



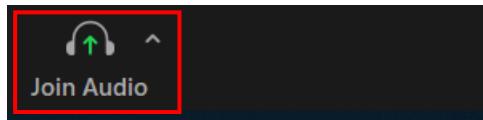
Valley Water

Clean Water • Healthy Environment • Flood Protection

Zoom Webinar Instructions

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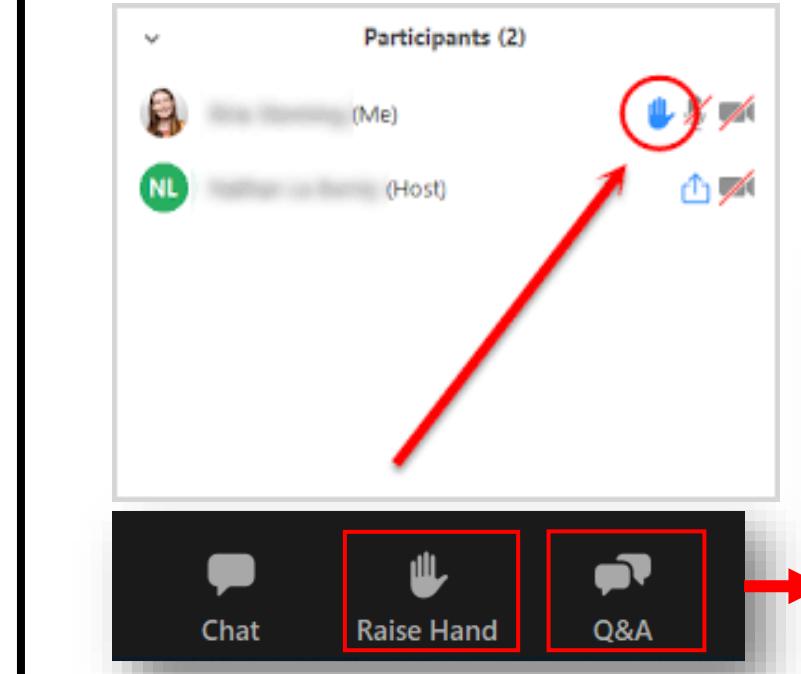
Join Computer Audio



If internet unstable, use Phone Audio

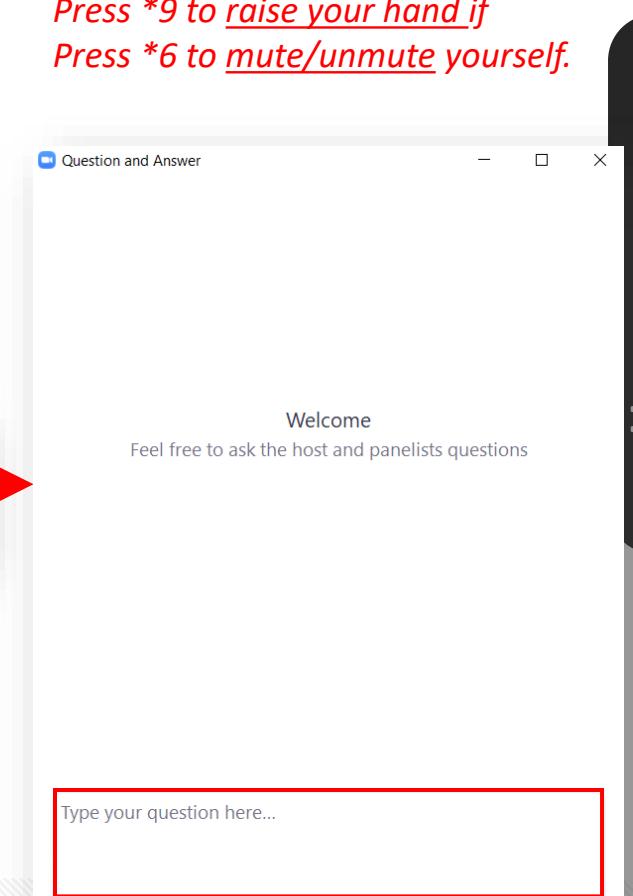
- Check valleywater.org/publicart for the Zoom meeting information
- Dial call-in number: **669-900-9128**
- Enter webinar ID then #.
 - ID: 87055470930

