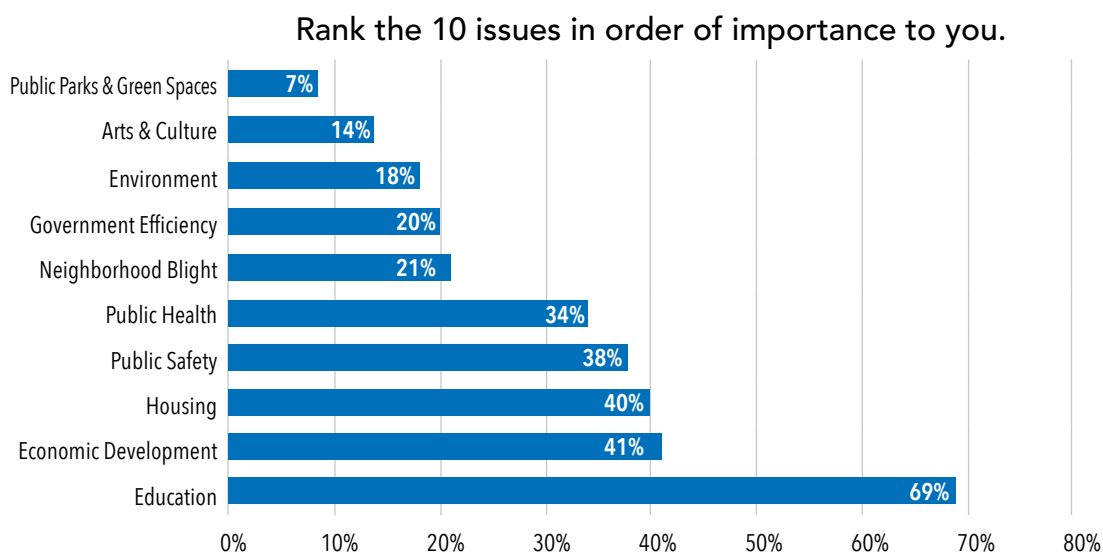
Community Connection and Civic Pride in Camden

Various survey questions asked about community connection and cohesion. The results showed that A New View survey respondents prefer to build a social connection and to engage with other community members. Sixty-nine percent of the respondents agreed or strongly agreed that Camden has a strong sense of community. Approximately 45 percent of respondents were somewhat likely or very likely to go to social gatherings in the community in the near future (with social distancing and COVID-19 precautions in place). What's more, 94.64% of respondents agreed or strongly agreed that they like having something in their community that they can be involved in. The findings of the survey data pre-installation highlights an existing strong connection among Camden residents and local non-residents, which could continually be developed through many approaches, such as through public art support and engagement. However, one question about COVID-19's impact on sense of community revealed that 49% of respondents believed COVID-19 was reducing or somewhat reducing the sense of community. With many community activities and social gatherings paused because of COVID-19, it is unsurprising that the pandemic was negatively affecting community cohesion.

Civic pride is an important component of community development. The survey results suggest that Camden residents and local nonresidents not only are proud of their community but willing to collaborate with others to solve community issues. About 71% of respondents agreed or strongly agree) that they are proud of their community and about 92% of them agreed or strongly agreed that they are willing to work with others to improve their community. About 55% of respondents agreed or strongly agreed that "Camden is a good place to live." When respondents were asked about the statement that "Camden looks nice," 27% of them agreed or strongly agreed, and about a third (39%) selected disagree or strongly disagree.

When asked to rank 10 public interest issues in order of importance, education, economic development, and housing were the top civic issues for respondents.

Resident / Non-Resident Survey Pre-Installation Civic Issues of Importance:



Government Collaboration and Resources

Multiple questions addressed government collaboration and concerns of the city. The results showed that respondents were not satisfied with the public services provided by the local government. More than 35% of respondents were very dissatisfied or dissatisfied with the public services provided by

the government in dealing with the local public issues that they care about (27% were satisfied or very satisfied). What's more, 49% of respondents thought the local government is "not very or not at all effective" (17% said effective or very effective) in dealing with the civic issues they care about.

Another issue dramatically affecting people's perception of Camden and the project's focal point is illegal dumping in Camden. Based on the survey results, approximately 79% of respondents often or very often noticed trash or unwanted items that have been illegally dumped in Camden. When asked what they think are the most common reasons for illegal dumping, respondents most often indicated "people feel it costs too much to dispose of properly" (72%), "people cannot be bothered to dispose of properly" (67%), "people are not sure what else to do with it" (56%).

Pre-installation survey results highlighted respondents' pride in their community and preference to work with others to improve their communities. Furthermore, the data shows that the majority of residents are interested in public art and willing to go to public art events.

Post-Installation Survey Data Results

The post-installation survey collected data from April 22, 2021 to November 5, 2021, and included 335 respondents. Two hundred sixty-four (264) of them completed the survey (78% completion rate). The survey post-installation added seven new questions to capture people's perceptions on the installations and impact of COVID-19, in addition to the same questions relating to public art, civic pride, and illegal dumping included in the survey data collection pre-installation.

In the post-installation data, a large number of respondents identified as Camden residents (including current and former residents, 46%). And 53% of the respondents were non-residents (i.e. commuters and visitors). The higher numbers of non-residents may be expected to influence survey findings. The data also demonstrates that the vast majority of respondents are female (76.9%). More respondents than others are in the age range of 35 to 44 years old (25.84%), White (45.63%), fully employed (48.98%), earn a household income over \$75,000 (29%) and have a bachelor's degree (30.90%).

In addition, data illustrated that a vast majority of those who surveyed (95.39%) said that they are familiar with either the City of Camden Department of Public Works, Rutgers University-Camden Center for the Arts, or Camden Community Partnership.

Role of Public Art

In the survey respondents were asked their opinion or views on public art appreciation and engagement. A large majority of the respondents (86% agreed or strongly agreed) that they were interested in public art and 88% agreed or strongly agreed they would like to see more public art in Camden. This result suggested that the public had a strong interest in public art, and would like to see more public art in Camden. With regards to frequency of attending public art events/exhibits, almost half of the respondents (46.44%) go to public art events sometimes while a quarter of them (27.72%) said that they go to these events often. Respondents were asked about their visit to the six public art sites of the project. Data shows that there are three public art installation sites that received the most visits during the time of post-installation survey data collection - "Mechan 11: The collector" (16% of those surveyed), "The Phoenix Festival" (15% of those surveyed) and "Invincible Cat" (13% of those surveyed).

In addition, there are a few questions related to the impact of the project on individuals. More than half of the respondents (53.67%) expressed that the events or installations brought them to a new area in Camden that they've never been to before. The majority of respondents said that the event or

installations made them feel more optimistic about the future (79.46% agreed or strongly agreed), think differently about an issue of topic (68.9% agreed or strongly agreed), and feel interested in something new or different (79.53% agreed or strongly agreed). The general view showed that public art was positively associated with Camden residents and local nonresidents perceptions.

Community Connection and Civic Pride in Camden

Various questions asked respondents to share views on community connection in Camden. From the data, 61% of the respondents agreed or strongly agreed that Camden has a strong sense of community. A large majority of the respondents (80.83%) agreed or strongly agreed with the statement that they like having something in their community that they can be involved in. And a majority of the respondents (72% agreed or strongly agreed) reported that the [A New View] events made them want to get involved in more things in the community. In addition, more than 77% of the respondents expressed (agreed or strongly agreed) that the [A New View] event [they attended] allows them to spend quality time with family and friends. These results support the presence of community connection in Camden.

The public art installations were released during the COVID-19 pandemic, and results illustrated that 45% respondents believe COVID-19 is reducing or somewhat reducing the sense of community rather than strengthening or somewhat strengthening it (37.18%).

The majority of respondents agreed or strongly agreed that the events or installations were great for bringing the community together (86.93%), make them proud of Camden (81%) and are part of what makes people view Camden positively (84.11%). In one question, the percentage of respondents that agreed or strongly agreed were proud of their local communities (asked of both Camden residents and local non-residents) and that they were willing to work together on something to improve their communities was 88%. The data illustrates that people are proud of their local communities and are eager to work with one another to solve the community challenges. However, people still have differing opinions on whether Camden is a good place to live or if it looks nice. In the survey, 43% of respondents agreed or strongly agreed (10.36% strongly agreed), and 37.31% neither agreed or disagreed on the statement that Camden is a good place to live. Thirty-four percent agreed or strongly agreed (6% strongly agreed) that Camden looks nice (buildings, streets, public spaces, etc.) A little over a third (35.94%) of respondents neither agreed nor disagreed that Camden looks nice and 30% of them disagreed or strongly disagreed with the statement.

Government Collaboration and Resources

Multiple questions were targeted around civic issues and government collaboration. When asked whether they were satisfied with the public services provided by the City of Camden, about one third of respondents expressed that they are neither satisfied nor dissatisfied with the public services (32.65%) and 36% of them were satisfied or very satisfied with the public services. Only the minority of those surveyed (9%) were of the opinion that they are very dissatisfied with the public services. In the following question on the effectiveness of the City of Camden's government, 36% stated that the city government is effective or very effective in dealing with the local public issues that they care about. This suggests that more people have a positive view of the governance capacity of the local government.

Survey respondents were asked to rank the importance of 10 civic issues on a scale of 1 to 10, where 1 indicated that it was very important, and 10 indicated that it was not as important to them. Over the entire sample post-installation, education (58.86%), public safety (47.42%), and housing (38.85%) were indicated as the top three most important civic issues.

One of the main goals of A New View was to address illegal dumping through public art, and multiple questions reflected these topics. A large majority of respondents (76.47%) often or very often noticed

garbage or trash that had been illegally dumped in Camden. The majority of respondents (67.98%) agreed or strongly agreed that the events or art installations made them have interest in the issues of illegal dumping. The most common reasons why respondents thought people illegally dump were that “people cannot be bothered to dispose [of trash/unwanted items] properly” (71.73%), “They feel it costs too much to dispose properly” (61.78%) and that “they are not sure what else to do with it” (61.25%).

Post-installation survey results revealed A New View project’s influence in the community. The only open-ended question in the survey supported these claims. Many respondents wrote positive comments such as, “Very nice and needed to highlight Camden as an alive and thriving city”; “This is just a small stepping stone. In order to do more we need to have more events and community outreach programs available to the community:” and “Made me feel like I’m a whole new tourist in the town I was born and raised in. People view the community in positive ways by having beautiful art here.” Survey results show an increase in civic pride and community solidarity within Camden. In addition, the project attracted people’s attention on the issues of illegal dumping.

Pre- and Post-Installation Insights (Over Time)

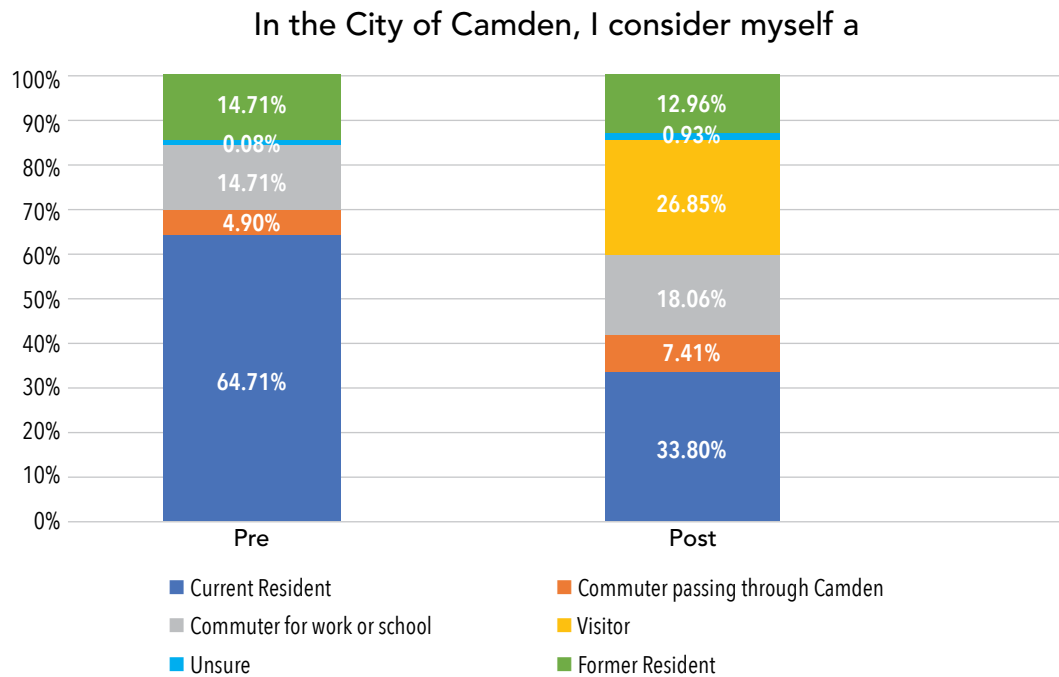
As indicated, the survey data pre-installation was collected from September 15, 2020 to April 1, 2021, and the survey data post-installation was collected from April 22, 2021 to November 5, 2021. The impact of the project can be examined by measuring the change over time between the pre-installation survey data and the post-installation survey data. Inferential statistics (using two-sample t-tests) were used to help understand if there were significant differences ($p < .05$) in the averages of responses of the data pre-installation compared to post-installation. Significant results would support changes over time and differences in attitudes and perceptions between the pre-and post- installation periods among respondents; however, given the non-experimental design of this evaluation and use of a convenience sample, among other methodological considerations, these results cannot be generalized and should be interpreted with consideration of multiple other factors influencing the project.

