

Lower Mystic Cool Communications - Call for Artists

FAQs

How do I access the information session recordings?

Please visit the MAPC project webpage for access to the information session recordings and FAQs: [Lower Mystic Cool Communications Call for Artists – MAPC](#).

Whom should we contact with questions about or support with processing grant application appropriately?

Please email questions to coolcommsart@mapc.org. While the window for answering questions about the Call has closed, we are still available to assist with submission support. Feel free to reach out via email.

Does the \$35,000 covers compensation for finalists to further develop their concepts as well as the selected artists compensation? Does the \$14,000 come from the \$35,000 or is this from a separate source?

The grant total of \$35,000 covers all selected artist teams' compensation and product development. The \$14,000 reserved for materials is included in the \$35,000.

Could the artist add more people to their team after being awarded? To help with making the art, coordinating community engagement sessions, etc.

Any proposal will need to designate a lead artist who will enter into the grant agreement with MAPC and be solely responsible for coordinating with and compensating any additional artistic collaborators whether they are named in the proposal or added later. MAPC will not be in privity with any member/s of the cohort aside from the lead artist.

Is it possible for the project funding to be awarded to an LLC?

Funding may be awarded to an LLC as long as that LLC is affiliated with the lead artist designated to enter into the grant agreement with MAPC.

How often will the artist meet with the Cool Communications team?

Lower Mystic Cool Communications - Call for Artists

FAQs

Artists will meet with the Cool Communications team during the kick-off meeting and the prototype check-in meeting. Additionally, they can book office hours with the Artist Liaison as needed throughout the project. The Artist Liaison will also coordinate with other team members and community partners to support artist collaboration.

What medium of art are you looking for?

We invite artists from all disciplines, including but not limited to visual arts, digital and new media art, literary arts, performing arts, and socially engaged arts. We seek creative engagement initiatives that are ready for immediate implementation, with the potential for adaptation by municipalities and community organizations for continued use. We also encourage innovative ideas and engagement models that align with our goals. Please consider the feasibility of your concept given the timeline and budget.

Would sculptures or structures be in the project scope? I'm thinking specifically of temporary deployable bus shelter shade structures.

Yes, sculptures or structures are within the project scope as long as they are feasible within the budget and timeline.

In the key dates section, it says "Final artwork to be completed and installed on or before June 30." Is the idea that artists create a physical installation that remains up for a certain amount of time? Or could it be a block party, pop-up event(s) in a park or parking lot, or as an add-on at other community events that already have a following?

Both physical installation and events are within the project scope, and collaboration with other community events is welcomed as long as the implementation is feasible within the budget and timeline.

Does the installation need to happen in all five of the communities?

Lower Mystic Cool Communications - Call for Artists

FAQs

No, the installation or engagement activity does not need to take place in all five communities. However, artists are encouraged to consider ways their work can be relevant or accessible to multiple communities within the project scope.

I understand that the goal is to make people aware of the risk of heat levels but what are the actions that we want people to take as a result of this knowledge?

Here are some examples of heat actions:

- Local Examples:
 - City of Everett: <https://cityofeverett.com/resident-services/health-living/heat-relief-resources/>
 - City of Chelsea: https://chelseama.gov/news_detail_T2_R138.php
- State Examples:
 - <https://www.mass.gov/info-details/extreme-heat-safety-tips>
 - <https://www.mass.gov/doc/extreme-heat-events-pdf/download>
- Partner Organizations Examples:
 - Cambridge Health Alliance: https://drive.google.com/file/d/1AojQr6he9xJihk9o5_1u4AN7TGjd1W_P/view?usp=sharing
 - GreenRoots: https://drive.google.com/file/d/1-ga9vDAmHm_7phSiRRGtUmwnUDBiYXE5/view?usp=sharing

While heat action strategies continue to evolve, municipalities and partner organizations are also developing new approaches that expand on existing efforts to strengthen heat resilience.

What heat resilience strategies are Chelsea, Revere, Winthrop, Malden, and Everett rolling out this summer? Will there be cooling centers, electric fan distributions, tree plantings, etc.?

The scope of this project is to augment the municipalities' traditional channels for communicating about the heat. Each municipality has their own heat emergency response protocols, such as emergency alerts (Reverse 911/Code Red), and local heat resilience strategies (cooling centers, ongoing tree plantings, etc.).

