



# Valley Water

Clean Water • Healthy Environment • Flood Protection

# Zoom Webinar Instructions

## Join Computer Audio

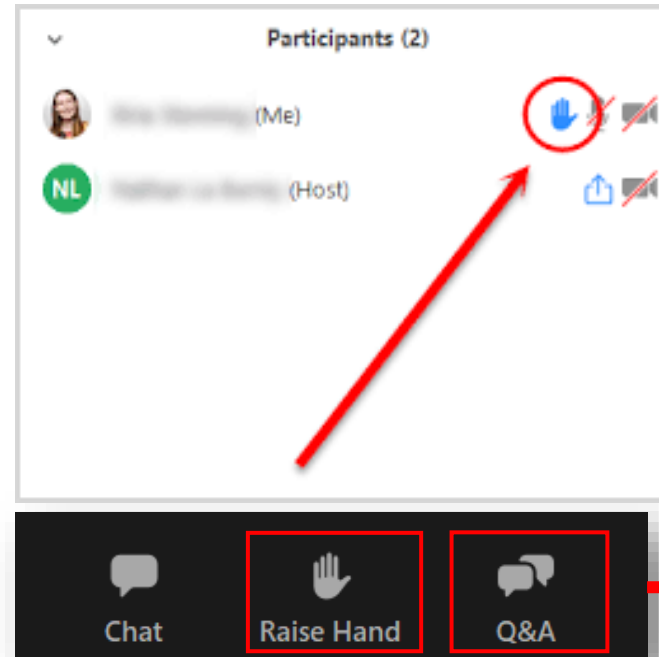


## If internet unstable, use Phone Audio

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

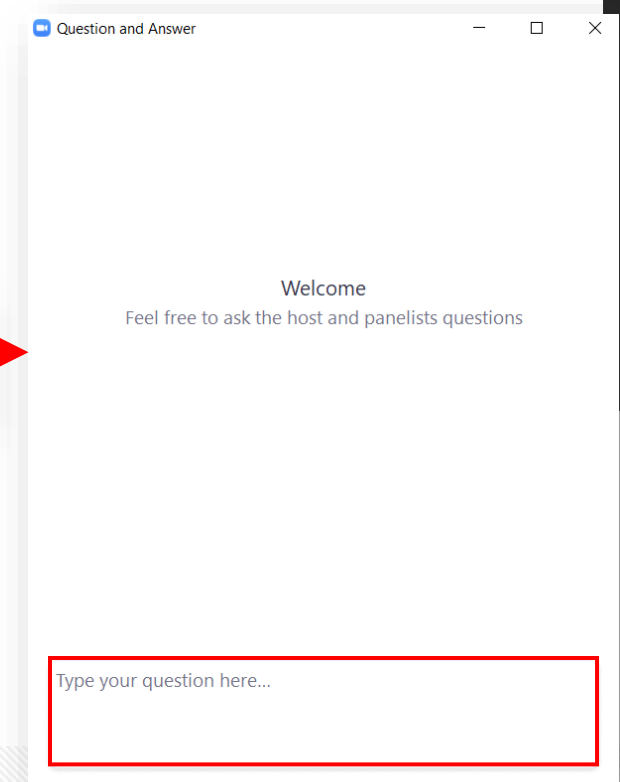
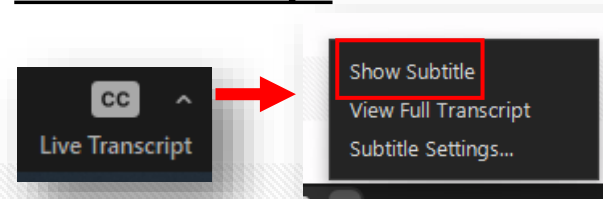
## Ask a Question