Demographics

When comparing the survey data pre-and post-installation, there was a slight noticeable change in demographics in the two groups of respondents that completed the survey. The percentage of people who identified themselves as residents decreased from 78% to 45% over the pre to post installation period, while the percentage of nonresident respondents increased from 19% to 52%. Also, the percentage of visitors increased from 0% to 27%, which indicates the survey presents more groups of people who visited the art installations and/or attended various events from outside Camden.



Resident / Non-Resident Survey Pre-and Post-Installation Resident Breakdown:

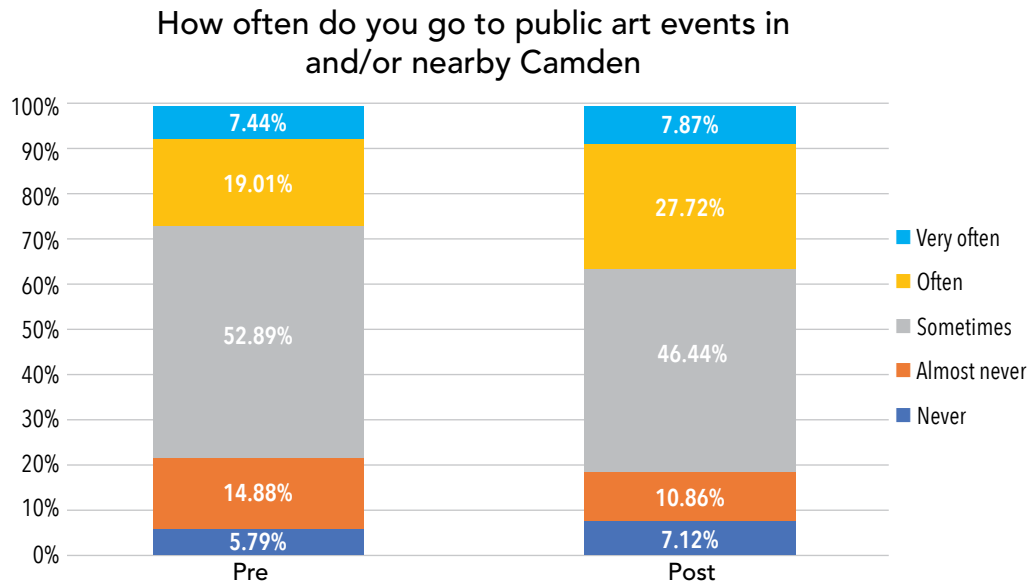


Results indicated that there are significant differences on race, age, and education between the two survey data groups. In the survey pre-installation data, there are more Black respondents than other groups. However, the trend shifted in the survey post-installation data. White respondents became the majority group, as the percentage of white respondents grew to 47% in the post-period from 19%. Other differences exist in age and education. The percentage of older adult respondents (65 years old and over) increased from 6% to 12%. In addition, there were more respondents with “some college education” than other groups in the survey pre-installation data. Data from the survey post-installation revealed that respondents with bachelor’s degrees were the majority group, as the percentage of people with bachelor’s degrees grew from 17% to 31% from the pre to post- installation survey data.

Role of Public Art

Results suggest that there was not a significant difference in attitudes and engagement toward public art between pre- and post installation. Survey respondents were asked the frequency that they go to public art events. There was a slight increase in the respondents who reported that they go to public art events often or very often. In the survey pre-installation, 26% of respondents selected they go to art events often or very often, and this rose to 36% during the post-installation period. Also, fewer respondents said they would never or almost never go to art events in the survey pre-installation than post-installation (decreased from 21% to 18%). A NewView events, marketing, and art installations may have exposed more people to public art, relating to increases in positive attitudes towards the role of public art in the city.

Resident / Non-Resident Survey Pre-and Post-Installation Public Art Attendance:



Survey respondents were also asked to provide their opinion on the statement “I am interested in public art.” A slight change was found between the pre- and post installation. 83% of respondents agreed or strongly agreed that they are interested in public art in the pre-installation survey, and this increased to 86% during the post- installation period. The same change also was observed in the following statement. When asked whether they agree or disagree with the statement “I want to see more public art in Camden,” 81% of the respondents agreed or strongly agreed with the statement during the pre-installation period. The percentage of respondents rose to 88% during the post-installation period.

Community Connection and Civic Pride in Camden

Statistically significant differences were not found between the pre-and post time period for survey questions geared towards community connection and civic pride in Camden. Even though there was not a statistically significant difference in pre-and post civic pride, there was a change in several survey questions related to civic pride. Compared with survey data pre-installation, the percentage of those surveyed who agreed or strongly agreed that Camden is a good place to live decreased from 55% to 43%. Also, the percentage of respondents who agree or strongly agree that Camden has a strong sense of community decreased from 69% to 61%. These results may be related to the increased number of nonresident respondents in the survey post-installation, as non-residents of Camden may have different perceptions than residents of Camden.

Statistical results indicated that there is not a significant difference on the impact of COVID-19 between the survey data pre and post installation. Nevertheless, we found a numerical change in the impact of COVID-19 on the sense of community between the survey time periods. 49% of respondents believed COVID-19 was reducing or somewhat reducing the sense of community in the survey data pre-installation, and this number decreased to 45% in the post-installation data. Overall, the fewer people who felt that COVID-19 reduces the sense of community may have been influenced by the timeline of the pandemic and the rollout of vaccines and easing of pandemic restrictions during the post-installation period, in comparison to the pre-installation period, in which vaccines were not available for the general public.

There were no significant differences in illegal dumping perception from the pre to post period, and responses remained mostly consistent over time. Survey respondents were asked to rank what they thought was the most common reason for illegal dumping. More than half the respondents (72%) indicated

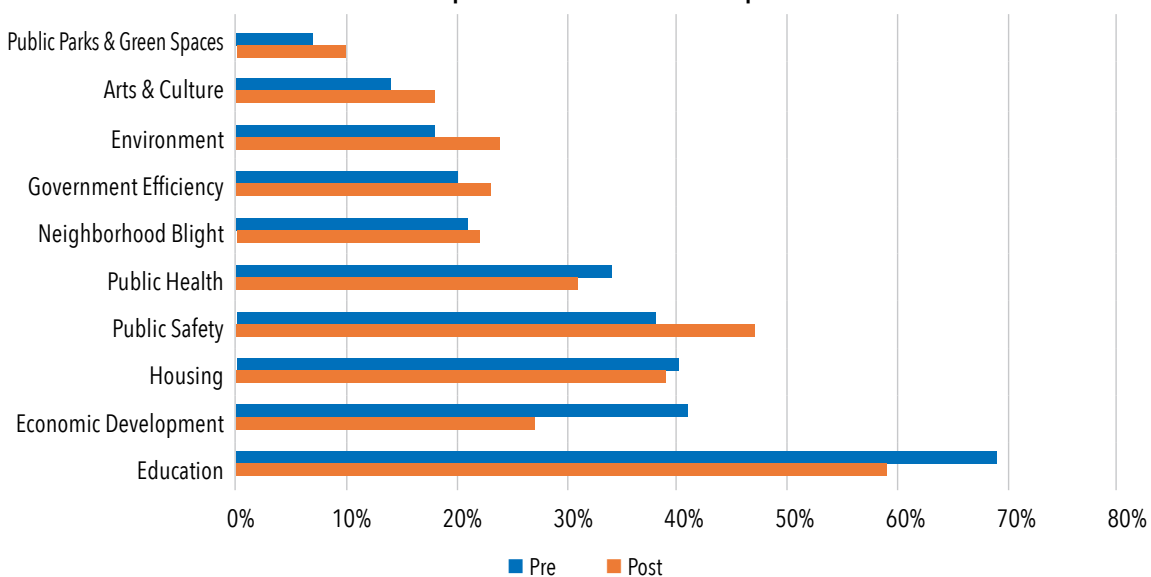
that the most common reason for illegal dumping is “they feel it costs too much to dispose of properly” in the pre-installation survey (and this was the second most common reason in the post-installation period), and in the post installation survey, 72% thought the most common reason was “people cannot be bothered to dispose [of trash/unwanted items] properly” (and cost was the second most cited reason). These two reasons were followed by “they are not sure what else to do with it” (56% pre-installation and 62% post-installation) in both the pre-and-post time periods. This information could be used to examine how and why people (often from outside of Camden) come into the city to discard trash, both physically and socially dumping on city residents and city spaces. When comparing people’s perception of illegal dumping between pre and post installation surveys data, views about illegal dumping appear to remain unchanged. In the survey pre-installation, 79% of the respondents expressed that they have noticed illegal dumping often or very often in Camden; this number dropped down to 76% in the survey post-installation. This suggests that illegal dumping remains a persistent problem for Camden and that it will take sustained efforts to counteract.

Government Collaboration and Resources

Results indicate that there are significant differences on attitudes towards effectiveness of city government and opinions towards various civic issues between survey data pre and post installation. Respondents were asked to rate 10 public issues that are important to them. In the survey pre-installation data, about 69% of respondents rated the importance of education at the top of the scale (ranked 1-3 on a scale of 10, followed by economic development and housing). The percentage of those who ranked education as the top civic issue to address decreased to 58% in the data post-installation; however, education remained the most important civic issue, followed by public safety and housing in the post-installation data.

Over the entire sample post-installation, education (58.86%), housing (38.85%), and public safety (47.42%) were indicated as the top three most important civic issues. The change in ranking public safety as the most important civic issue, from 38% pre-installation to 47% post-installation, may be related to both the larger portion of non-residents that completed the survey compared to residents, and non-residents’ overall more negative perceptions about public safety in the city.

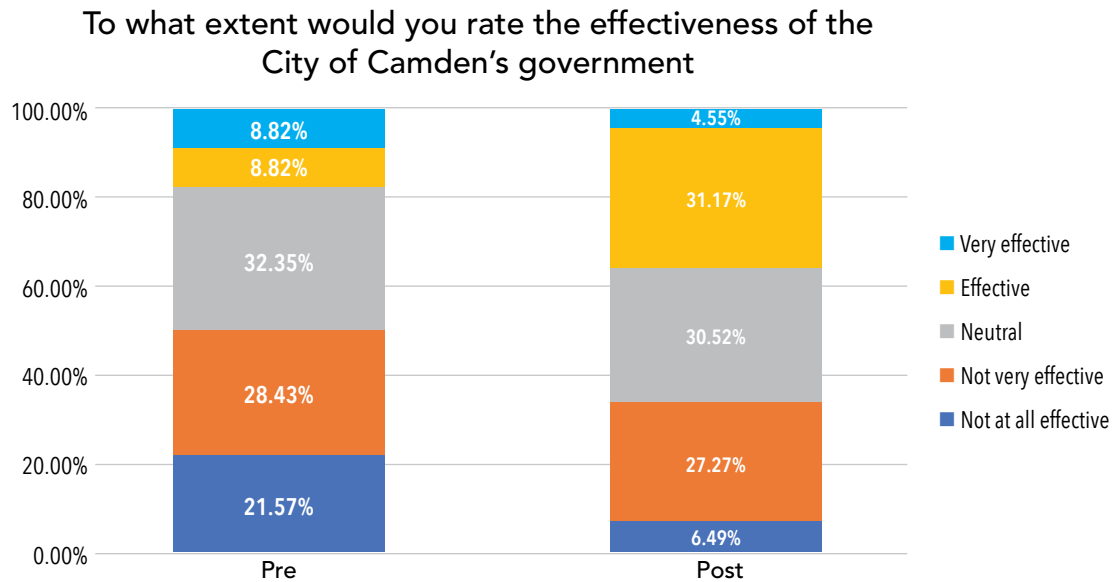
Pre-Post Installation Comparison on Most Important Civic Issues



There was a significant change in people who think that Camden government is effective or very effective in handling the issues that are important to them. The percentage of respondents who said

that Camden government is effective or very effective was 17% in the survey data pre-installation and this percentage increased to 36% in the survey data post-installation. The percentage of respondents who were satisfied or very satisfied with public services provided by the city increased from 27% in the pre-installation period to 36% in the post-installation period. One of the goals of the project was to develop public-private partnerships and boost government collaboration in the city, and A New View brought various partners to the table, which may be related to more positive attitudes towards city government and attention to issues prioritized by survey respondents.

