

DATE: July 8, 2026

TO: Visual Arts Committee

FROM: Kirstin Hinds, Economic Development Strategist

SUBJECT: Review of Draft Public Art Strategy

PURPOSE

To present the narrative draft of the Public Art Strategy to the Visual Arts Committee (VAC) for feedback and a recommendation to advance the strategy to the City Council for approval and adoption.

ANALYSIS

In 2025, the City began developing a Public Art Strategy to establish a long-term framework for public art in Mountain View, defining a clear vision, goals, implementation priorities, funding strategies, and maintenance planning. These efforts built upon prior direction from City Council and ongoing efforts to expand and strengthen the City's Public Art Program since 2017.

Over the past several months, staff have engaged in foundational research, community engagement, and policy alignment. To date, the following milestones have been completed:

- **Project Initiation and Research** (June 2025 – February 2026): Reviewed the City's existing artworks, policies, and funding mechanisms, and analyzed the VAC Draft Public Art Strategy.
- **Community and Stakeholder Engagement** (September 2025 – February 2026): Conducted public outreach, including an online and paper survey, community workshops, pop-ups, and focus groups to capture community priorities and stakeholder input. Aligned strategic recommendations with existing City guidelines and planning documents.
- **Public Art Strategy Narrative Drafting** (March 2026 – July 2026): Synthesized community feedback and policy goals into a cohesive framework.

The attached draft Public Art Strategy document (Attachment 1) presents the complete narrative. The graphic design, formatting, and visual layout phases are currently in progress. Consequently, this draft is presented in a text-forward format to allow the Committee to focus strictly on the

underlying policy directions, goals, and programmatic narratives. The designed Public Art Strategy will include images of public art and related initiatives, both in and outside of Mountain View.

NEXT STEPS

Following the VAC discussion, the project will adhere to the following timeline leading to formal adoption:

- **July – September 2026:** Integration of VAC feedback, finalization of graphic design, and document layout assembly.
- **October 1, 2026:** Publication of the finalized Public Art Strategy document for public review.
- **October 27, 2026:** Presentation of the final Public Art Strategy to the City Council for formal approval and adoption.

Attachments: 1. Draft Public Art Strategy