*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





# Public Art Strategic Plan Community Meeting

*Engaging Our Community Through Art*

Wednesday, September 27, 2023

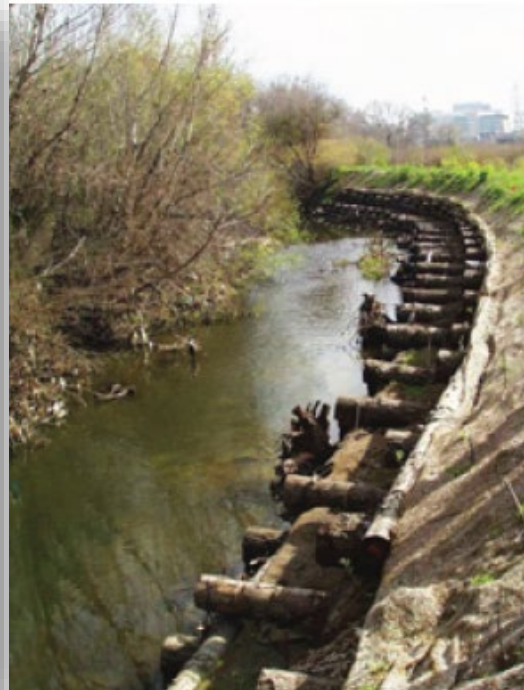


# Valley Water Mission

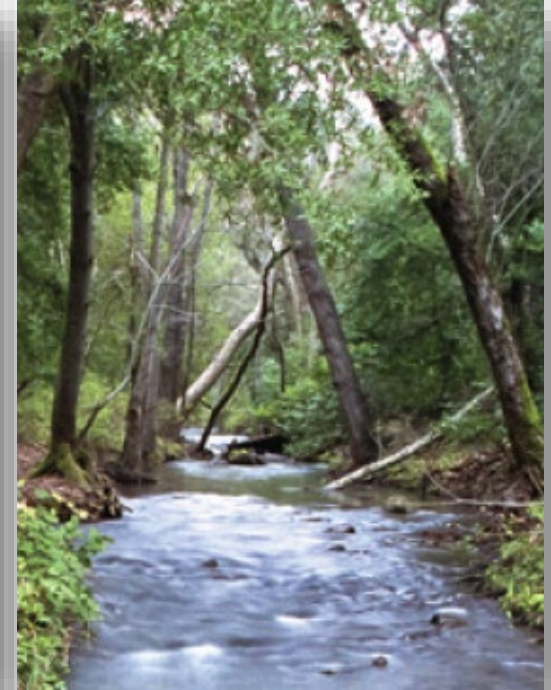
Providing Silicon Valley safe, clean water for a healthy life, environment and economy.



**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*



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

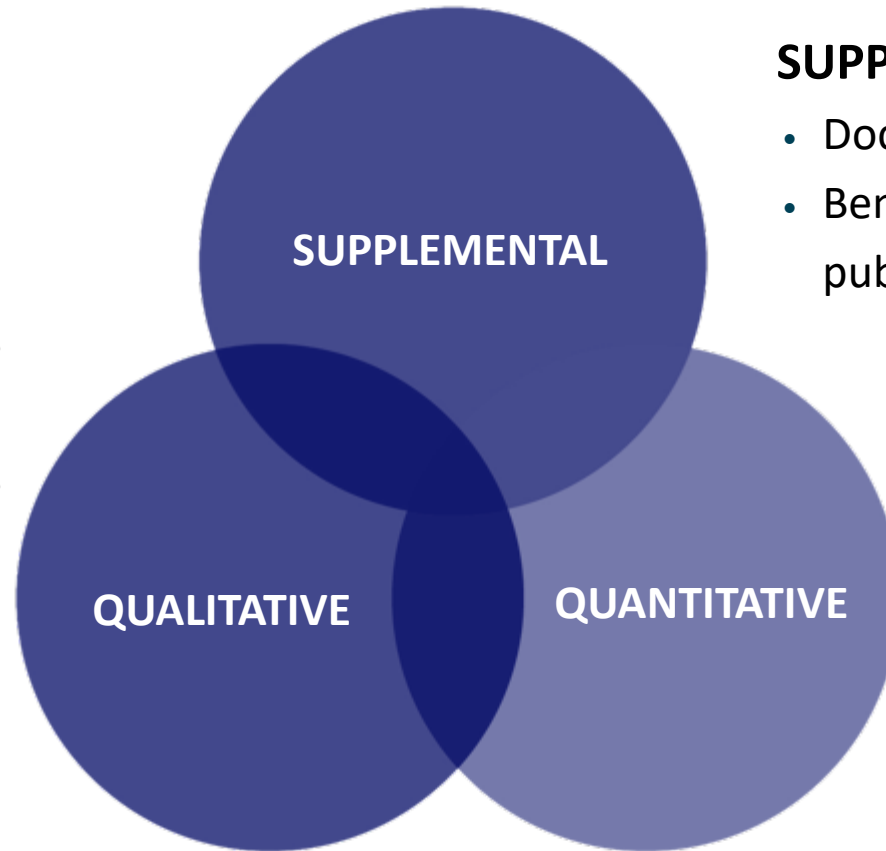
- Raise public visibility and understanding of Valley Water
- Engage communities through art
- Foster new community collaborations
- Increase water conservation awareness
- Teach environmental stewardship
- Improve aesthetics of infrastructure