Resident / Non-Resident Survey Pre-and Post-Installation Government Effectiveness:



Overall, the main A New View Resident/ Non-Resident survey revealed a growing engagement and appetite for public art in Camden, while also revealing long standing challenges of perceptions of Camden. Project partners, community residents, and local nonresidents came together to address the challenge of illegal dumping and support local artists, increasing collaboration and supporting efforts for continued work in arts and culture promotion in Camden.

Project Stakeholder Survey

In March 2020, a survey was administered by email to various A New View project stakeholders. A group of 36 relevant project stakeholders were identified from the Core Project Team and included members of the Core Project Team and associated stakeholders from those organizations, members of the A New View advisory and steering committee, as well as other community and resident partners. Following the survey data collection, there was a 61% response rate (22 out of 36 who were emailed responded to the survey), and a 72.7% completion rate among those who filled out the survey (16 out of 22 answered all of the survey questions).

Demographics

The A NewView project stakeholders that completed the survey represented a variety of organizations in Camden and surrounding municipalities. The majority of project stakeholder organizations for A New View are non-profit organizations (66.7%, including higher education), 23.8% represent private organizations, and 9.5% represent government. About half (47.4%) of the organizations represented

were primarily an arts and culture organization (52.6% are not). Respondents held a variety of positions in their organizations. Most respondents held managerial or executive positions such as city government or local officials, president, CEO, manager, director/associate director; some respondents also held various coordinator positions. Respondents' roles in their organizations focused on project management, program development, operations oversight, vision guidance and mission upholding, asset development, leadership, and strategic planning/management. As noted throughout the project, many involved in A New View are from Camden natives or current Camden residents. Of respondents, half of project stakeholders were Camden residents (50%), 18.75% were visitors to Camden (for fun, friends & family, or business) and 31.25% were commuters stopping in Camden for work or school.

As part of A New View project development and operations, respondents were involved in various activities: project planning (41.9%), delivery of activities (e.g. leading a workshop, hosting an event) (29%), co-funder of activities (13%), and advisory or steering group (35.5%), (another 13% indicated "other" activities). For the majority of respondents (85%), the A New View Public Art Challenge was the first time they have partnered with a public art initiative like this. A small percent (15%) of respondents had been involved in other public art initiatives or commemorative exhibitions. A New View illustrated new collaborations across the city as 95% of respondents indicated they were working with partners they have not previously worked with. Most of the respondents were interacting regularly with the project (70% were meeting/engaging more than once a month; 30% reported occasional interaction; meeting/engaging on the project about once a month).

Prior to the A New View Public Art Challenge

Respondents were asked to respond how much they agreed or disagreed with multiple statements *prior* to the A New View Public Art Challenge. Prior to the Public Art Challenge, most respondents felt neutral about the statement "public art offerings in my city were engaging to a range of people representative of the city" (37.5%). 41.2% of respondents agreed that prior to the Challenge, "public art in this community played a useful role in bringing together people of different backgrounds." Respondents offered positive feelings about the statement, "public art added to what makes this place special," with 18.8% strongly agreeing, 37.5% agreeing, 25% neither agreeing nor disagreeing, and 18.8% disagreeing. Feelings were mixed about the statement "public art was useful in engaging people in discussion about challenging civic issues:" 35.5% agreed with the statement, 23.5% disagreed, and 23.5% remained neutral. Overall, respondents agreed (23.5% strongly agreed, 29.4% agree) that prior to the public art challenge "our local public art made me feel proud of my community" (29.4% neither agreed or disagreed). Majority of respondents neither agreed or disagreed that "public art helped achieve the goals of my department/organization" prior to the Challenge (47.1%). A small percentage agreed (29.4%).



Prior to the Public Art Challenge.....

	public art offerings in my city were engaging to a range of people representative of the city	public art in this community played a useful role in bringing together people of different backgrounds	public art added to what makes this place special	public art was useful in engaging people in discussion about challenging civic issues	our local public art made me feel proud of my community	public art helped achieve the goals of my department/organization
Strongly Agree	6.3%	11.8%	18.8%	5.9%	23.5%	5.9%
Agree	25.0%	41.2%	37.5%	35.3%	29.4%	29.4%
Neither agree nor disagree	37.5%	17.6%	25.0%	23.5%	29.4%	47.1%
Disagree	18.8%	17.6%	18.8%	23.5%	11.8%	11.8%
Strongly disagree	12.5%	11.8%	0%	11.8%	5.9%	5.9%

Project Partner Collaboration and Resources

The survey also asked for opinions on collaboration within public-private partnerships. Respondents overwhelmingly felt their organizations' collaboration with other project stakeholders was effective (25% extremely effective, 25% very effective, 25% moderately effective, 18.8% slightly effective). Respondents also expressed that the overall collaboration among project stakeholders was effective (52.9% very effective). The majority of respondents rated the perceived effectiveness of typical public-private partnerships as "moderately effective" (52.9%). Respondents indicated their perceived effectiveness of A New View as a public-private partnership as mostly "very effective" (43.8%), followed by extremely effective (25%) and moderately effective (18.8%).

	The effectiveness of your organization's collaboration with the other project stakeholders	The effectiveness of the overall collaboration among the project stakeholders.	Your perceived effectiveness of typical public-private partnerships.	Your perceived effectiveness of A New View as a public-private partnership
Extremely effective	25%	11.8%	11.8%	25%
Very effective	25%	52.9%	23.5%	43.8%
Moderately effective	25%	29.4%	52.9%	18.8%
Slightly effective	18.8%	0%	0%	0%
Not at all effective	0%	0%	0%	0%
Not sure	6.3%	5.9%	11.8%	12.5%

During the A New View Public Art Challenge - the Role of Public Art, Project Collaboration, and Illegal Dumping

Most (70%) respondents reported that the Public Art Challenge has had a positive change on their own day-to-day operations (5.9% reported a very positive change); 23.5% indicated the project had no effect). In thinking about how the Public Art Challenge will increase momentum for future work in public art (e.g. additional funding for new public art initiatives, new community programs that support public art, new cultural committees, etc.), 52.9% of respondents indicated it was "very likely;" 41.2% indicated "somewhat likely" and 5.9% said "not sure." Most of respondents (58.8) are pursuing other opportunities to continue the work started through A New View (23.5% are not, and 17.6% indicated they "don't know.")

The survey also asked project stakeholders about their views on illegal dumping. The most common responses among respondents for why people illegally dump were tied between "they are not sure what else to do with it" and "they feel it costs too much to dispose of properly" (68.8%), closely followed by "they cannot be bothered to dispose [of trash/unwanted items] properly" (62.5%). Other common responses were "they know the city will pick it up anyway" (43.8%) and "they cannot transport the waste to a disposal site" (37.5%). Just over half of respondents indicated they "very often" noticed garbage/trash or unwanted items illegally dumped in the city. A portion indicated "often" (35.3%) noticed, and only 17.6% reported "sometimes" noticed garbage/trash or unwanted items illegally dumped in the city.

An open ended question asked respondents "What do you see as the key objectives of the project? How are these objectives relevant to your organization / your work?" Respondents' answers addressed illegal dumping and hopes for the project to raise consciousness/awareness about and induce a dialogue in the city around illegal dumping. "Get people to understand what illegal dumping is and what/who contributes to the trash we see on Camden streets," one person shared. Objectives included increasing resident recycling and knowledge about proper disposal, and "present well thought out works of art that engage people with art and the issue of illegal dumping."

Another main objective outlined by respondents was to instill and restore civic pride in residents; this included community engagement and "raising awareness and exposing people to new and different things so they can have more opportunities in life." Related to civic pride was the objective to improve perceptions about the City of Camden, improve the image and self-image of Camden, and "get outsiders to give more thought to what they think of Camden."

The other main objective was to ensure the highest quality of art was installed, and that the work is thought provoking and engaging, "to further expose the community to the life enhancing quality of the arts" and the role art can play in our daily lives. Another person shared, "to galvanize the arts community in the city and leave something sustainable; to teach people about public art through environmental themes. Commented one respondent, "the key objectives are to create robust networks and increased capacities of artists and community members so that public art can continue to thrive and contribute to the well-being of residents, and to educate and inspire action on illegal dumping." Another person mentioned they would love to see the energy strategically used to mobilize key entrepreneurial activity.

A second open ended question asked respondents to share any further thoughts about A New View. Respondents shared their excitement about the project and the wonderful opportunity it brought to the city. Wrote one respondent, "finally arts are getting the respect it needed in Camden." Another person shared, "My hope is that the partners use this as a springboard for more major art projects; I'm so excited about it. All this hard work is going to be worth it."

Social Media and Website Reporting (Pre-and Post-Installation) and Foot Traffic Tracking (Post-Installation)

Social media data and foot traffic tracking numbers were also collected to help understand A New View's reach.

Pre-Installation

Tracking of social media insights prior to A New View's installation occurred from July 16, 2019 through March 31, 2021 by En Route Marketing.

Google Analytics was installed for the A NewView website on July 16, 2019. During the pre-installation time period, 6,631 users visited the website over 9,558 sessions with 18,963 pageviews. The highest day of traffic was 245 users on July 17 and August 28, 2019. For website traffic, 60% of website traffic was direct, meaning the anewviewcamden.com was directly typed into an internet browser. 24% of website traffic was driven from social media (85% from Facebook; 9% from Instagram; 3% from Twitter; 2% from LinkedIn). 12% was organic search of A New View Camden from internet search engines, and 3% was from referrals to the A NewView website from other websites. The top referring website was ctlcamden.com (Connect the Lots is a complimentary initiative of CCP and the City of Camden) with 2% of website traffic.

Limited data from the pre-installation period for social media reveals that social media engagement did increase during the pre-installation period, with Facebook and Instagram followers increasing, and increasing numbers of Facebook and YouTube impressions.

Social Media Insights (limited available data July 16, 2019 – March 31, 2021):

Pre -Installation Followers			
Facebook Followers	November, 17, 2019	March 31, 2021	Percentage Change
Facebook Followers	307	439	43%
Instagram Followers	January 1, 2021	March 31, 2021	Percentage Change
Instagram Followers	677	732	8%

Post- Installation Engagement			
Facebook Insights (July 16, 2019 – March 31, 2021)	Reach	Impressions	Number of Unique people who engaged with posts
Facebook Totals	40,523	47,039	3,043
YouTube (January 1, 2019 – March 31, 2021)	Views	Impressions	Watch Time (Hours)
Totals*	1,359	2,499	24.07

* Filtered for environmental content

Post-Installation

The post-installation tracking of social media insights for A New View began on April 1, 2021.

During the post-installation period, 11,832 users visited the website over 15,514 sessions with 24,596 pageviews. The highest day of traffic was 610 users on April 22, 2021, the opening day of the art installation sites.

For website traffic, 43% of website traffic was direct, meaning the anewviewcamden.com was directly typed into an internet browser. 34% of website traffic was driven from social media (98% from Facebook). 16% was organic search of A New View Camden from internet search engines. Website traffic was also driven by targeted advertising – generating 436 users from TAPintoCamden and 140 users from NJ.com. *South Jersey Times* print advertising generated six front page banners with skybox printing (a promotional advertisement above the newspaper fold). This advertisement had 144,798 estimated total impressions. *Anointed News Journal* print advertising generated four full page advertisements, and the weekly circulation is 60,000 and there are an estimated 180,000 readers per issue. A partnership with StreetsDept.com led to a blog post, multiple Instagram & TikTok posts, two recorded podcasts were recorded, and a trolley tour of the art installation sites with local social media influencers occurred. StreetsDept has 146,000 Instagram followers, and generates 20,000 views per month on StreetsDept.com.

Social media tracking throughout the installation period revealed increases in engagement across platforms. Facebook, Instagram, and Twitter followers all greatly increased during the installation period, and impressions on these platforms also saw high increases.

