

**DATE:** December 11, 2024

**TO:** Visual Arts Committee

**FROM:** Kirstin Hinds, Economic Development Strategist

**SUBJECT:** Next Steps to Preparing a Public Art Strategy

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**PURPOSE**

Discuss the feedback received at the October 22, 2024 City Council Study Session on a public art strategy and gather input on next steps.

**BACKGROUND**

On [October 22, 2024](#), the City Council held a Study Session to discuss elements of a public art strategy. The staff report (Attachment 1) included background on public art, Visual Arts Committee (VAC) efforts around public art, and potential programs, policies, and funding mechanisms to enhance public art in Mountain View. Council was asked three questions regarding the creation of a public art strategy. During the Study Session, Councilmembers individually responded to the three questions posed by staff. The questions and Council majority feedback are summarized below:

**Question No. 1: What feedback or changes does the Council have to the draft Vision Statement and Goals prepared by the Visual Arts Committee that will help guide staff's work?**

- Reword the Vision Statement to say: "Mountain View is an arts destination with diverse public art that enriches the City's innovative and creative culture and enhances the vibrancy of our diverse community" (compared to "The creation of diverse Public Art enriches Mountain View's innovative and creative culture, enhances the vibrancy of our diverse community, and transforms Mountain View into an art destination").
- Ensure that goals are well-defined, measurable, and include a timeline for completion.

**Question No. 2: Does Council agree that all the elements and policies in Best Practice Policies for Public Art Programs (Table 2 in Attachment 1, Page 11) should be included in a public art strategy for Mountain View? Is there anything not listed in Table 2 that should be included?**

- Explore and strive to include all best practices listed in Table 2 (Attachment 1, Page 11) of the staff report (Art in Private Development, In-Lieu Option, Percent for Art in Public Projects, Donation/Sponsor Policy, Maintenance Policy, and Deaccessioning/Removal Policy).
- Add two more focus areas: Partnerships and Volunteers.
  - Partnership suggestions included the Community School of Music and Arts as well as Mountain View Whisman School District (Stevenson Elementary’s biannual art program) to expand engagement with children.
  - Use of volunteers is a way to expand the community engagement aspect of the City’s public art strategy (related to “engagement” in goals).

**Question No. 3: What specific outcomes are most important to achieve with a public art strategy? For example, should the strategy focus on providing public art in areas of the City that experience less private development or have fewer public facilities where art would be created under current policy?**

- Identify dedicated public art funding (broad range of funding sources including direct funding from existing City revenues, grant funding, foundations, and creation of new revenue sources), and ability to “roll over” funds from year to year.
- Identify dedicated staff to ensure continuous pursuit of public art strategy implementation.
- Rely on those with an art background (Visual Arts Committee, dedicated staff) to make key decisions on art pieces.
- Consider how art can be integrated with other actions related to installing historic markers or plaques that tell stories about art.
- Connect art and the community (sidewalk art (chalk/painting), working with youth, partnering with schools, etc.).
- Achieve diversity of art types (static/functional/integrated into buildings), subject matter, materials, and installation locations (e.g., geographic distribution).

- Art should align with place, history, and culture of Mountain View, including distinct subareas/neighborhoods of the City.
- Consider how art can assist with activating areas including the downtown, such as with art in vacant windows, creating pop-up art galleries.
- Use public art as a key tool to strengthen the quality and livability of our community and elevate Mountain View's standing as an appealing place to live, work, and visit compared to surrounding cities.

#### **Additional Relevant Feedback:**

- Strive to achieve engagement with the goals that are established.
- Consider ways that in-lieu fees could be used to achieve broader implementation of public art beyond the immediate areas experiencing development.
- Calibrate scale and quality of work to reflect the level of visibility/frequency of interaction with a given art piece.

#### **Next Steps**

Community outreach will be instrumental in preparing a final draft of a Public Art Strategy for the City of Mountain View. Staff has drafted a community outreach plan (Attachment 2) that outlines an approach on awareness, community engagement activities, focus group themes, ideas for site tours, and a tentative timeline. Additionally key stakeholders and other outreach components are delineated.

To effectively complete the drafted community outreach plan and garner diverse public feedback on a public art strategy, staff will be seeking outside assistance from consultant(s). Staff is researching the cost for outside consultancy to aid in the community outreach process.

Staff seeks VAC input on the draft community outreach plan. For example, are there any key stakeholders that should be included in the list?

Staff also asks that VAC members consider their individual capacity to aid in the community outreach process. For example, can you help in creating promotional materials, attending community engagement or pop-up events, or leading site tours?

Staff anticipates the process to complete community outreach and finalize a public art strategy will take approximately nine months.

KH/6/CDD

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- Attachments:
1. October 22, 2024 Council Study Session Staff Report
  2. Draft Community Outreach Plan