Additionally, this summer, [MyRWA's climate leaders](#) will be running meetings and educational events around the region to engage community members about climate

Lower Mystic Cool Communications - Call for Artists

FAQs

preparedness – an additional opportunity to empower community members to make decisions about what climate interventions they want.

Should the communications focus on personal heat resilience strategies like signing up for emergency notifications, or on city strategies like finding your nearest cooling center? Or on both?

The communication materials will be focused on helping diverse audiences understand heat risk and the resources available to them. Critical heat information should reach residents proactively, without them having to actively seek it out during heat emergencies.

What are the existing communication channels and networks that this will build on?

A summary of project activities and findings completed to date for the Lower Mystic Cool Communications project is available here: [MVP grant report memo](#). Existing communications channels are listed on page 6.

How will you address accessibility concerns related to things like how a video might be distributed and how potential audiences receive content?

Local partners engaged in the Lower Mystic Cool Communications project partners will help us consider distribution methods (Local Access TV, whatsapp, etc). We will work with the artists and partners to determine the best channels for distribution. The project team will connect selected artists with community-based organizations, MyRWA climate leaders ([learn more](#)), and local partners to inform artists in developing a responsive and accessible deliverable.

Are there people who either live with disabilities or work as access service providers who are advising this initiative?

This project does not have an organization that is an access service provider for the disability community advising on this project, although MAPC does have these providers in our broader network. The team would be excited to explore opportunities to connect more directly with this constituency in the project. Individuals and organizations who

Lower Mystic Cool Communications - Call for Artists

FAQs

have been engaged in this project to date are listed in Appendix C of the [MVP grant report memo](#).

I am concerned about if you can reach the community within the tight timeline. Have you worked with artists before and if so, how successful was it? Have you involved artists in the project at any point since the project started last September?

- 1) In 2020, MAPC led a Call for Artists that integrated artistic approaches into public health communication strategies related to COVID-19: <https://www.mapc.org/resource-library/covid19-art/>
- 2) This Call for Artists is the project's first opportunity to engage artists. Prior to the release of the call, project work has informed the team's understanding of existing extreme heat resources in the five communities as well as the existing communications tools and platforms to deliver a heat messaging campaign. This understanding was shaped by interviews with individuals representing municipalities, health care or public health organizations, and community-based organizations. These interviews also established a shared vision for the cool communications pilot, which will include these creative projects. We are relying on our network of community partners to ensure the call is reaching local artists. We have also shared this Call through the New England Foundation for the Art's public art networks.

How is this Call for Art embedded in other climate actions in Mystic River Watershed communities?

The Mystic River Watershed Association is a core partner in the Lower Mystic Cool Communications project and this Call for Art. They will help to ensure that this work is integrated into other climate actions in the watershed and will ensure their other community partners are informed of this opportunity.

The Lower Mystic Cool Communications Project emerged from a 2019 vulnerability assessment by the Resilient Mystic Collaborative that revealed a severe gap between residents' emergency communication needs and municipalities' current outreach capabilities. Additionally, existing temperature thresholds for heat warnings may not adequately protect vulnerable populations, as adverse health impacts often occur before official warnings are triggered.

The project aims to develop a coordinated, community-driven approach to heat resilience communication by:

Lower Mystic Cool Communications - Call for Artists

FAQs

- Partnering with community-based organizations and resident liaisons to co-create culturally relevant materials and strategies
- Collaborating with Boston University School of Public Health to establish data-driven heat warning thresholds that account for disproportionate health risks
- Building a regional communications framework that leverages trusted community networks and non-traditional channels
- Developing multi-lingual resources that motivate protective action before, during, and after extreme heat events

The initiative builds on existing regional collaboration through the Resilient Mystic Collaborative, North Suffolk Public Health Collaborative, and MAPC Metro Mayors Coalition's Climate Taskforce, while centering community knowledge and preferences to strengthen social connectedness and overall climate resilience.

For artists not originally from the area who want their work to be meaningful for the community, would it be possible for artists to team up with local artists or organizations?

We are open to artists teaming up with local partners. If you are interested in working with the project's in-network organizations (GreenRoots in Chelsea, Chinese Cultural Connection in Malden, and Everett Community Growers in Everett), please include that information in your application. Artists interested in working with other organizations should also note whether they have an existing relationship or contact at the organization in their application.