Ask a Question

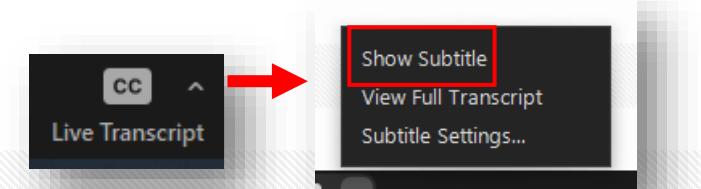


*After we enable your mic,
you have to unmute yourself before
you verbally ask your question.*

*If only on phone:
Press *9 to raise your hand if
Press *6 to mute/unmute yourself.*



Enable Closed Captions/ Live Transcript



Type your question here...



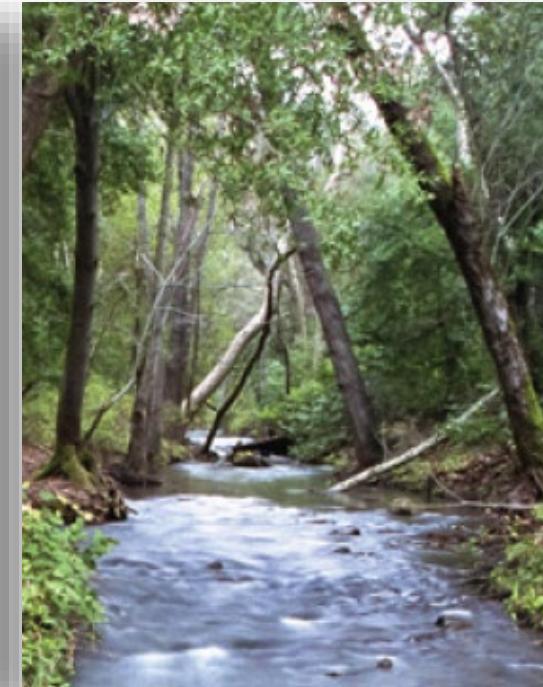
Public Art Strategic Plan Community Meeting

Engaging Our Community Through Art

Wednesday, September 27, 2023

Valley Water Mission

Providing Silicon Valley safe, clean water for a healthy life, environment and economy.



Clean, Reliable Water

Flood Protection

Healthy Creeks and Ecosystems

What is Public Art?

- Public art is art in public spaces and is visually and physically accessible to the public.
- Public art serves many purposes, including education, raising awareness, environmental enhancement, and more.
- Public art can be temporary or permanent.
- Examples of public art include:
 - Murals: vibrant wall paintings that tell stories or convey messages
 - Sculptures: 3D artworks placed in parks, plazas or streets
 - Digital art: Interactive installations that blend art and technology
- Currently, more than 725 cities, counties and states in U.S. have percent for art requirements. Also, many water agencies.

Valley Water's Public Art

Safe, Clean Water and Natural Flood Protection Program

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Repurpose and
beautify Valley
Water's
infrastructure



Engage communities
and local artists



Help to deter trash,
debris and graffiti
near creek ways

Valley Water's Public Art

Pilot Projects: Adopt-A-Benches and Mural

- Valley Water's pilot public art projects were completed in collaboration with the Valley Water Youth Commission and San Jose artist Paul J. Gonzalez
- **Adopt-A-Benches:** Seven benches throughout the County were revitalized with artwork that promoted Valley Water's stewardship messages and raised awareness of the nearby creeks and native species.
- **Mural:** Visual display of Valley Water's mission, innovation and diversity at Valley Water's Headquarters in south San Jose.

