

Sample Questions for Community Surveys

The following are examples of survey questions that can be used to gather data from residents and visitors about the asphalt arts installation in their communities. They are separated into three main categories: safety & mobility, community engagement, and public space activation.

These examples were sourced from past surveys from the Bloomberg Philanthropies Asphalt Art Initiative and Public Art Challenge projects, as well as other relevant public art projects. Surveys often are limited to roughly ten questions, focused on gathering data related to the project's priority goals.

Legend:

- **Pre:** Question is typically asked on a survey before installation of the asphalt art project.
- **Post:** Question is typically asked on a survey after installation of the asphalt art project.
- **Pre & Post:** Question is typically asked both before and after installation of the asphalt art project, and the change in percentages of certain responses is recorded to assess project impacts.

Safety & Mobility

Traffic Safety:

- As a pedestrian, how safe from traffic do you feel walking across the street in ___ area? *[pre&post]*
 - Scale (1-5, Unsafe – Safe)
- As a bicyclist, how safe from traffic do you feel cycling in ___ area? *[pre&post]*
 - Scale (1-5, Unsafe - Safe)
- How do you view the walkability of ___ area? *[pre&post]*
 - Scale (1-5, Not Walkable – Walkable)
- How safe from traffic do you feel passing through this area during the day? *[pre&post]*
 - Scale (1-5, Unsafe – Safe)
- How safe from traffic do you feel passing through this area at night? *[pre&post]*
 - Scale (1-5, Unsafe – Safe)
- Would you support a pedestrianized space here? *[pre]*
 - Single choice answer (Yes, no)
- Describe what aspects of the ___ area make you feel safe/unsafe. *[pre&post]*
 - Text field (could do a word analysis to identify commonly mentioned words)
 - Or list aspects specific to area, can choose multiple, rank, or top priority
- What changes, if any, to this area would make you feel safer when passing through? *[pre]*
 - Text field (could do a word analysis to identify commonly mentioned words)
 - Or list potential changes specific to area, can choose multiple, rank, or top priority

Personal Safety:

- As a pedestrian in the neighborhood, how safe do you feel from crime? *[pre&post]*
 - Scale (1-5, Unsafe - Safe)
- How safe from crime do you feel passing through this area during the day? *[pre&post]*
 - Scale (1-5, Unsafe - Safe)
- How safe from crime do you feel passing through this area at night? *[pre&post]*
 - Scale (1-5, Unsafe - Safe)
- How safe do you feel passing through this area vs. other areas of your neighborhood? *[pre&post]*
 - Single choice list (More safe, less safe, about the same)

Driver Behavior:

- Do drivers behave safely at this intersection/in this area? (e.g., yield to pedestrians with the right of way, drive at a safe speed, etc.) *[pre&post]*
 - Scale (1-5, Unsafe Behavior– Safe Behavior)
- How safe do you feel driving in ___ area? *[pre&post]*
 - Scale (1-5, Unsafe – Safe)

Mobility:

- What modes of transportation do you most often use when passing through the ___ area? *[pre&post]*
 - Single choice list (Walking, bicycle, public transport, wheelchair or personal mobility device, E-scooter, car, other)
- How safe is it for cyclists in this area? (e.g., ample bike lane space, behavior of drivers) *[pre&post]*
 - Scale (1-5, Unsafe – Safe)
- If you use a wheelchair or mobility device, how easy is it to get around in this area? *[pre&post]*
 - Scale (1-5, Easy – Hard)

Community Engagement

Creation Process:

- How would you want to be involved in the art installation process? *[pre]*
 - Multiple choice list (Participate as an artist, help with event planning, provide feedback in a survey, other)

- Please rate how much you agree with the following statements (strongly agree, agree, neither agree nor disagree, disagree, strongly disagree) *[post]*
 - After experiencing/participating in the creative process...
 - I felt more optimistic about the future
 - I thought differently about __ issue or topic
 - I felt a new interest in art/urban design

Community Pride:

- How often do you participate in community events? *[pre&post]*
 - Single choice list (Never, rarely, a few times a year, every month, every week)

- What types of community events do you usually participate in? *[pre&post]*
 - Multiple choice list (Volunteering, clubs, sports, religious groups, youth groups, other)

- How close do you feel to the other members of your community? *[pre&post]*
 - Scale (1-5, Not Close – Very Close)

- How proud are you to be a member of your community?
 - Scale (1-5, Not Proud – Very Proud)

- How positive do you feel about your community?
 - Scale (1-5, Very Negative – Very Positive)

- How strongly does the city invest in your neighborhood?
 - Scale (1-5, Minimal Investment – A Lot of Investment)

- How much do you feel the city cares about your neighborhood?
 - Scale (1-5, Does not Care – Cares a Lot)