Social Media Insights (April 1, 2021 – October 31, 2021):

Post-Installation Followers			
	April 1, 2021	October 31, 2021	Percentage Change
Facebook Followers	438	918	109%
Instagram Followers	732	1,459	99%
Twitter Followers	16	39	143%

Post- Installation Engagement			
Facebook Insights	Reach	Impressions	Number of Unique people who engaged with posts
Facebook Totals	101,878	135,090	8,698
Instagram Insights	Reach	Impressions	Engagement (likes, comments)
Instagram Totals	54,379	71,968	7,298
Social Media Advertising	Reach	Impressions	Clicks
Advertising Totals	79,305	315,412	19,131
YouTube	Views	Impressions	Watch Time (Hours)
Totals*	828	3,736	13.91

*Filtered for environmental content

Pre- and Post-Installation Insights (Over Time)

Social media and website metrics compiled by En Route Marketing also add to understanding of A New View’s impact throughout the entire project. From 2019 to 2021, A New View Camden website received traffic from 48 states. Pre-installation, the website had 6,631 users, and 11,832 users post-installation. Pre-installation, social media drove 24% of website traffic, and this number, with additional targeted advertising during the installation period, increased to 34% during the post-installation time period. The organic web search for “A New View” increased from 12% to 16% of website traffic during the installation period as more people actively sought information on the project.

Social media tracking prior to when En Route started full engagement with A New View in 2021 is limited. Facebook gives some data, but Instagram and Twitter do not provide strong insight

Insights Over Time - Followers			
Facebook Followers	November 17, 2019	October 31, 2021	Percentage Change
Facebook Followers	307	918	199%
Instagram Followers	January 1, 2021	October 31, 2021	Percentage Change
Instagram Followers	677	1,459	115%
Twitter Followers	January 1, 2021	March 31, 2021	Percentage Change
Twitter Followers	15	39	160%

Facebook reach increased 151% from 40,523 pre-installation to 101,878 post-installation, Facebook impressions increased 187% from 47,039 pre-installation to 135,090 post-installation, and the number of unique people who engaged with A New View Facebook posted increased 186% from 3,043 to 8,698 from the pre to post installation periods.

Foot Traffic Tracking

Foot traffic tracking of site visitors only occurred during a selected time period (July 5, 2021 to September 5, 2021) while the art installations were on view in the post installation period (April 22, 2021 to October 31, 2021). The foot traffic averages presented below represent the total number of views at select A New View sites, on average, for two hour periods at two different time points throughout the week. Foot traffic tracking occurred in two hour time slots, two times a week (four hours per site, on Thursdays and Saturdays) at each of the six locations for eight weeks (192 hours total) – so one weekend and weekday afternoon time slot per week.

A New View Two Hour Foot Traffic Averages (Summer 2021):

Site	# of People at Site	# of People passing by site (walking, biking)	# of cars passing by site
Invincible Cat	8	37	289
Touching the Earth	13	110	306
Turntable	8	14	176
Bio-Informatic Digester	8	52	507

Due to the voluntary nature of the data collection, where foot traffic trackers self-selected both the art sites to track and the dates to collect data, the data reported in this report is not a full representation of foot traffic and is a snapshot of the dates and times where trackers were available and collecting data; thus, the data presented here is an underrepresentation of the numbers of foot traffic engagement across the A New View sites in summer 2021. This data is contextualized with other available qualitative data and other metrics, where project partners frequently mentioned someone “always” checking out the sites throughout the summer.

Supplemental public transit data was also identified for the art installation locations in Camden. (**see Appendix for additional traffic/foot traffic data**).

QUALITATIVE FINDINGS

Event Attendee Interviews

Pre- Installation Event Attendee Interview Data

Prior to the global coronavirus pandemic, A New View held multiple project events to generate interest and share project operations and opportunities with the public. Common themes from analysis of the data from a series of brief interviews conducted with 17 visitors, residents, artists, and others from November 1, 2019 through January 29, 2020 represent the pre-installation period.

Outreach and Promotion

Among participants, a desire for increased outreach arose, especially among local residents. “Sometimes there can be a disconnect in regards to marketing tactics. That can also lead to a lack of knowledge in regards to what projects are about and what’s in process. And it’s got to be a transparent process, and not people working in a box,” a respondent shared. Another individual expressed happiness in the event they attended being open to the public, “people are aware of the project and it is possible to know how everyone is feeling.”

Specific suggestions were made to promote the project: for art professors at Rutgers University - Camden to be made aware of the project so that they can spread the word; for a local workshop for artists to help them learn how to apply to these type of challenges; to better inform artists of opportunities and in efforts on part of the planning in the city; to put art in the interior of the RiverLine rail cars.

Illegal Dumping

Respondents overwhelmingly reflected on the challenge and omnipresence of illegal dumping across the city. “Camden downtown suffers from a really bad situation. It is full of trash and for that reason is segregated from the rest of the city.” One respondent shared driving through the site(s) of the future installations, and noted how a week later, there was new dumping at the installation site(s). Another shared, ““We’ve had illegal dumping in the city for 30 years and it has been a problem for 30 years.”

Opinions differed on A New View’s efforts to combat illegal dumping. One person shared they did not know if the effort was going to be effective. Others pinpointed the key element of raising community awareness around the issue to make efforts more effective. “Where is the engagement to say, ‘Yo, stop the illegal dumping, don’t put that couch over there, and I’m gonna call. I’m gonna call the illegal dumping line. I’m gonna call the number. I have to call.’” Another respondent suggested in addition to involving community members in cleaning up the space(s), adding benches and video

surveillance, and creating a sense of ownership with the residents would be a good catalyst for more things to happen.

Another respondent expressed hope in A New View's efforts to combat illegal dumping:

"When passersby or passengers in a train see the image of illegal dumping a negative stigma comes with it. But as Camden becomes healthier - by the means of this project- it will bring new meaning or fresh perspective to Camden. Illegal dumping is bad. Seeing trash piling up on one another is bad. I believe this project will be a cultural jumpstart. And because of a healthier, cleaner and more beautiful image of Camden, more people will be encouraged to contribute and get involved to make Camden better."

Community Connection and Civic Pride in Camden

Participants shared both optimism and skepticism in the project's efforts to involve the Camden community in A NewView. "What I am seeing is wonderful. I feel good the public is invited, so often you don't know how things are decided in our city, so it's refreshing," noted one person. Another commented on the opportunity for community members to express themselves, and through that process to show how the community comes together. Reflecting on engagement, one individual said "taking ownership of the space and asking for people's participation is critical to make a project successful" and another individual felt the project leaders were going about the project in the "right way."

Beyond community engagement, respondents reflected on community representation. Noted by one individual, "We need to have individuals that know the city and how the projects fit the city. If it doesn't fit, the local residents will say no. They will think it's gentrification if it doesn't fit. The art needs to fit the city." Another respondent expressed his passion for the Camden community and noted as a community member he knows what the community wants.

"I would like to see more engagement with the community and giving the community the power. To actually be empowered to do it and to wanna do it. Not just saying we're taking the lead and that's it. No! We need to make a project that says what y'all want to do? These are the resources that we have. What do you think needs to be done? I think that's what's going on, is that we're trying to tell them what to do. Let's say what do you all want to do and I think that it's all about engagement in the community."

Connection to Camden emerged across conversations as multiple participants commented on the lack of representation from Camden residents/artists in the mix. "Does the artist(s) that they're bringing have a connection with the city?" One respondent expressed his willingness to provide connections for people from outside the community.

Speaking directly about the role of A New View within Camden, an individual commented "we all know, you need a connection to actually want to be prideful about something." The concept of pride was woven throughout conversations reflecting participants' value of and dedication to its meaning within Camden. "I still think it's more powerful when you see the artist from the area. And you're a little kid and your dad says he's from this area. And you can do it too, Dad. That's the sense of pride," commented one individual. Another noted that A New View has community involvement and gives residents a sense of pride.

"It will bring unity to the communities because everybody from each neighborhood represents what part of the world. They represent the poor. So they could live in North Camden and move to New York. They will always say, I am from North Camden because some of the

representation is from their heart. You know, people from Camden, they put a lot of pride on where they come from. It is right here, the unity.”

Role of Public Art

Participants’ comments on the role of public art reflected a deep sense of potential and transformation within the community; one person noted how the art projects really bring it all to life and another shared the attraction of art drawing people to see it. “Artists cannot solve problems. But artists can show things that make people realize the problems, especially the young people who use sculpture. Artists can teach people. I think it is very important to show artists that work with recycled materials.”

Respondents reflected on the link between making public art relevant to the Camden community:

“If you look at Camden, like [googling] ‘Camden mu’. The first thing that pops up is murder. When you turn to Philadelphia, like ‘Philadelphia mu,’ the first thing that pops up is mural. Philadelphia has a big culture of art. I just wanna bring it to Camden. I am not just talking. I have a whole game plan, you can say, to change the city in the long run. So people can see it and appreciate where you are from.”

“Once you bring art to the communities, it changes community solidarity. Listen to the artists and presenters, you know how the difference that art makes - the communities think about the whole neighborhood. Like the mural, it never faded, it was still around the neighborhoods. I believe the same thing will happen in the art construction here.”

Multiple individuals specifically commented on the temporary nature of the installations. “Knowing that this project is temporary, I don’t think this project will make any changes. It would have been better to keep these installations on sites, rather than having them de-installed which makes it really expensive for an artist to put time and effort into his/her art and then watching it being de-installed.” Another called the temporary installations a disappointment. Another compared the temporary nature of art to theatre, it “comes and goes,” and requires development and maintenance.

Post- Installation Event Attendee Interview Data

Following installations, A New View Camden held multiple project events (both in person and virtual) to engage the public with the installations, learn more about the artists/ public art, and host community events around green spaces and illegal dumping. Common themes from analysis of the data from a series of brief interviews conducted with approximately 30 visitors, residents, artists, and others from April 22, 2021 through October 31, 2021 represent the post-installation period.

Event interviewees overall commented on their interest and excitement in attending various A New View events. *See “Events, Programs and Meeting Attendees” in the Quantitative Findings Section for more detail on A New View Events.* Event interview participants included Camden residents, commuters (to Camden for work or school or to visit family/friends), and non-residents visiting for the specific event.

Outreach and Promotion

A robust theme in the event interview data centered on how event attendees learned about the day’s/ night’s event. The majority of participants expressed hearing about the event(s) from online sources, typically Facebook or related Instagrams (i.e. “things to do in Philly;” “whowhatwhen Philly”). Many participants remarked they did not know about A New View prior to the event and/or did not know the event was related/associated with A New View. This was typically true for events that were not directly at the art sites (ie. the IPaddle Camden event). Others learned about A New View through

targeted ads on various websites, and heard through word of mouth. One participant who lived in Philadelphia learned about A New View (and the event they were attending) through his wife who works in Camden.

Even for those who remarked not knowing about A New View specifically, many commented they had seen some of the art sites. Shared one person, "I have seen the robot [Mechan 11: The Collector] and understood it is a statement."

Participants described the events as "good" and "exciting," expressing that more events and outreach could help get more people involved, and that "adding incentives or other ways to encourage people participation and get the word out." Multiple participants also commented that they believed the COVID-19 pandemic has "probably reduced the number of people attending the event and the past events."

Community Connection and Civic Pride in Camden

A large theme in A New View events was the participants' connection to Camden and thoughts on how the event(s) and A New View's presence in the city would be perceived. One person shared their first impression of Camden was riding a train and "seeing trash and everything." This participant went on to share that A New View and projects like it can have a great impact on communities and people in those communities. They shared, "When I first moved here, I wouldn't have thought about taking a job in Camden. I would choose to work in Philadelphia and somewhere else. But now I wouldn't mind working in Camden. It is a safe city. And yeah, it [A New View] changed my perception toward Camden." Another person described Camden as a gem that needs investment, "but politics and drug policies are holding it back to grow...all the corporations [investments] are poured around the Waterfront [neighborhood]." Participants expressed there are multiple opportunities for Camden to grow throughout various avenues in the city.

Role of Public Art

Participants commented on the placement of the art and how you can see the installations from multiple vantage points. "I think it is really intentional and beneficial to the city," commented one person. Another shared, "I did not know much about the public art in Camden until joining the activities. The public art is really important to the city and communities, like Philadelphia has all the murals and paintings. Hopefully it [A New View] would make the people who live here make an effort to make the place more pretty."

Shared another, "The sites are nice and pretty neat. And gives a nice look to the city and makes it look less boring." Participants expressed interest in seeing all or some of the other art sites, and continued community development about education and getting community members involved in the projects that are happening. Public art was expressed to be an avenue for engagement and inspiration.