Pilot Adopt-A-Benches (2021)



Before



After

Pilot Adopt-A-Benches (2021)



Pilot Mural (2022)



Pilot Mural (2022)



Public Art Strategic Plan

Outcomes

- Goals & Strategies
- Program Policies and Procedures
- Opportunity Site Map
- Partners & Funding Opportunities
- Sample Illustrations and Renderings
- Implementation Plan/Timeline

Target Strategic Plan Completion – 2024

Strategic Plan Benefits

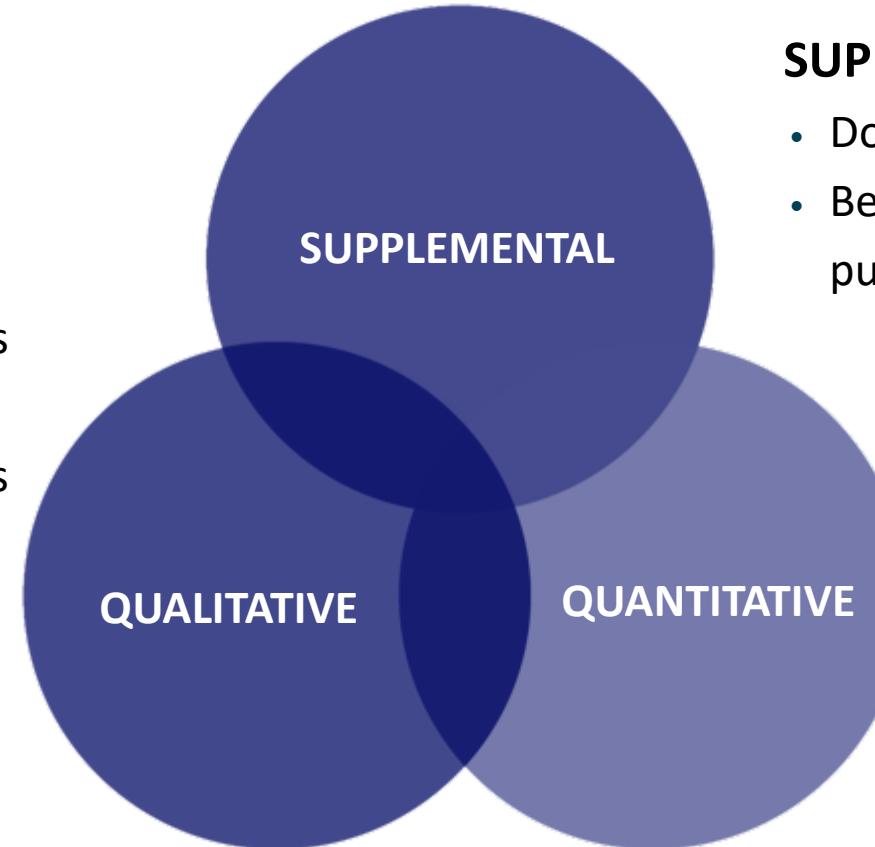
- Raise public visibility and understanding of Valley Water
- Engage communities through art
- Foster new community collaborations
- Increase water conservation awareness
- Teach environmental stewardship
- Improve aesthetics of infrastructure



Strategic Plan Approach

QUALITATIVE INSIGHT

- Internal Valley Water stakeholder discussion groups
- External Valley Water stakeholder discussion groups
- Community meeting



Valley Water Board of Directors will be engaged throughout the process

SUPPLEMENTAL

- Document review/existing conditions
- Benchmark other US water agency public art programs

QUANTITATIVE INSIGHT

- Staff survey
- Community survey
- Opportunity sites assessment

Strategic Plan Timeline

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Phase One



Project Start-Up/ Industry Research

July 2022 to Jan 2023

Phase Two



Stakeholder Engagement

Jan 2023 to Sept 2023

Phase Three



Community Input

Sept 2023 to October 2023

Phase Four



Public Art Strategic Plan Development

Oct 2023 to June 2024

Community Input

We seek your input on:

- The most important ways public art can make a difference
- The type of public art you want to see in the community
- The best places for public art

We are collecting your input through:

- Discussion during today's public meeting
- Community survey, open for responses for a month

Many Approaches to Public Art

Aesthetic Enhancement	Creating Civic Identity	Commemorating History	Monuments & Memorials	Preserving the Environment	Enhancing Parks & Plazas
Urban Problem Solving	Enhancing Infrastructure	Enlivening the Streetscape	Creating Education Experiences	Enhancing Urban Design	Urban Revitalization
Creating Economic Value	Participatory Public Art	Art as Social Commentary	New Technology & Public Art	New Venues for Public Art	Temporary Public Art
Event & Festival-based Public Art	Economic Development and Public Art	Neighborhood Identity (Gateways)	Urban Place-making and Renewal		



Jeppe Hein, *Appearing Rooms*, London, NYC, etc.



