

**DATE:** March 11, 2026

**TO:** Visual Arts Committee

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

**SUBJECT:** **Public Art Strategy: Community Engagement Update**

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**PURPOSE**

Update the Visual Arts Committee on the Public Art Strategy community feedback collected through surveys, pop-up engagements, and stakeholder consultations.

**OVERVIEW**

The Public Art Strategy outreach phase launched in September 2025 and concluded in early 2026. Efforts focused on a broad-based, multi-channel approach to ensure a representative sample of Mountain View's diverse population.

**Engagement Milestones**

- **Workshops:** Hosted two community workshops (October 16, in-person; October 22, virtual).
- **Pop-up Events:** Staff and consultant team Art Builds Community tabled at Monster Bash (October 25, 2025), Día de Muertos (November 1, 2025), and the Community Tree Lighting (December 8, 2025). The pop-up events featured interactive programming, including the Inflatable/ART project, created by Amy Brown & Tara de la Garza, and a vision-mapping activity to gather feedback.
- **Stakeholder Consultation:** Conducted deep-dive meetings with artists, developers, and local businesses and organizations to ensure technical and economic feasibility.

Over **700 individuals** directly participated in the engagement process:

- 306 Surveys (119 paper, 187 online)
- 350+ Participants engaged in the Inflatable/ART activity and vision-mapping

- 3,000+ votes were recorded across the vision board exercises seeking input on types, themes, and locations for art
- 60+ participants attended the community workshops and stakeholder meetings (artists, business, developers, local organizations)

### Survey & Vision Board Responses and Themes

The feedback highlighted a clear preference for art that is integrated into and reflects the daily experiences of residents, visitors, and people employed in Mountain View.

Feedback Forum	Category	Top Ranking	Second Ranking	Third Ranking
Survey	Art Types	Murals	Functional	Sculptures
	Themes	Culturally Diverse	Vibrant Downtown	Innovation and Technology
	Locations for Art	Downtown Mountain View	Parks and Trails	Transit Areas
Vision Board exercise	Art Types	Light-based	Functional	Gateway/Entry
	Themes	Cultural	Family-Oriented	Natural Environment
	Locations for Art	Downtown Mountain View	Rengstorff Park	Cuesta Park

When asked about the role of art in Mountain View, the top three responses were:

1. Provide opportunities for people to experience art that enriches their lives
2. Bring a sense of whimsy and delight to everyday spaces.
3. Support the growth of the local arts community.

While written responses and discussions spanned a wide variety of topics related to arts and the implementation of a public art program in Mountain View, the details below summarize key themes from the community outreach.

- **Operational streamlining:** Make the program workable, reduce administrative barriers, and ensure timeline, deliverables and cost transparency.
- **Artist economic sustainability:** Evaluate public art compensation and participation fees (e.g., insurance, permit fees) for fair compensation and lower barriers to entry.

- **Arts ecosystem development:** Foster a local creative hub through professional development, networking, mentorship, and accessible entry-level pathways for emerging artists.
- **Encourage private space activation:** Expand opportunities for art on private properties through property owner engagement and process streamlining.
- **Invest in experiential programming:** Facilitate experiential art, such as art that is interactive, functional, temporary, and light-based, or performances and maker-led activities.
- **Integrate art and infrastructure:** Tie art to functional infrastructure improvements (e.g., transit improvements, shade structures, seating, safer bike/pedestrian infrastructure, and trail/underpass art)
- **Use art to build a sense of identity and belonging:** Utilize art to reflect Mountain View's diversity, history (including displacement), and cultural identity, and to foster a deeper sense of community connection.
- **Commit to excellence and quality:** Maintain high standards for artistic quality, ensuring installations are durable, site-appropriate, and thoughtful.
- **Plan for maintenance and cleanliness:** Integrate long-term care and cleanliness plans into the lifecycle of every installation to preserve the public realm.
- **Build awareness and make public engagement easy:** Expand outreach and opportunities for public participation and engagement to ensure broad participation.

The community outreach themes outlined above align with the VAC's draft strategy and community desires.

### **Next Steps**

The feedback is currently being used to refine the Public Art Strategy. Staff will continue to evaluate these data points to ensure the final strategy is both aspirational and practically applicable. Staff anticipates that the draft Public Art Strategy will be prepared for review by the Visual Arts Committee in June 2026 for City Council review and adoption in the fall of 2026.