Pre- and Post-Installation Insights (Over Time)

The project's postponement due COVID-19 undoubtedly changed the nature and programming of events available for A New View from 2019/early 2020 to the summer of 2021. Across these two years, event attendees and people the WRI research team spoke with expressed enthusiasm for A New View and palpable excitement in engagement with events. Both before and post installation, event interviewees commented on the involvement of residents in the project and the importance of community engagement in this project and others like it. Many interviewees also commented on the novel experiences (i.e. paddling in the Delaware River, painting, making pizza) that A New View offered. Interviewees expressed interest in similar events, and lamented the project's temporary nature, calling for similar or more projects to support local artists and the arts scene in Camden.

Events and event interviews revealed real interest in public art and a desire for continued investment in arts and cultural spaces in Camden; the financial investment is not only a tangible sign of support but an actionable way to sustain the project's efforts.

Focus Groups

Pre- Installation Focus Group Data

Prior to the global pandemic, one focus group with the A New View Community Advisory Committee and assorted project partners occurred on January 27, 2020. After a postponement of project activities from March 2020 through September 2020, two focus groups involving A New View Core Project Team (the project's Artist Curators, Rutgers Camden Center for the Arts, Camden Community Partnership, and the City of Camden, Department of Public Works) were held on September 25, 2020 and October 7, 2020. The analysis of the data from these three focus groups involving the A New View Project Core Team members and direct project partners reflects the pre-installation period.

Perception of Camden

Both negative and positive perceptions of Camden were an undercurrent in discussing A New View's presence within the city. One participant shared that a lot of people have never even visited Camden, but they talk about how bad Camden is, and that people still hold opinions from 10-20 years ago about what Camden is like. One participant shared how they have heard people remark, "just burn it to the ground and start over."

"I work with members 18-26 and what I've heard them say about Camden is not always the best- there's a lot of trash, it's not pretty, there's a lot of issues with drugs. Based on their experiences with us at [organization] those perceptions start to change as they work on cleaning up the city with us. I definitely think there's a sense of community in Camden, so as soon as they see that they are not alone in caring for Camden then it makes them want to stay in Camden and not leave."

"I think the perception problem is a big deal because Camden could never be dumped in again, but there's still a problem with perception," one person noted.

A pattern of optimism emerged across participants in Camden hosting A New View. "I think Camden also works as a great petri dish for testing these installations and programs before they could potentially go on to work in larger cities." Another individual commented that Camden's proximity to other dense areas like Philadelphia will help the actions taken in Camden spread to other areas.

"The art in the city shows that this city is not a dump. We care about the city." One participant noted the difference A New View will bring to the social and environmental attention of Camden. "It's taking back your neighborhood. This is important to us. We need it. It's a new year, new time, new view." Another commented on the positivity from people in the community about new businesses, small and large, and new generations in the city honing new talents. "Driving through the city and seeing art installations in the streets as you drive by will raise attention. People in the city or visiting the city will see the art and notice the change."

Core Project Team members and community members shared what A New View means to them, "Culture and arts have found a home in Camden;" "Forget what you thought you knew about Camden. Take a new view;" "Resilience in the city;" "Make neighborhoods know that the City of Camden is rising."

Community Connection and Civic Pride in Camden

Ideas about connecting A New View to Camden residents abound. One participant noted the possibilities for students to get involved in the art projects through volunteering, making videos, and storytelling; another shared that the Camden Panther sculpture will “be a perfect fit near the high school because it’s their mascot and they had a great year in sports;” and the Touching the Earth bread oven piece in North Camden will be accessible to the community; another noted the local Stedman Gallery is running an exhibit parallel to the public art exhibit to encourage the community to participate. “There’s excitement to see what other performance arts and community culture forms around the sites. Excitement to increase community significance through art.” Another participant emphasized community culture within the project, noting “the cultural aspect of things is the most important. It shows that there is a new way out there to make an impact and for increasing city pride.”

Another person noted they have already seen a shift in pride that makes people feel more ownership of their community. “So much change has happened in Camden, and we haven’t been part of it. Somehow people are going to know about it and be part of it,” one person shared.

Participants also saw A New View as the spark for continuing involvement, and saw A New View art projects as catalysts for more, such as through opportunities for entrepreneurs to start businesses from their interactions with these projects; designating graffiti zones to include work by local artists; [project partner organization] is creating a project model for the rest of the city to follow in future art engagements; having a competition for collecting the most trash; and keeping sites as community spaces following the installations’ removal (i.e. the bread oven leading to revitalizing community gardens). “This could be an example for potential transformation for Camden, and for other cities to see and interact with these places, and bring in even more people,” noted one person.

One participant reflected on past community engagement experiences with Camden mural projects, where a call for community members to participate in any way they could (i.e. by bringing water to artists while working, etc.) and it led to people sweeping the sidewalk, and people wanting to get involved. “The city was being cleaned and taken care of, and it grew through a community and art relationship.”

Illegal Dumping

Midway through the project, partners reflected on the growing community awareness of illegal dumping and the continuing challenge to combat it. One individual said that a lot of residents haven’t been exposed to illegal dumping [or the project], and [A New View] could teach them about art and trash and give them an opportunity to practice disposing of trash properly. “Daily messaging of keeping the city beautiful changes the mentality.” Another person noted that new projects coming to Camden on the issue [of illegal dumping] are likely making people be more mindful of illegal dumping. Residents are understanding better how to get trash picked up, and that “my family and friends have recycling bins and they’re not throwing trash anywhere.”

This increased awareness was contrasted with the knowledge of nonresidents who are coming into Camden and dumping illegally at night. One participant emphasized how the majority of illegal dumping in the city comes from outside Camden; there is a financial incentive for outsiders to dump in Camden because these individuals then don’t have to pay the fees for dumping it appropriately in Pennsauken [neighboring municipality]. One person noted, “There’s gotta be an easier way for people to dispose of their trash;” “The more we pressure it within our circle, the more serious it becomes. The word will spread to the outsiders too.”

Partners noted the resources spent on illegal dumping “out of a \$4.6 million budget, about two-thirds of that is spent on illegal dumping. That’s money that could be spent differently in our city.”

The city has the adopt-a-lot, adopt-a-park program, and more programs to try to alleviate the trash problem. “We have employees that do a great job every day to try to work on the illegal dumping. We give fines, we have court, we go to the Mayor’s office- we are operating in real-time and across the board. We try to act as quickly as possible and we’re taking increasingly serious measures, including finding addresses in the trash and sending a fine or detectives going to investigate a dumper.” The Camden Department of Public Works gives out recycling and trash bins, and not everyone in the city knows this. A suggestion was made to give this information to Community Ambassadors to pass it out.

Other ideas floated: Could there be a designated dumping section or dumpster (community dumpster) in Camden? Do/would people call the city to come pick up waste/trash/recycling? How do you get at the nonresident who is dumping things? [Report them with the CamdenReports app]. One participant shared they would be more likely to report [a nonresident], and not their friend if they were throwing trash out the window.

Comments were made about the change in behavior around dumping trash and the overall consumerist nature of our society. “This could influence changing behavior and recycling. And it also speaks to our consumer nature of having things as a whole, and might open the conversation more for having less trash and leaning towards sustainability, how we can reduce societal waste in some way.”

Another person noted the connection to collaboration towards a common goal. “Because the illegal dumping is a hot button issue, it makes collaboration a lot easier. The problem resonates with everyone, from community members to organizations, and everyone has something to share.”

“I’m hoping it will make people more aware of the serious problem of illegal dumping. This is a way we’re trying to show residents that Camden is a beautiful place and, hopefully, sparking that initiative for city residents to also take care of their trash. It will acknowledge the problem of illegal dumping in the community, but it will also signify that we [as a city] that we’re working on it together.”

Project Partner Collaboration and Resources

Collaboration ran as an undercurrent across project partner discussions. Various partners explained how project partners lead certain elements of A New View. “You notice I didn’t mention the illegal dumping. That is obviously an important part of this, and [partner organization] is taking care of that and it is an important piece of the art. For me it’s about advancing the art education in Camden in particular are important elements.” Another participant shared, “the efforts between A New View and the city operate on a lot of levels and are coordinated through various partners in the city. A New View connecting with [organization] helps them to reach new people and provide new informational opportunities to the community around illegal dumping. Another shared the collaboration between project partners and the artists:

“There is a lot of opportunity for engagement before, then, and after. That’s why we wanted to talk to the artist to see what help they need and when. We’re also meeting with them about what’s their elevator pitch for their artwork. Sometimes artists are not the best talking about their art (but you didn’t hear it from me!). Sometimes they’re talking up here, very esoteric stuff. And I’m like, “You know what I’m gonna get asked by these kids? How many car doors are there? And how did you get it here? How much does that thing weigh?” So we’re asking them the more logical stuff.”

One project partner shared that initially [the partnership among organizations] was difficult because you have different cultures coming together, “but I think we’re past that. We met so often before when we could meet in person, that it brought down a lot of the walls.”

“It’s always hard to bring big entities in a partnership but it really is like a dream team. There are elements we couldn’t have done because [partner organization] has the expertise or the city would have had to be involved [anyway]”

Multiple project partners mentioned the scale of the illegal dumping issue and scope of A New View, and the challenges connected with the project. Commented one partner member, “The scope of the project can make it more challenging - you just have to work project by project and issue by issue. But the perception problem of Camden is always in play in the background, so there’s also that challenge that needs to be addressed.” Another discussed lack of funding to support city-wide efforts, “[there is] not so much money around. Grants are so important. The city of Camden doesn’t have a strong funding capacity. A lot of funding is from outside. Money is scarce and, although it’s appreciated for this project, it’s still in short supply.”

Impact of COVID-19

Noted one Core Project Core member, “at first it was devastating having it [A New View] pushed back a year, but we also didn’t want to put it out in a void. After we got past that, artists were able to make adjustments that they wouldn’t have been able to work on if everything had been tight on time.”

With in person events limited to promote the project, partners reflected on what was lost and what opportunities were gained during this time. “We normally have clean-up events with city residents and we come together with the mayor to clean up areas across the city (i.e. “Clean up, Team up”) and it’s one of our strongest programs to engage the community in trash clean-up. Unfortunately that couldn’t happen this year because of COVID-19.” Another project partner noted “The CDC guidelines have affected our work ability when the rules keep changing and we don’t know what we are able to do.” One participant noted that they have had changes to daily processes, but they’ve been able to maintain some of their work outdoors in the community wherever they could fit in.

Partners discussed collaborating on virtual art projects through the art-minute projects and associated videos, hosting virtual events and archiving video so people can continue to access, holding webinar check-ins with the artists, and identifying volunteers and [local] artists who can get some training and expertise. Partners mentioned being able to provide help to project artists who needed it and spending the extra time planning and covering bases for what is needed come the Spring 2021 installations. Shared one person, “in a way we have this extra time to think about things. The extra time has been beneficial for the artist too. It gives you opportunities to expand the projects.”

Another noted the postponement of A New View will enable more content to be produced, “a nice little package of content that will be our legacy once this is over,” that will include the actual art, the actual exhibition, and the archives.

Collaborating in a virtual setting also interrupted project flow, “it’s a shame because we were so in sync before, and now that we’re in video it feels like we have to take a step back. And now it feels like it’s hard to get everyone together, even though it’s on video. Before people just added it to their calendar figuring how to make it work this way is a challenge, but that’s everybody’s challenge.”

Future Directions and Hopes of the Project

A common question of “what do we do after October 31 when the last installation is removed?” arose throughout discussions. Multiple participants commented on what may come of the project after its completion - positing permanent installation, policy change, or further public arts support as ideas. “We’ll learn a lot from that at that time. How people respond will vary from project to project. Allow people that openness to respond. The good thing about it being temporary is that you can see how these things contribute to the city. Those involved will be the ones to pick it up from there,” one participant said.

In the interim, participants expressed various hopes for the project’s impact. “I want to see how people react to public art, because we know they do. And to see what that does for civic pride.”

Others shared their hopes from A New View:

“An Arts District with actual artistic attractions. Artists in all disciplines moving into Camden because it is a great place to be in and for things to see, but for the city to maintain the character of this town without gentrification. Maintain the culture and character of the city while it is being revitalized. It takes planning to make it happen that way.”

“I’m hoping it will make people more aware of the serious problem of illegal dumping. This is a way we’re trying to show residents that Camden is a beautiful place and, hopefully, sparking that initiative for city residents to also take care of their trash. It will acknowledge the problem of illegal dumping in the community, but it will also signify that we [as a city] that we’re working on it together.”