# Strategic Plan Approach

## QUALITATIVE INSIGHT

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



## SUPPLEMENTAL

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

## QUANTITATIVE INSIGHT

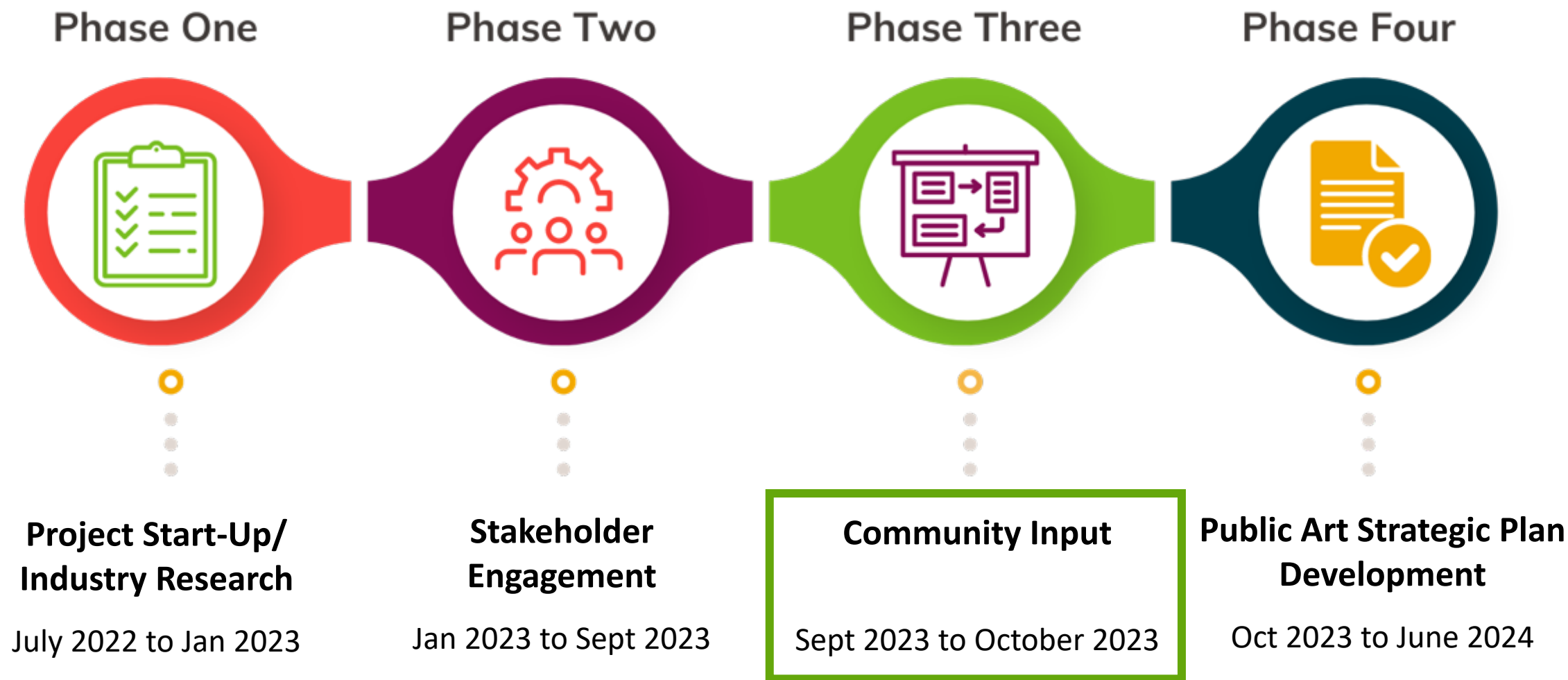
- Staff survey
- Community survey
- Opportunity sites assessment