Leandro Urlich, *The Swimming Pool*, Perez Art Museum



Water Mark

Laura Haddad & Tom Drugan
Scottsdale, AZ



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Watertower, Tom Fruin, NYC

Diverse Roles of Public Art



Create and enliven
public spaces, such
as parks and trails

Coastal Baths
SJ Walls
Jacqueline de Leon
San Jose, CA



Provide creative
opportunities for youth
Valley Water Youth Commission Paint Day
San Jose, CA

Diverse Roles of Public Art



Raise awareness of the value of preserving our environment

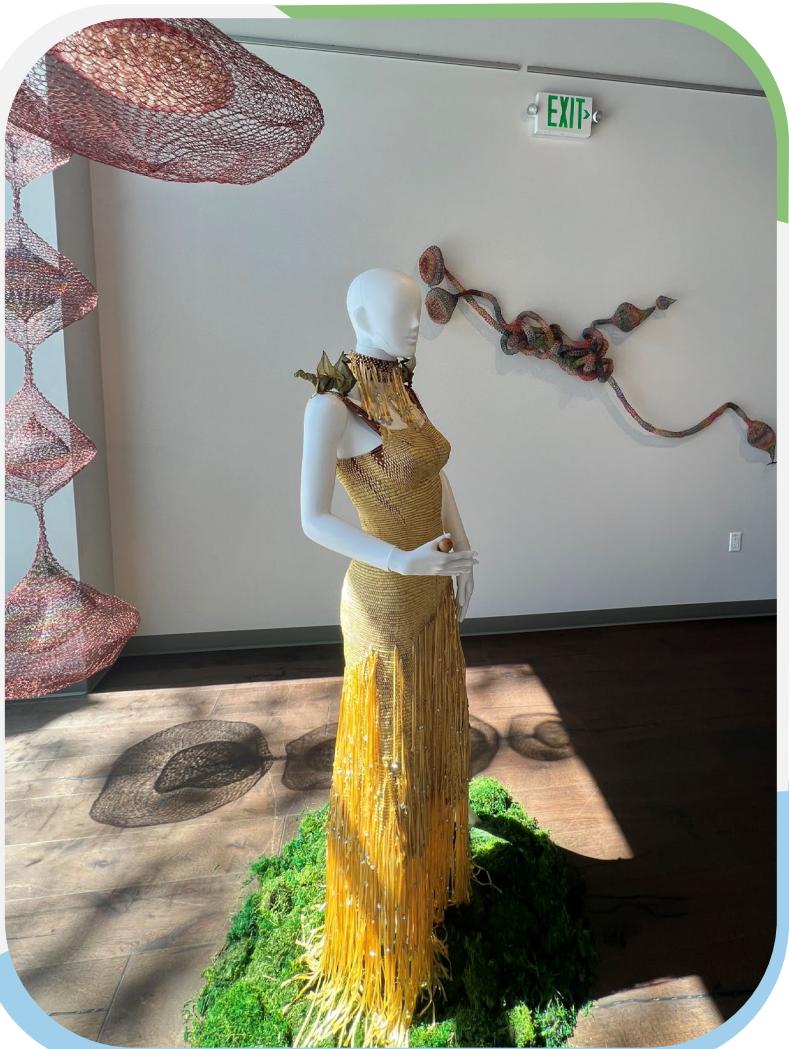
Guadalupe Watershed Education Campaign
Guadalupe River Park Conservancy
San Jose, CA

Beautify spaces where Valley Water has infrastructure, such as flood walls and waterways