“[The impact of this project] is kicking off and revitalizing the arts in Camden at every level from the individuals in Camden to the grassroots organizations to larger organizations. Hopefully [it can] make that a more cohesive community with more focus and attention to the arts community in Camden through this project. On other aspects, hopefully the community building and the art education component will get some attention. And of course we hope that illegal dumping will stop, but the pandemic has made it worse in some parts. You find masks everywhere in the streets. You don’t know if the cities don’t have time to work on it, but that’s a thing on other parts too, not just Camden.”

Post-Installation Focus Group Data

Post focus group data collection occurred during the project installation period from April 2021 through October 2021, and included one focus group with Camden Residents on July 29, 2021; one focus group with Camden Non-Residents (visitors, commuters) on September 16, 2021; one focus group involving A New View Core Project Team (the project’s Artist Curators, Rutgers Camden Center for the Arts, Camden Community Partnership and the City of Camden, Department of Public Works) on September 21, 2021; and two focus groups with A New View Artists on October 7 and October 18, 2021. The following write up presents common themes from analysis of the data from these five focus groups.

Outreach and Promotion

The project’s media outreach and people’s knowledge about A New View were frequently discussed in focus groups. Avenues through which people heard A New View (and its associated events/ programs) were most often mentioned as: Connect the Lots, EventBrite, Instagram and Facebook. In terms of recognizing the art sites and their connection to A New View Camden, one participant said “it is fun to see the sites when driving by. People on PATCO [local high speed train line] must be wondering what’s going on and want to find out about it. Haven’t heard about people learning

about the sites over PATCO but they're visible by driving [by]." Some of the focus group participants hadn't heard of the project. One participant talked about how she didn't realize that her husband was a model for one of the photographs [for the "Camden is Bright not Blight" public art work].

Some participants called for more active promotion of the project. One person shared, "it is important to have something like this during the pandemic." A couple of participants wanted to see more communication about the project.

Illegal Dumping

Project partners and participants often commented how illegal dumping is an issue unique to Camden. Collaboration among the Core Project Team focused on the role of public art and illegal dumping in both raising awareness about the issue and changing perceptions on how to address the issue specifically, and perceptions of Camden broadly. Project partners reflected on illegal dumping being a unique civic issue to Camden, and that the issue is multilayered, and that partially due to its pervasive presence and community members' responses, they did not "need to convince people how to use art to deal with the issue" at the beginning of the project. There was a strong agreement among project partners about the importance and impact of locating the art installations near subway and transit avenues as well.

Discourse throughout the project installations highlighted how illegal dumping remains a major issue in the City of Camden. Reflecting on their design, one artist shared, "when it comes to illegal dumping, it's an issue that frequently cities want to sweep under the rug and not talk about. Camden was great to work with because they really laid the groundwork for this kind of event. They had different things set up before, like the riverfront, the past IBike Camden and IWalk Camden events. Those helped us figure out where to start. They already had that community they needed...a valued space is not a space where someone dumps garbage."

One participant shared that the A New View project raises awareness against illegal dumping and the effect it has on health. Another participant talked specifically about the ongoing problem of waste management:

"They [Department of Public Works] pick up recycling and trash, but not e-waste. There is a number people should call, but they don't always know that they should call. It would be nice if waste management could pick up e-waste twice a month or something so that when it's sitting on the curbside for a while, at least you know it will actually get picked up. Same with mattresses and furniture. People think it won't get picked up but it will."

One participant shared how the issue of illegal dumping is twofold, as there is the physical dumping of garbage and metaphorical dumping on Camden residents. "Dumping on residents breeds a negative stigma, people say 'I'm from Camden so I can't, I won't.'" Part of this narrative can be written through the arts, and people can champion what Camden means to them and generate a higher level of involvement, shared the participant. Another focus group participant shared, "some of the illegal dumping comes from outside the city but a lot of it is also about educating people and raising awareness." Many focus group participants agreed that illegal dumpers should be penalized in some way.

One resident believed Camden is experiencing resource strain, and illegal dumping is just a small piece of it, commenting, "within the last couple of years, I've seen an increase of the less fortunate... people are high in the park....going under the underpass you see trash, and there are homes. They used to have a tent city, but they got rid of that, so now they're making homes on the street. It's gotten worse over the last few years." That participant stated that Camden has resources for people who

are experiencing homelessness or people with substance use disorders; however, “other counties and cities come and drop them off. We do have resources but not enough to help everyone who’s coming in from outside of the city.” This participant commented on the trash and “social” dumping into Camden.

Community Connection and Civic Pride in Camden

Focus group participants also discussed the project’s role in spurring community engagement. Shared one participant, “our vision is not to solve the illegal dumping problem but to empower people to act civilly. Let people work together for the problem...we are here to provide something people can be proud of, something they can fight for.”

One artist shared:

“In Camden when I moved in [year], I wanted to learn the culture of the city. Their feelings, heartbeat, how they wanted to be presented. I did various workshops, spoke in church and advertised ... I wanted to connect to the community before saying what the community needs. I definitely encourage you to learn about the city you want to serve. ”

The importance of connection with community and building trust in this project and similar work is paramount. In some projects, “people come in and say one thing, and do another thing; you need to connect with community and the top, and have people champion it themselves; tie in from the bottom up; it shows a level of respect to residents,” a participant shared.

Non-local artists WRI spoke with also expressed the importance of establishing trust with their host community. Shared one non-local artist, “for us as white folk to enter this area and activate in a [genuine] way - I had to keep stepping back and asking - are we colonizing? Are we overstepping? Are we doing this in a natural, right way?” Some artists focused on identity, to bring a new perspective to Camden by asking people what Camden means to them.

One focus group participant recommended A New View and projects like it to highlight its residents. “[Would like to see more] highlight resident accomplishments. That gets lost in Camden among the residents. The teens and young adults are not even really interested in what’s going on unless it’s gang related. You have to show them that there is some good coming to Camden.”

Role of Public Art

Focus groups with Camden residents and local nonresidents revealed positive reactions to A New View, even among participants who said they had not seen the art sites yet. Multiple people noted the project was interesting and it’s “something to see and talk about in the city.” Another person shared, “The art looks great, and it is a game changer.”

Many participants expressed their desire for more art events in Camden such as drawing classes and multiple participants commented that they would love to see the program grow, as they like to get involved in programs like these and like to learn new things. Resident participants shared they would like more opportunities to engage with art, “[like] a double-decker bus to go around the art and give the back history on it.” A participant who commutes by PATCO said “when I saw the flyer, I thought; that looks awesome! That black panther! I would love to see more art in Camden and in the area. Art is beautiful. Well...I would love to see more art after the pandemic. Not now. Now I’m not seeing anything.” Another participant commented, “The robot reminds me of the robot at The Piazza in Northern Liberties [neighborhood in Philadelphia]...They are colorful. I love most of them.”

Another participant said she modeled for the Camden is Bright not Blight work. She saw the opportunity on social media and wanted to have her picture taken to commemorate her graduation. Her quote was “Camden is growing.” A couple months later, she found out she was pregnant. “All these things came together in a very surprising and special way,” she shared.

Focus group participants expressed varying levels of engagement with the public art presented through A New View. One of the project partners discussed the role of art and how to make it effective:

“The more we do it, the more people want it – that’s what happens! My biggest disappointment right now is that there are certain artists that get 95% of the work and they are not nurturing younger artists...It’s not fair to the people in the region. The biggest thing about public art in the City is that it is hard to reconcile it, then it continues to fade...”

Unlike the above statement, some project partners gave examples of young artists’ contributions to various A New View projects/installations. One respondent mentioned that “I love the incorporation of the book kiosk [at the installation sites], having a [local] artist to decorate [the box]” and others shared a mural growing spontaneously out of connections with people at the Touching the Earth art site, and other artistic elements incorporating written text by community members at Phoenix Festival. Commented one participant, “signing the young artists’ name in the mural, was meant to strengthen our relationship, and have them [local artists] trust us.”

Some focus group participants agreed an important component for their collaboration with the team was the presence of a visionary curator, “a vision for what is possible. Making it so that all the red tape has been cut. Leader, director, visionary curator... that’s the kind of person I’d be excited to work with.” Shared another, “the [level of artist and curator] experience helps. We’ve worked with a lot of people but it’s important to have a curator that has experience in the art world. Six months is a long-time to have an exhibit up and it takes a certain experience level to be able to assess all parts involved with that.” “Artist experience” was also noted as an important component of a public art project to become successful. “People come with great ideas, but they have little experience to present and finish the work,” a participant shared.

One person noted how the region has so much public art but the city does not. The project highlighted the “growing synergy and interest around art in Camden that has been happening over a couple years. A New View is a national revolution to bring art to the communities - how do we make the statement that Camden is the place for art and culture?” Similarly, one participant believed the role of the public art project is promoting more art in the city:

“Going forward it is disappointing to see the art come down. There is a [sense of] *now what?* A lot of the work that we have done would be a memory.”

Project Partner Collaboration and Resources

In focus groups A New View Core Project team members shared how this project was the first collaboration between some of the partners, and the “partnerships were originally formed by fire;” evolving over time as partners drew on their own and others’ resources and areas of expertise throughout the course of the project. At A New View’s inception, “riding a bike through the city really helped to formulate what A New View was as something larger than the two issues. We have illegal dumping, we have perception, how do these things come together? The meeting of the minds between the groups helped to create what was A New View,” shared one person. A New View, as expressed by participants, became the natural evolution of existing conversations on illegal dumping and various initiatives on arts and culture, “but there wasn’t any city-wide discussion happening about it. There wasn’t any public art.”

Participants agreed the city government collaboration was important. There is a consistency among partners' mutual goal to change Camden, but A New View partners needed the city's partnership, "If it wasn't for us, the city wouldn't have thought about it and they don't have the bandwidth to apply. Our relationship with the city is helpful."

Some participants noted they were unsure how the collaboration would unfold when the project first started. Shared one person, "I was more skeptical about [organization name] involvement, I felt like and I had heard their engagement in the community was not deep and meaningful to the broader community. Because I was so excited that the city [government] was involved, I committed, and I wanted people to be inspired to do more."

Upon reflection at the project's end, project partners had much to share. Said one Core Project Team member, "I was so inspired by [core team members' names] dynamism, it was strategic, analytical and inclusive - that I had never experienced before in a partnership." Participants agreed that partner collaboration was synergistic "there were so many people involved who had the connection with people in Camden - it brings different perspectives to the project and you don't always see that in teams and collaboration happening in the City."

One person continued, "And this was the first time that we really worked together. Where it was a truly collaborative effort. We were both working with our expertise together and doing pieces of a puzzle that really worked hand in hand. That was sort of a very different context to us the works we had been doing together." Participants commented that their partnership meant they were not working independently, and all of the decision making and execution was being done together. There were challenges at times as well - "It hasn't been all roses, there were some disagreements and opinions that we worked through. We're all pragmatic and passionate people - because we really care about the work, we are able to work through," commented one participant.

Another respondent added:

"This experience compared to my past experiences has been so collaborative. Art and grantmaking don't really land in collaboration, it ends up in competition. This was a real treat to not only partner with people who value our input as the little guy at the table. We were just a residential grassroots organization but our work and perspective was valued as an equal voice in the conversations. It matters if you like the people you work with and that translates into the work. I genuinely have great respect for the people on these teams. You can see it in the work that we worked well together. We can have mutual discussions. We can disagree but the consensus is by the group not by one person - that's not the norm in my history of doing this type of work."

Core Project Team members noted that everyone had an imprint on the project, and offered different perspectives in the "most intricate of group projects." Overall project partners' comments reflected a genuine respect for each other and a repertoire with one another throughout the project in accomplishing shared goals. One respondent said apart from the project period, the connections that are formed and the collaboration will continue "the project is short term- the organizations and the relationship will continue it is not something that I considered before ... people are saying 'I never knew you were there.'" Looking forward the groups hope A New View continues to be a catalyst for continued collaboration and cross connections in the city.

Impact of COVID-19

The COVID-19 pandemic contributed to many barriers experienced by both project partners and local residents. One of the project artists said, "I didn't take pictures from March until summer [2020]. I took pictures outside – I talked to participants. That's when we started receiving press. And they were looking at how people are dealing with the pandemic, for a positive story." Another artist group talked about COVID-19 related complications and the pandemic's influence on the project - specifically, a decrease in the level of community involvement originally planned for their art piece. "We would have done anything to come down often and to create events at the site. We met poets, writers, and activists in the community and we just wanted to utilize our social capital to give them the spotlight at the site," they shared.

Another non-local artist shared, "Our engagement with Camden is limited and superficial because of the outbreak of the pandemic...COVID-19 kicked that plan right out from beneath us. We did the best we could, but we felt like our impact in Camden was a bit shallow...there are so many supportive families from these neighborhoods who would have shown up for many events. Things would be different. This is the COVID-19 loss."

