

**DATE:** November 12, 2025

**TO:** Visual Arts Committee

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

**SUBJECT:** Update and Discussion regarding the Public Art Strategy Efforts

**PURPOSE**

To provide the Visual Art Committee with an update on the Public Art Strategy and seek feedback on priorities outlined in the 2023 Draft Public Art Strategy.

**BACKGROUND**

**Public Art in Mountain View**

The City of Mountain View's public art program was established in 1987 through Council Policy K-05 (Attachment 1), which allocates a portion of eligible Capital Improvement Program project budgets for public art. The policy, refined over time, formalized the role of the Visual Arts Committee (VAC) and expanded the funding percentage from one to two percent in 2022. Since its inception, the City has commissioned 46 public artworks for display in public spaces. In addition to the Council Policy K-5, approximately 65 artworks have been installed on private property accessible to the public. The Visual Arts Committee, which reviews and advises on public art installations through the Council Policy K-05, also selects annual exhibits for display in the Mountain View Center for Performing Arts lobby and has initiated temporary art installations like the Sidewalk Studio utility box painting in 2018.

**Development Of a Public Art Strategy**

In 2023, the VAC researched and developed a draft Public Art Strategy (Attachment 2), which included a vision statement and a framework for enhancing public art throughout the community. This foundational work established key themes and priorities that continue to guide current planning efforts.

On [October 22, 2024](#), the City Council held a study session to discuss the development of a Public Art Strategy. The strategy will establish a long-term framework for public art in Mountain View,

defining a clear vision, goals, implementation priorities, funding strategies, and maintenance planning.

The City hired consultant group Art Builds Community to assist with outreach, analysis, and refinement of recommendations. This process includes:

- **Research and Review** (Ongoing): Reviewing existing artworks, policies, and funding, and analyzing the 2023 VAC Draft Strategy to identify areas for refinement.
- **Community Engagement** (Current): Conducting workshops, pop-up events, an online survey, and stakeholder interviews.
- **Synthesis & Drafting** (Dec 2025–Apr 2026): Identifying key themes and refining recommendations for VAC and City Council review.

### Community Engagement

Staff hosted two community workshops in October (in-person on October 16 at the Mountain View Community Center and virtual on October 22); the presentation from the workshops is included as Attachment 3. Pop-up engagements were held at Monster Bash (October 25) and Día de Muertos (November 1). The *Inflatable/ART* project, created by Bay Area artists Amy Brown and Tara de la Garza, and a vision mapping activity, helped gather resident feedback on where and how art should appear in Mountain View.

An online survey, launched in mid-September, has received over 130 responses to date. Staff plan to continue outreach at the Community Tree Lighting on December 8 and are scheduling stakeholder interviews with artists, developers, businesses, and City staff through early 2026. The survey will be available until December 14, 2026.

On October 8, 2025, staff held a stakeholder meeting with two VAC members, Bryant and Sakols (see the presentation in Attachment 4). As relayed to the committee, this meeting was convened on short notice following the cancellation of two consecutive VAC meetings to help maintain project momentum and gather early input.

Going forward, staff and the consultant team will meet regularly with the VAC ad hoc committee to provide focused updates and discuss progress. Staff do not plan to hold additional stakeholder meetings with the full VAC and consultants outside of this meeting structure. Instead, regular VAC meetings will serve as the primary forum for providing updates from staff, the ad hoc committee, and, periodically, the consultants. This approach will ensure consistent communication while allowing staff and consultants to focus on upcoming engagement with external stakeholders (including artists, developers, local businesses) and City staff.

## **DISCUSSION**

### **VAC Draft Public Art Strategy (2023)**

The VAC's 2023 Draft Public Art Strategy established initial goals, themes, and priorities that have guided current outreach. As part of finalizing the citywide strategy, staff request that the VAC reflect on and discuss:

- Do the draft priorities identified in 2023 (e.g., equity, diversity of art types, maintenance, and partnerships) still align with the Committee's vision today?
- Are there emerging needs or opportunities that should be added, such as digital or temporary art, neighborhood-scale projects, or artist development programs?
- Are any draft priorities less relevant or feasible based on current feedback, funding, or community interest?

Staff will use VAC's input to refine the framework and ensure the final strategy reflects both the Committee's long-term vision and community input.

## **NEXT STEPS**

Staff will continue outreach through December and conduct stakeholder interviews into early 2026. The next phase will focus on drafting recommendations that build upon the VAC framework and community feedback. Staff anticipate returning to the VAC in February or March 2026 with draft recommendations for review and discussion.

### **Attachments:**

1. City Council Policy K-05
2. VAC December 2023 Draft Public Art Strategy
3. Public Art Strategy Community Workshop Presentation
4. VAC Stakeholder Meeting Presentation