Paul J. Gonzalez
San Jose, CA



Diverse Roles of Public Art

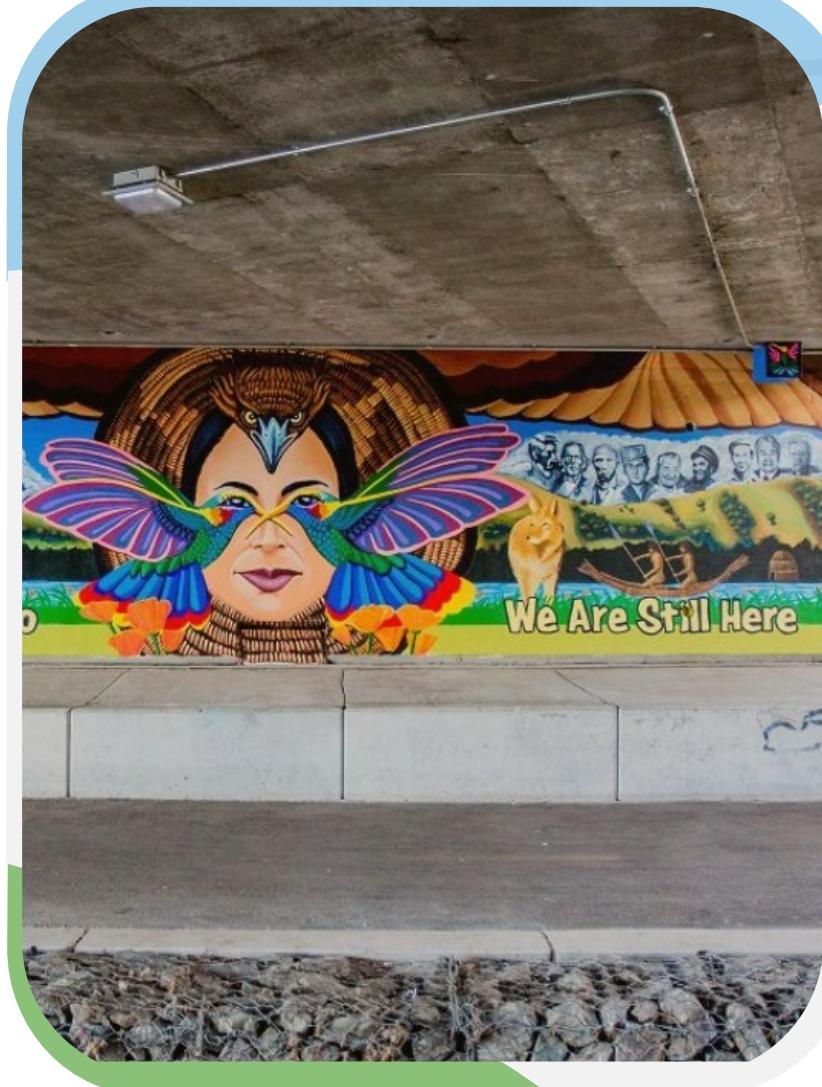


Enhance community pride

Mę Earth (Mother Earth) Past, Present, Future
Chopsticks Alley Art
Tuan Tran
San Jose, CA

Celebrate the diversity of our community

We are Muwekmo Ohlone
SJ Walls
Alfonso Salazar
San Jose, CA



Discussion Questions

- Examples of public art from anywhere that you like? What makes it special to you?
- What types art would you like to see Valley Water provide to the community?
- What are some specific places you think Valley Water should locate artworks?
- How would you like to see the community involved in Valley Water's Public Art Program?
- How can Valley Water ensure that its Public Art Program is inclusive and represents the diverse communities within the county?
- Can you suggest any community organizations or groups that could partner with Valley Water for public art?

Community Survey

Please share your feedback by completing the community survey by October 27 at valleywater.org/publicart or by scanning the QR code below:



We appreciate your feedback!

Next Steps

- Community input will be considered for the development of the draft strategic plan
- The draft strategic plan will be shared with interested stakeholders for review and feedback
- The Valley Water Board of Directors will review the strategic plan

Contact Us



(408) 630-2789



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valleywater.org/publicart

QUESTIONS