*Valley Water Board of Directors will be engaged throughout the process*



# Strategic Plan Timeline

15



valleywater.org

# 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

17

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 Ulrich, *The Swimming Pool*, Perez Art Museum





*Water Mark*

Laura Haddad & Tom Drugan

Scottsdale, AZ







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

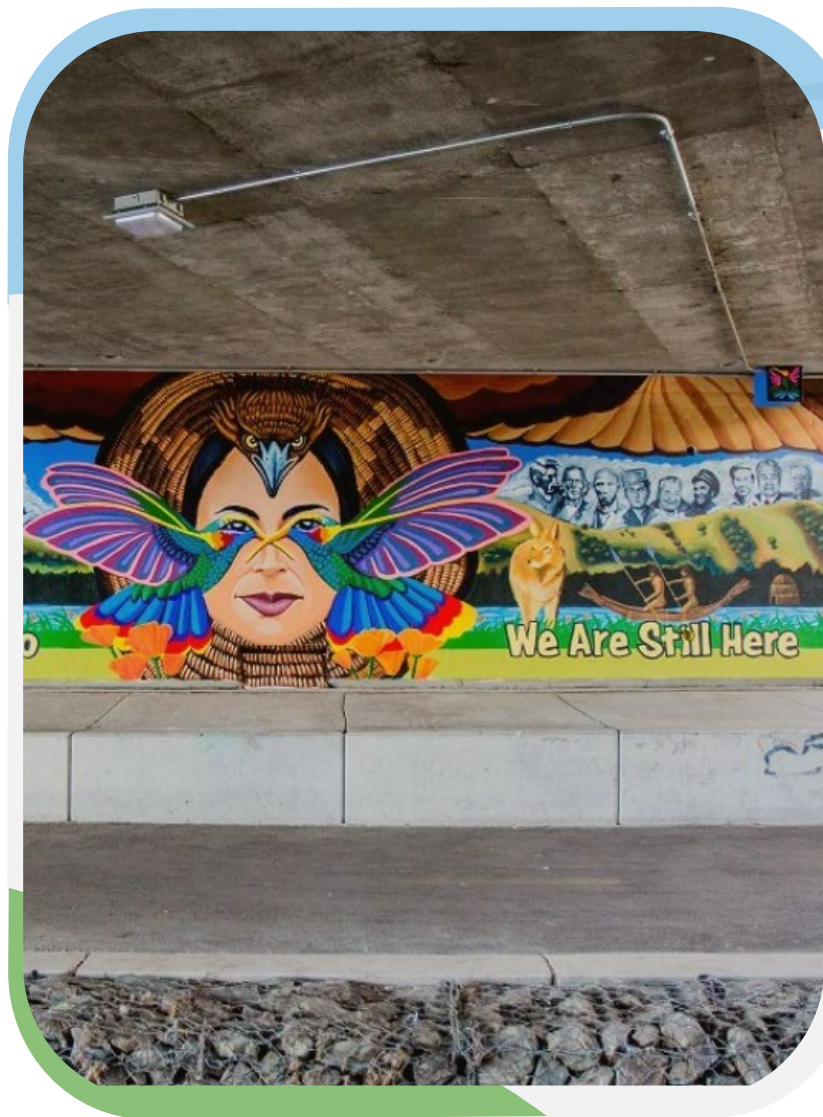


Celebrate the diversity  
of our community

*We are Muwekmo Ohleone*  
SJ Walls  
Alfonso Salazar  
San Jose, CA

Enhance community pride

*Mẹ Earth (Mother Earth) Past, Present,  
Future*  
Chopsticks Alley Art  
Tuan Tran  
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](https://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



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[valleywater.org/publicart](http://valleywater.org/publicart)



# QUESTIONS