As noted in above sections related to A New View events and programming, the pandemic changed the frequency and nature of A New View events (both in person and virtual). Focus groups with Camden residents and local non-residents also revealed the pandemic's impact on attendance around the project. Shared one participant, "it was hard for me to attend meetings during the pandemic." Another shared, "my family hasn't gone anywhere because we're still afraid of going anywhere and getting our relatives sick. We've only gone to medical appointments and even now we're still getting our groceries delivered." Another person commented, "my friends know that I love art and they told me to check this [A New View virtual events] out since they know I'm stuck at home...outside of the pandemic, friends and I would go around and look into a lot of activities in the Delaware Valley area." Participants commented on trying to find new outlets and avenues for engagement during the pandemic and some wished to join online lessons about A New View, or public art generally, during the pandemic.

Future Directions and Hopes of the Project

There have been high hopes for the A New View throughout the entire project period. One participant shared, "voices are being amplified and people are working together. People are surprised by what they can work towards together and that's being reinforced [through A New View.]" Commented another project partner, "We're immensely proud and, even with all the challenges, we are so happy with everything we achieved."

Residents and non-residents expressed appreciation and enjoyment of the project. Focus groups reflected on the hopes for continued support of local artists. Shared one participant, "there are a lot of talented artists in Camden. I have worked with many local artists. They are very positive about Camden, willing to give back and do anything for their communities"

Another shared, "I think people are really hungry to see Camden change and they're willing to be part of it. We had a lot of young artists, college-aged, that were ready to help and work with us. There's a lot of talent and energy to be harnessed there."

Commented another participant:

"The enthusiasm is there. People from outside of Camden constantly stop by the art sites. They heard of it, but they don't know what to expect. That is a big surprise! How could you

continue to surprise them? In a good way, people are hungry to see Camden change and willing to be part of it.”

Focus group participants expressed many hopes for the future of A New View. Participants expected there to be more engagement across artists, and to introduce local and young artists to more organizations in Camden, and to have organizations in the community contribute to arts initiatives. The momentum from A New View can help leverage a platform to make the artists have a reason to stay in Camden, so Camden artists can create their own futures in Camden. One project partner specifically hoped for a continued partnership between community apprentices and Camden FireWorks and Rutgers University - Camden Center for the Arts, to generate a relationship and write grants that include these local artists to help continue to integrate public art within the city.

Another participant shared, “Camden was a blank canvas compared to Philadelphia that has a huge mural arts program. Camden has its own voice. Artists are being allowed to express themselves individually. So much arts exploration can happen in Camden. We have done so much with a million dollars [from the A New View grant]. We can do much more if they continue invest more into the city.” Core ProjectTeam partners acknowledged that people are calling for public art like never before, and that it is “up to us and how to find the funding to sustain the work. Almost everything that is happening in the city is grant funded. We are still running out of deficit, how to make it sustainable in the long term? how to continue to make it happen?” questioned one project partner.

Looking forward, participants expressed hopes in supporting the project’s momentum and creating related or new arts initiatives in the city to extend the work of A New View. Enthusiasm about A New View abound, and participants questioned how the project could be sustained and momentum continued following the project’s end.

“There are a lot of beautiful things happening here. People’s voice is being heard. Because of the project, people are starting to work together. People are surprised by themselves, about what they can do and what can happen in Camden.”

Pre- and Post-Installation Insights (Over Time)

In consideration of focus group participants’ experiences and perspectives over time, many themes emerged. Prior to the art installations, there was a call for greater outreach and marketing around A New View. Large media and social media pushes during the installations were made and the project had much engagement; nonetheless, multiple residents and nonresidents discussed not knowing about the project or not having engaged with A New View, although many expressed desire and interest to do so upon learning about the project. The focus on illegal dumping in Camden as a major issue ran throughout the course of the project; both pre-and post-installation, participants commented on the harmful effects, both physically and psychologically of illegal dumping on the City of Camden. Related, much of the discussion pre-installation focused on the perception of Camden among outsiders and within Camden. Post-installation, much of the conversation shifted to ways to effectively engage residents in generating civic pride, generating interest around A New View and projects like it, and creating opportunities for Camden residents and highlighting their successes. Pre-installation focus groups discussed the uncertainty of COVID-19 on A New View engagement with the public. While events were certainly changed due to the pandemic, those who attended events / engaged with A New View expressed great appreciation and enthusiasm for the project and for public art overall. People enjoyed the installations and yearned for similar experiences/projects in the city, particularly initiatives that showcase local art and talent. Core ProjectTeam members’ pre-installation focus group(s) highlighted the beginnings of their efforts, and the post-installation focus

group revealed the hearty collaboration that transpired between partners. Focus group participants across the entire project expressed desire to connect with the community and find ways to sustain the work of A New View following the end of the installations.

PROJECT IMPACT (PEOPLE AND COMMUNITY, PLACE, AND POLICY AND PRACTICE)

Across all of the quantitative metrics and qualitative data collected for this project, a range of patterns reflecting A New View's impact in Camden emerged. The project's efforts in tactical placemaking resulted in community driven temporary art installations and a public awareness campaign that can spur future developments and permanent installations. As one participant reflected on the project's impact, "it's interactions that are one person at a time, not just the numbers and reach." Participants overall reflected on the changes big and small that A New View has spurred in Camden, and shared how this project has captured beauty, highlighted the diverse talent pool, and amplified voices across Camden. The investment in Camden is making a difference.

A New View increased exposure to art locally, garnered much positive press, and thousands of residents and visitors engaged with A New View programming over the course of the project. Essay contests, poster contents, and more started dialogue around illegal dumping and neighborhood beautification. Conversations like the WHY? Community Conversation helped people feel heard and raised awareness about illegal dumping and similar topics related to sustainability, environmental racism, and public funding.

The project's focus on illegal dumping in Camden highlighted the unique challenges of the city not only through tangible waste and discarded trash, but also through the effect on neighborhood cohesion, sense of pride, and perceptions of Camden. A New View provided time and resources to hone in on the pervasiveness of illegal dumping, raising awareness and increasing engagement around this issue. Throughout 2021, no illegal dumping occurred at any of the art sites throughout the installation period, and multiple public officials are now "adopting the issue" on their platforms. In 2021 a Southern New Jersey legislator introduced legislation to increase penalties and strengthen enforcement of illegal dumping.¹⁶ A lawsuit involving the state around illegally dumped dirt in the Bergen Square neighborhood in Camden is underway.¹⁷ City resources allocated towards illegal dumping, neighborhood-led efforts, and penalties for those who illegally dump may play a role in continued reduction of waste across Camden.

Another main focus throughout A New View was community connection and civic pride in Camden. The effects of intentional disinvestment and structural inequities throughout the 20th century continue to impact Camden and its residents today, further necessitating initiatives and efforts that provide resources for city residents to grow and thrive in Camden. Many residents and local non-residents who engaged with the project reflected on the project's appeal in Camden, expressed their pride in the project, and called for similar efforts to provide opportunities for local residents to showcase their talent and bring community members together. Similarly, project partners and local artists repeatedly emphasized the importance of how they let thoughts and intentions for A New View be known to the community before decisions were made, and community members served as integral partners in the project.

16 Assemblyman Moen Introduces Bill to Increase Penalties for Illegal Dumping in New Jersey, <https://www.insidernj.com/press-release/assemblyman-moen-introduces-bill-increase-penalties-illegal-dumping-new-jersey/>

17 Massive Illegal Dumping Ground In Camden Neighborhood Has Residents Calling 'Environmental Racism' <https://philadelphia.cbslocal.com/2021/07/08/weyhill-realty-holdings-camden-dump-site/>

The art installations provided spaces for community members, artists, and others to engage with one another, reflect, and experience public art. The cohesion seen throughout the artist selection and installation process reverberated in the collaboration between the main project partners responsible for designing and implementing A New View. Partner organizations created new and more integrative relationships with other organizations in the City, reflecting on the positive experience of the A New View partnership, and continued interest in new partnerships forming in the future.

The role of public art blossomed throughout A New View and project partners and participants reflected on Camden's rich cultural and artistic past and present, and pined for continued support for local arts, culture, and artists following A New View's conclusion. Residents and community groups overwhelmingly expressed appreciation and enjoyment in A New View, and also wanted to replicate A New View-type or similar projects. Two of the six installations remain after the project's end- Invisible Cat (moved to Farnham Park across from Camden High School) and the Phoenix Festival (on Federal Street). Parklets constructed by a local artist and murals painted during the installations by artist apprentices will also remain. Partnerships spurred by the project will continue following the project, as exhibited through the recent unveiling of "Camden's Kings and Queens" in Dudley Grange Park¹⁸, a mural completed by one of A New View's local artists.

During an incredibly challenging and reflective time, A New View has been a celebration of community, culture, and conversation. Harnessing momentum from the project, future hopes focus on creating additional space for local artists to flourish, maintaining community spaces where residents and non-residents can gather, and providing opportunities to learn and highlight the accomplishments of Camden residents.

CONCLUSION

A New View - Camden represented a collaborative public-private partnership that forefronted resident voice in addressing a civic issue across the city - illegal dumping. Through public art and community events, A New View reimagined vacant public lots into transformed public spaces. These spaces, accessible to all and reflections of the vibrant communities in which they inhabited, represented continued dedication to the arts, investment in Camden, and creation of opportunities for City residents.

¹⁸ Photo mural highlights, empowers 'Camden's Kings and Queens,' <https://www.courierpostonline.com/story/news/2021/11/16/photo-mural-highlights-empowers-camden-kings-and-queens-erik-james-montgomery-photography-art/8624091002/>

A NEW VIEW - CAMDEN LOCAL EVALUATION PROJECT TEAM

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A New View Project Leadership

Camden Community Partnership

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Vedra Chandler, Project Manager

Additional evaluation-related partners include Tracy Buchholz and Jack Cotter from En Route Marketing and Yvonne Lo and Richard Naylor from BOP Consulting.



A New View Core Project Team and Supporting Team

City of Camden

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Dorri Brown, Chief of Staff
Vincent Basara, Director of Communications
Keith Walker, Director of Public Works

Camden Community Partnership

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Kris Kolluri, President & CEO
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Kimberly Camp, Curator
Judith Tannenbaum, Curator
Asiyah Kurtz, Community Art Curator



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Senator Walter Rand Institute
for Public Affairs

About the Senator Walter Rand Institute for Public Affairs

The Senator Walter Rand Institute for Public Affairs (WRI) is a research center at Rutgers University-Camden that collaborates with community and university partners to conduct evaluations of programs and services, leverage data for action, and support the development of community-based initiatives. Using social science research methods ranging from data-motivated storytelling to complex statistical analysis, and guided by core values of curiosity and collaboration, the WRI specializes in transforming fractured data into actionable information.

The WRI supports Rutgers' mission of research, teaching and service by connecting the multidisciplinary expertise of faculty to regional problems, developing research and professional skills in students, and linking the resources of higher education to communities in southern New Jersey.

