

City of Milpitas, California

BUDGET CHANGE FORM

Type of Change	From*		To*	
	Account	Amount	Account	Amount
Check one: <input checked="" type="checkbox"/> Budget Appropriation <input type="checkbox"/> Budget Transfer	331-9513489153833 213-2909	\$15,000 \$15,000	331951348924800 213-3952	\$15,000 \$15,000

Approve Appropriation From Public Art Fund to Public Arts Project (CP 3489) and Approve Amandalynn Design Proposal For Montague Pedestrian Overcrossing Public Art Selection

Background:

On November 17, 2020, City Council approved the FY 20-21 Arts Commission Work Plan including a project for mural art at the Montague Pedestrian Overcrossing. At its November 23, 2020 meeting, the Arts Commission approved parameters for a Call for Artists for a Montague Pedestrian Overcrossing Mural with a budget of \$15,000. The call was released in December and publicized on the California Arts Council website, Craigslist and shared with both artists who have previously expressed interest in doing public art for Milpitas, and other Bay Area muralists..

A total of nine design proposals were received with eight (8) qualifying for presentation to the Arts Commission. The proposals were presented to the Arts Commission at its regular meeting on January 25. Members of the Arts Commission provided feedback on the designs and narrowed the field to four finalists:

- 1) Amandalynn
- 2) Adrian Litman
- 3) ORLUArts
- 4) Ryan Petersen

The Commission requested staff conduct community outreach on the four (4) finalists' proposals and return to the Commission with public input.

Staff released a virtual survey inviting the surrounding residents and general public to review the designs and artists statements and provide comment and rank the artwork. The survey was publicized on City social media channels and via the City Manager's newsletter. In addition, staff contacted management at The Edge apartments, adjacent to the public art site, and requested that it share the survey with residents. Ninety-one members of the public cast votes and left comments about the four designs.

The Arts Commission reconvened at a special meeting on February 8 to review public input, as well as unsolicited revisions offered by two of the four artists in response to commissioners' feedback at the January meeting. After a review of the community survey results, the Commission discussed the top three artist proposals, 1) Amandalynn, 2) ORLUArts, and 3) Ryan Petersen.

A motion by Vice Chair Ghose, seconded by Chair Agg, to recommend the design by ORLUArts resulted in split vote with two ayes and two nays. Commissioners discussed at length during and after the votes since they were unable to arrive at a consensus. They agreed that each design had strong merits.

The Commission discussed the fact that overall public preference was for Amandalynn's design, but the results were fairly close. They also discussed the fact that the ORLUArts proposal had a more obvious historical connection and was unlike designs they had seen elsewhere.

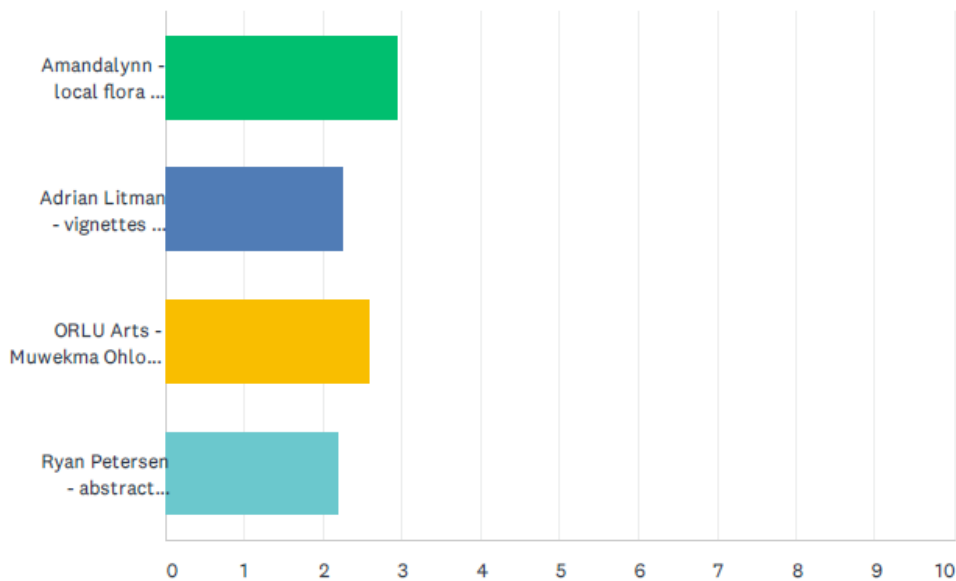
Analysis:

The Art Commission and City staff are in agreement that any of the three finalists that were supported by the Commissioners are very qualified and would be equally capable of executing their proposed design in a professional manner that would reflect well upon the City.

Below is a table showing the results of ranked voting, where four points were awarded to a member of the public's first choice, three to their second choice, and so on.

Q6 Please rank the choices.

Answered: 98 Skipped: 103



	1	2	3	4	TOTAL	SCORE
Amandalynn - local flora and fauna	36.73% 36	31.63% 31	21.43% 21	10.20% 10	98	2.95
Adrian Litman - vignettes of Milpitas history	16.33% 16	17.35% 17	41.84% 41	24.49% 24	98	2.26
ORLU Arts - Muwekma Ohlone pattern with flowers and birds	22.45% 22	34.69% 34	22.45% 22	20.41% 20	98	2.59
Ryan Petersen - abstract vortex	24.49% 24	16.33% 16	14.29% 14	44.90% 44	98	2.20

As shown above, Amandalynn's design score the highest overall, with 2.95 in ranked voting. Hers was the first-choice design for the highest number of respondents, 36 people; and last choice for the lowest number of respondents, 10 people. This design was the second choice for 31 people.

In write-in remarks, the public described this design as "beautiful" and commented favorably on the nature theme and bright colors. Negative comments expressed concern that the design did not speak to Milpitas' history and diversity and that it might be too busy or old-fashioned. In discussion with the Arts Commission, the artist indicated she was open to adapting the design with Milpitas' specific wildlife or plants or adding a human figure as she has done in other works.

The ORLUArts design was the preferred second choice for the highest number of people, 34. It was first choice with 22 people, last choice for 20, earning 2.59 in ranked voting. The colorful realism ORLUArts' mural style held strong appeal but may be better suited to another location.

The Ryan Peterson design was the favorite among the second largest group, 24 people, but was also the least favorite for the largest number, 44 people, resulting the lowest ranked voting score, 2.20. While the abstract design certainly had strong proponents, it was also most polarizing. An abstract design may be better suited for another location.

The fourth finalist proposal by Adrian Litman had the fewest first place votes from the public and was not supported by any of the Arts Commissioners to move forward for City Council consideration. (The City's public art collection already includes several works by Mr. Litman)

In response to public preference, Staff recommends that the Montague Pedestrian Overcrossing project be awarded to Amandalynn.

Policy Alternative:

Alternative 1: Select one of the other two finalists that had support from the Commission, ORLUArts or Ryan Petersen.

Pros: None.

Cons: None.

Reason not recommended: There is strong public feedback supporting Amandalynn as the first choice for this project.

Fiscal Impact:

Sufficient funds are available in the Public Art Fund and can only be used for public art expenditures, such as this type of project. An appropriation of \$15,000 for this project is needed from Public Fund to Public Arts Project (CIP 3489) to cover project costs.

Recommendation:

- 1) Approve appropriation of \$15,000 from the Public Art Fund to Public Arts Project (CP 3489)
- 2) Approve Amandalynn design proposal.

Attachments:

1. Amandalynn resume, portfolio and proposal
2. ORLUArts resume, portfolio and proposal
3. Ryan Petersen resume, portfolio and proposal
4. Montague Pedestrian Overcrossing Mural public survey results
5. Budget Change Form

☐ **Check if City Council Approval required.**

Meeting Date: April 20, 2021

Requested by:	Department Head: Renee Lorentzen	Date: April 20, 2021
Reviewed by:	Finance Director: Lauren Lai	Date: April 20, 2021
Date approved by City Council, if required:		Confirmed by: