

**Objective:** To engage the community in shaping a Public Art Strategy that reflects local values, enhances public spaces, and fosters civic pride.

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## **Key Stakeholders**

### **1. Community Members**

- Residents (all ages)
- Artists and creatives
- Neighborhood associations

### **2. Local Organizations**

- Schools – Community School of Music and Arts, Whisman School District (Stevenson Elementary’s biannual art program)
- Businesses – Chamber, Downtown Business Association, Developers
- Cultural and historical organizations – SVCcreates, Silicon Valley Open Studios, Mountain View Historical Association, Local Color SJ

### **3. City Departments**

- Economic Development, Community Services Department (CPA, Parks), Planning, Public Works, Housing, Multi-Cultural

### **4. Advisory Committees**

- Visual Arts Committee
- Downtown Committee
- Center for Performing Arts Committee
- Parks and Recreation Committee
- Rental Committee
- Senior Advisory Committee
- Youth Advisory Committee

### **5. Public Art Strategy Advisory Group**

- Group of outside individuals to serve as a sounding board throughout the process, potentially including representatives from local artist organizations like SVCcreates, local artists and creatives, and public art professionals from neighboring communities.
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## **Outreach Components**

### **1. Awareness Campaign**

**Goal:** Ensure broad awareness of the strategy’s development and encourage participation.

- **Messaging:** What is public art? Why does it matter for Mountain View? How can you participate?
- **Channels:** Social media; City website and newsletters; Press releases and local media; and Handouts/posters

## 2. Community Engagement Activities

**Goal:** Gather input, ideas, and priorities from diverse groups.

- **Workshops:**
  - Host interactive sessions at community centers to brainstorm ideas.
  - Potential discussion items/themes (in addition to messaging):
    - Reflections of heritage and diversity in public art
    - Equity and accessibility in public art
    - Sustainable and temporary art installations
    - Ways for the community to get involved
- **Pop-Up Events:** Set up booths at local events to gather feedback (For example, Farmers' market, Earth Day event).
- **Surveys / Online Interactive Tools:**
  - Offer online (Collaborate Mountain View) and paper surveys to reach a broader audience.
  - Develop a platform to submit designs or concepts, or pin ideas for public art on a map.

## 3. Focus Groups

**Goal:** Dive deeper into specific themes or stakeholder needs.

- Artists
- Neighborhood association leaders
- Developers

## 4. Site Tours and Inspiration Sessions

**Goal:** Provide examples of successful public art.

- Organize walking tours of existing art installations in Mountain View. Focus areas could include Downtown/Civic Plaza, North Bayshore, and Village at San Antonio.
- Share case studies from other cities.

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## Timeline

**Phase 1:** Awareness (Months 1-2)

- Launch campaign and initial surveys.

**Phase 2:** Engagement (Months 3-6)

- Host workshops, events, and focus groups.

**Phase 3: Analysis and Feedback (Month 7)**

- Present preliminary findings to VAC to collect final input.

**Phase 4: Finalization (Months 8-9)**

- Develop the Public Art Strategy with recommendations from community input.
  - Present final draft to City Council (Fall 2025).
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**Success Metrics**

- **Participation:** Number of attendees, survey responses, and online tool users.
- **Diversity:** Representation from all community groups.
- **Satisfaction:** Positive feedback on engagement activities.
- **Awareness:** Increase in public knowledge of the city's public art initiatives.