Learn more at rand.camden.rutgers.edu

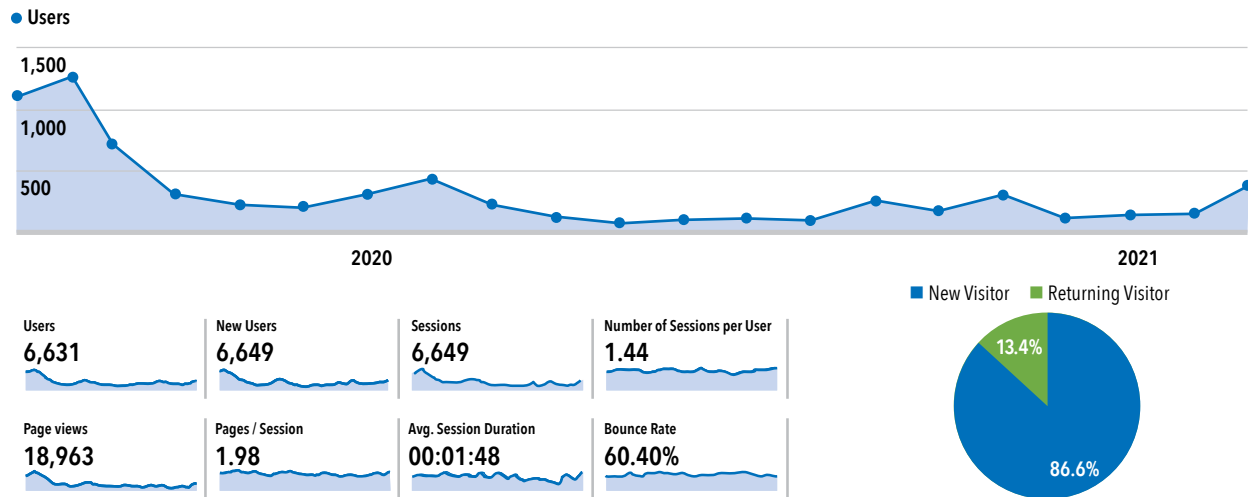


APPENDICES

Appendix A: Social Media and Website Detailed Data

Detailed Media Insights from July 16, 2019 through March 31, 2021 (Pre-Installation)

[Anewviewcamden.com](https://www.newviewcamden.com) Website Analytics



Website Visitors from 45 States

Region	Acquisition			behavior		
	Users	New Users	Sessions	Bounce Rate	Pages/Sessions	Avg. Session Duration
	6,428 % of Total: 96.94% (6,631)	6,450 % of Total: 97.01% (6,649)	9,326 % of Total: 97.57% (9,558)	60.12% Avg for View: 60.40% (-0.46%)	2.00 Avg for View: 1.98 (0.57%)	00:01:49 Avg for View: 00:01:48 (1.27%)
1. New Jersey	2,385 (36.06%)	2,346 (36.37%)	3,879 (41.59%)	52.82%	2.21	00:02:20
2. Pennsylvania	1,145 (17.31%)	1,096 (16.99%)	1,596 (17.11%)	61.47%	1.96	00:01:49
3. New York	465 (7.03%)	449 (6.96%)	794 (8.51%)	51.26%	2.22	00:02:22
4. Illinois	273 (4.13%)	271 (4.20%)	287 (3.08%)	89.55%	1.27	00:00:18
5. District of Columbia	226 (3.42%)	206 (3.19%)	273 (2.93%)	64.10%	1.75	00:01:03
6. Texas	215 (3.25%)	214 (3.32%)	227 (2.43%)	85.46%	1.32	00:00:19
7. Wyoming	187 (2.83%)	187 (2.90%)	187 (2.01%)	95.19%	1.05	00:00:01
8. California	183 (2.77%)	181 (2.81%)	220 (2.36%)	63.64%	1.83	00:01:00
9. Washington	183 (2.77%)	179 (2.78%)	197 (2.11%)	75.63%	1.47	00:00:31
10. Virginia	146 (2.21%)	142 (2.20%)	204 (2.19%)	75.00%	1.65	00:01:29

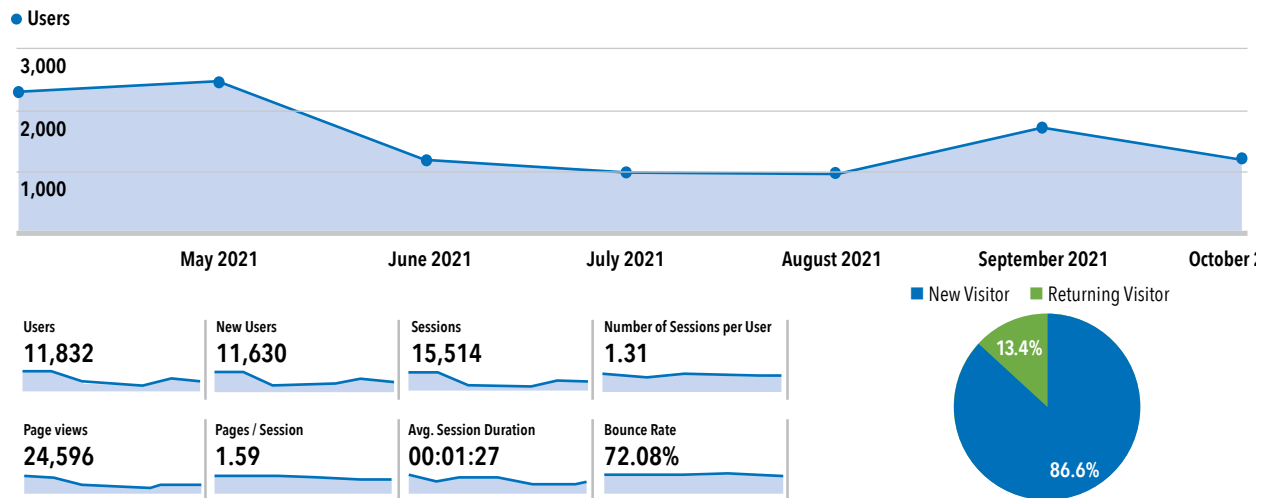
Website Traffic Sources

Default Channel Group	Acquisition			behavior		
	Users	New Users	Sessions	Bounce Rate	Pages/Sessions	Avg. Session Duration
	6,631 % of Total: 100.00% (6,631)	6,652 % of Total: 100.05% (6,649)	9,558 % of Total: 100.00% (9,558)	60.40% Avg for View: 60.40% (-0.46%)	1.98 Avg for View: 1.98 (0.57%)	00:01:48 Avg for View: 00:01:48 (1.27%)
1. Direct	4,075 (59.85%)	4,081 (61.35%)	5,344 (55.91%)	62.11%	1.95	00:01:41
2. Social	1,667 (24.48%)	1,642 (24.68%)	1,944 (20.34%)	71.86%	1.62	00:01:06
3. Organic Search	843 (12.38%)	748 (11.24%)	1,799 (18.82%)	45.47%	2.40	00:02:44
4. Referral	212 (3.11%)	170 (2.56%)	456 (4.77%)	49.56%	2.29	00:02:20
5. Email	12 (0.18%)	11 (0.17%)	15 (0.16%)	86.67%	1.13	00:00:13

Social Media and Website Detailed Data

Detailed Media Insights from April 1, 2021 through October 31, 2021 (Post-Installation)

[Anewviewcamden.com](#) Website Analytics



Website Visitors from 37 States

Region	Acquisition			behavior		
	Users	New Users	Sessiosn	Bounce Rate	Pages/ Sessions	Avg.Session Duration
	11,492 % of Total: 97.13% (11,832)	11,323 % of Total: 97.36% (11,630)	15,170 % of Total: 97.78% (15,514)	72.25% Avg for View: 72.08% (0.23%)	1.58 Avg for View: 1.59 (-0.11%)	00:01:49 Avg for View: 00:01:48 (1.27%)
1. New Jersey	5,569 (46.97%)	5,333 (47.10%)	7,199 (47.46%)	71.62%	1.59	00:01:16
2. Pennsylvania	3,604 (30.40%)	3,443 (30.41%)	4,754 (31.34%)	70.34%	1.64	00:01:45
3. District of Columbia	525 (4.43%)	472 (4.17%)	665 (8.51%)	72.33%	1.59	00:03:07
4. New York	482 (4.07%)	458 (4.04%)	682 (4.38%)	69.94%	1.65	00:01:35
5. Virginia	166 (1.40%)	162 (1.43%)	176 (1.16%)	89.77%	1.15	00:00:28
6. California	153 (1.29%)	153 (1.35%)	171 (1.13%)	84.21%	1.36	00:00:52
7. Texas	131 (1.10%)	130 (1.15%)	135 (0.89%)	88.89%	1.16	00:00:04
8. Massachusetts	99 (0.84%)	88 (0.78%)	129 (0.58%)	69.77%	1.79	00:01:33
9. Wyoming	97 (0.82%)	97 (0.86%)	97 (0.64%)	86.60%	1.20	00:00:01
10. Washington	94 (0.79%)	94 (0.83%)	96 (0.63%)	84.38%	1.29	00:00:38
11. Delaware	88 (0.74%)	78 (0.69%)	111 (0.73%)	68.47%	1.77	00:02:06

Website Traffic Sources

Default Channel Group	Acquisition			behavior		
	Users	New Users	Sessiosn	Bounce Rate	Pages/ Sessions	Avg.Session Duration
	11,832 % of Total: 100.00% (11,832)	11,634 % of Total: 100.05% (6,649)	15,514 % of Total: 100.00% (15,514)	72.08% Avg for View: 72.08% (0.00%)	1.59 Avg for View: 1.59 (0.00%)	00:01:27 Avg for View: 00:01:27 (0.00%)
1. Direct	5,136 (43.24%)	5,116 (43.97%)	6,843 (44.11%)	73.64%	1.54	00:01:35
2. Social	4,060 (34.18%)	4,034 (34.67%)	4,449 (28.68%)	82.60%	1.29	00:00:23
3. Organic Search	1,905 (16.04%)	1,735 (14.91%)	3,297 (21.25%)	52.81%	2.12	00:02:43
4. Display	575 (4.84%)	567 (4.87%)	669 (4.87%)	82.51%	1.32	00:00:59
5. Referral	192 (1.62%)	173 (1.49%)	247 (0.16%)	67.61%	1.76	00:01:42

Appendix B: Supplemental Foot Traffic/Traffic Data in Camden (~2019- 2021)

Annual Average Daily Traffic from automated measurement of traffic volume from City of Camden areas encompassed by all of the A New View installations (the entire area inclusive of the sites, not site specific) - estimated at **118,507**. Data from January 2021, from the Delaware Valley Regional Planning Commission - Travel Monitoring Database.¹⁹

Annual Average Daily Traffic from automated measurement of traffic volume from City of Camden areas separated by the one traffic counter closest to each A New View installation - estimated at **30,952** for the immediate sites, and estimate of **23,523** during covid-19 (Accounting for 24% decline in transit station mobility from April 2021, from Google Community Mobility Report for Camden County)²⁰. Data ranges from 2015-2019, from the New Jersey Department of Transportation - Traffic Count Stations.²¹

Annual Average Daily Traffic - Site Specific				
Installation	Address	AADT	Date	NJTMS Street
Invincible Cat	1489 Pershing Street, Camden, NJ	3,506	2015	Euclid Avenue
Bio-Informatic Digester	Chestnut Street and Orchard Street, Camden NJ, 08103	4,287	2019	Chestnut Street
Turntable	801 Delaware Avenue, Camden, NJ 08103	630	2015	Delaware Avenue
Touching the Earth	512 Erie Street, Camden, NJ 08102	1,604	2019	Erie Street
Mechan 11: The Collector	1599 East State Street, Camden, NJ 08105	10,634	2017	CO 601 East State Street
The Phoenix Festival	1401 Federal Street, Camden, NJ 08105	10,291	2017	RT Federal Street
	Estimated Total AADT Viewership	30,952		
	Estimated Total Covid Impact (-24%) AADT Viewership	23,523		

Annual Daily Pedestrian and Bicycle Counts from the one bike and pedestrian counter closest to each A New View installation - estimated at **1,223** for pedestrians and estimated at **1,115** for bikes. Data from 2012-2020, from the Delaware Valley Regional Planning Commission - Travel Monitoring Database.

¹⁹ Delaware Valley Regional Planning Commission - Travel Monitoring Database, <https://www.dvrpc.org/data>

²⁰ Google Community Mobility Report for Camden County, <https://www.google.com/covid19/mobility/>

²¹ New Jersey Department of Transportation - Traffic Count Stations, <https://njtms.org/map>

DVRPC Annual Daily Pedestrian & Bicycle Counts - Site Specific							
Installation	Address	Annual Daily Ped.	Date	Street	Annual Daily Bike	Date	Street
Invincible Cat	1489 Pershing Street, Camden NJ	753	2012	Mt Ephraim Ave (from Thurman St to Everett St)	109	2017	Mt Ephraim Ave Northbound Lanes (from Everett St to Whitman Ave)
Bio-Informatic Digester	Chestnut Street and Orchard Street, Camden NJ, 08103	324	2012	Mt Ephraim Ave (from Sycamore Ave to Chestnut Ave)	33	2012	Mt Ephraim Ave Southbound Lanes (from Walnut St to Spruce St)
Turntable	801 Delaware Ave, Camden, NJ 08103	30	2015	Delaware Ave (from Pearl St to Elm St)	7	2015	Delaware Ave Northbound Lanes (from Pearl St to Elm St)
Touching the Earth	512 Erie Street, Camden, NJ 08102	116	2015	Erie St (from 6th St to 7th St)	54	2015	Erie St Westbound Lanes (from 7th St to 8th St)
Mechan 11: The Collector	1599 East State Street, Camden, NJ	n/a			895	2014	E State St Trail (from N 10th St to Centennial Dr)
The Phoenix Festival	1401 Federal Street, Camden, NJ	n/a			17	2020	Admiral Wilson Blvd Westbound Lanes (from Cr 537 Federal St to Cr 608 Baird Blvd)
	Estimated Total Pedestrian & Bike Viewership	1,223			1,115		