Project Awareness:

- How important is [the project-specific issue] to you? (Example issues: racial justice, community identity, police, sustainability, public transit, etc.) *[pre&post]*
 - Scale (1-5, Not Important – Very Important)

- How effectively do you think the art installation addresses [the project-specific issue]? *[post]*
 - Scale (1-5, Not Effectively – Very Effectively)

- Please rate how much you agree with the following statements (strongly agree, agree, neither agree nor disagree, disagree, strongly disagree) *[post]*
 - The art installation:
 - Has helped bring the community together
 - Has allowed me to spend meaningful time with friends and family
 - Is part of what makes the city so special
 - Has encouraged me to get more involved in my community
 - Has encouraged me to spend more time in the area

Economic Effects:

- How much money do you spend in this area on a given visit? *[pre&post]*
 - Single choice list (None, <\$10, \$10-50\$, \$50-\$100, >\$100)
- Now that the project is in place, are you planning to visit more often/patronize local businesses more often?
 - Single choice list (Yes, no)
- What do you typically spend money on when visiting this area? Select all that apply. *[pre&post]*
 - Multiple choice list (Event tickets, Restaurants, Groceries, Retail Shopping, Transportation, Lodging, Other)
- If you are a local business-owner, how has this art installation affected your business? *[post]*
 - Single choice list (It has attracted more business, it has attracted less business, it has not affected business)
- Which of these benefits of public art would be helpful for this area? *[pre]*
 - Multiple choice list (Increase local revenue through increase tourism, beautify the area, increase shopping and investment, generate new businesses, increase involvement in the arts, create community interaction, open conversations about issues facing the community, other)

Public Space Activation

Space:

- How often do you travel to, from, or through the ___ area? *[pre&post]*
 - Single choice list (Once a day, once a week, once a month, multiple times a week, every day, never, once a year)
- How much time do you usually spend in the ___ area? *[pre&post]*
 - Single choice list (<10 min, 10-30 min, 1 hour, >1 hour, I don't spend any time there)

- What, if anything, would make you spend more time in this area? *[pre]*
 - Multiple choice list (more space to hang out, more art/color, more things to do, more walkable streets, less crime, better public transit to the area, other)
- If there was no asphalt art installation in this area, would you spend less time here? *[post]*
 - Single choice list (Yes, No, Other)
- When you come to this area, what is your main purpose? *[pre&post]*
 - Single choice list (I work near here, I attend classes, I live near here, I attend an event, I visit stores or restaurants, other)
- How do you feel about using the space? *[pre&post]*
 - Scale (1-5, Negative – Positive)
- What new amenities would you like to have in this area? *[pre]*
 - Multiple choice list (Public greenspace, more seating, public art, playground, restrooms, better lighting, better landscaping)
- If you could design your perfect plaza [or parklet], what would be in it? *[pre]*
 - Multiple choice list (tables and chairs, benches, trees, performance stage, other)

Art Preferences:

- Please select your top choice(s) for where the asphalt art will be installed. *[pre]*
 - Single or multiple-choice selection from a series of photos
 - *Narrative follow-up question:* Why did you select those images?
- Please select your top 3 plaza [or parklet] images from the ones provided below. *[pre]*
 - Single or multiple-choice selection from a series of photos
 - *Narrative follow-up question:* Why did you select those images?
- Please select your top 3 mural designs from the ones provided below. *[pre]*
 - Single or multiple-choice selection from a series of photos
 - *Narrative follow-up question:* Why did you select those images?
- Are there any specific themes, symbols, historic or cultural elements relevant to the neighborhood that you would like to see reflected in the mural? *[pre]*
 - Multiple choice list or text field (could do a word analysis to identify commonly mentioned words)
- What design elements would you like to see in the art? *[pre]*
 - Multiple choice list (Organic elements; geometric, abstract shapes; bright colors; human figures; muted/soft colors)
- Based on what you know, do you support the artwork concept and/or design? *[pre]*
 - Single choice list (Yes, No, Need more information)

- Do you feel like the artwork represents your community? *[post]*
 - Single choice list (Yes, No, Partially)
- What is the main role of public art in your community? *[pre&post]*
 - Single choice list (To beautify, economic development, community development, inspire creativity, create neighborhood identity, tourism, social change, support artists)
- What is your primary relationship with public art? *[pre&post]*
 - Single choice list (I make it, I like it, I am neutral, I don't like it, I do not understand it)

Events:

- How often do you attend public art events or exhibitions? *[pre&post]*
 - Single choice list (Very often, somewhat often, not very often, never)
- What types of events or activities would you like to see in this space? *[pre]*
 - Multiple choice list (performances, visual art installation/exhibit, exercise classes, greenmarket, other)