



Date: September 26, 2023

Honorable Mayor and Council Members:

Author and title: Becky Bucar, Assistant Public Works Director

Title: **Public Art Commission of Truckee Annual Work Plan and Funding**

Jen Callaway, Town Manager

Recommended Action: Review and provide direction on the 2023 Public Art Commission of Truckee’s Annual Work Plan and Art Donation and Gifting Policy.

Discussion:

The Town of Truckee adopted its Public Art Master Plan (PAMP) on July 9, 2019, and identified the following vision:

“The Town of Truckee believes that public art is an essential component of a thriving community, a livable city and a world-class destination. The Town’s vision is to enrich our community through exposure to a high quality and diverse public art experiences.”

Policy 4.1(a) of the PAMP was to “establish a public art commission, committee, or advisory group,” which was accomplished per the formation resolution (Truckee Town Council Resolution 2020-09, **Attachment 1**). The Public Art Commission of Truckee (PACT) first met in September 2020 and has been meeting the first Tuesday of every month since then. The current PACT includes the following commissioners:

Table A: PACT Commissioners

Position	Appointee	Term Expiration
Arts Advocate	Patricia Eagan	August 2026
Youth Arts Representative	Molly Moore	August 2026
Public Art Expert	Carole Sesko	August 2026
Performing Arts Representative	Court Leve	August 2024
Visual Arts Representative	Jennifer Standteiner	August 2024
Technical Expert	Troy Corliss	August 2024
Lay Member	Kellie Cutler	August 2024

PACT Annual Work Plan

One of the responsibilities of the PACT is to propose an annual work plan to Town Council, including priority activities and spending plan for (1) program development activities, (2) opportunity sites for solicited projects, (3) funding for any unsolicited/open proposals, and (4) public art maintenance. The purpose of this item is to present a draft of the PACT’s first Annual Work Plan to the Town Council for review.

The Work Plan should be considered to be a living document that provides a general plan of action for PACT activities. The draft 2023 PACT Annual Work Plan is provided in **Attachment 2** and represents

the unconstrained desires of the PACT for public art related activities. It is staff's opinion that the attached draft PACT Work Plan is not possible to implement due to both funding and staff resource constraints. Therefore, in conjunction with the PACT, staff will need to further refine and prioritize the near-term and long-term program goals and projects identified in the Work Plan to match available resources. To that end, staff is requesting Council to provide input and direction on the PACT Work Plan such as generally supporting the direction and prioritization of projects, etc. This feedback will be helpful to share with the PACT when refining and prioritizing goals and projects.

The Work Plan includes the following sections, some of which are expanded upon below:

1. Accomplishments to Date
2. Projects Under Development
3. Future Opportunity Sites
4. Expenditure and Funding Summary
5. Anticipated Schedule
6. Upcoming Goals

Accomplishments to Date

Some notable accomplishments of the PACT to date include the following:

- Drafted an art donation/gifting policy (**Attachment 3**).
- Created a public art inventory, including a description and photos of public art throughout the Truckee Town limits, from which staff created a map of the locations (<https://www.townoftruckee.com/government/public-art/public-art-inventory>).
- Guided the development of a Request for Proposals and selection process for the Brockway Road Wall Art project and provided guidance on the implementation of that project, which is now installed. The PACT subsequently reviewed the process and made recommendations for future calls for artists, including a preference for a Request for Qualifications.
- Provided guidance to staff on the Donner Lake Litter/Recycled sculpture project.
- Advised staff on the appropriateness of a proposed mural on the Truckee Tahoe Lumber Yard property.
- Developed a grant application that was submitted by staff for an update to the art inventory.
- Developed a list of opportunity sites that aligns with the goals of the Public Art Master Plan.

Future Work Plan Items and Estimated Costs

The Work Plan identifies future opportunity sites and programs and assigns a priority to those potential projects (for work in FY 23/24 and 24/25 and then beyond). A complete list of opportunity sites is included as Attachment B to the Work Plan, which includes cost estimates, notes on implementation constraints, and how they tie to Council priorities. Table 1 of the Work Plan (**Attachment 2**) also summarizes the proposed projects, which include projects for implementation as well as programs and updates to be performed by the PACT or Town staff.

The Town's Draft Capital Improvement Program (CIP) includes a total of \$300,000 for CIP C2308, Public Art Master Plan Implementation through Fiscal Year 24/25 (\$200,000 General Fund and \$100,000 American Rescue Plan Act). To date, approximately \$120,000 of that has been allocated to the Brockway Road Wall Art and Donner Lake Recycled Sculpture project, leaving \$180,000 unallocated.

Table B below summarizes anticipated future funding needs (assuming projects costs at either the middle or the top of the estimated cost range) and assuming all projects are successfully implemented. As the table indicates, an overall funding shortfall of \$297,500 to \$535,000 is anticipated based upon the PACT's list of priority projects. However, except for the Donner Lake and Brockway Road projects, all of these projects are at a concept level with high-level planning cost estimates, and the timing of their implementation is dependent on funding and staff resources. Also note that the table does not

Table B: Anticipated Future Funding Needs

Expenditures Assuming Costs Equal to Average of Range				
Project	FY 23/24 and Prior	FY 24/25	FY 25/26 and Beyond	TOTAL
Brockway Road Wall Art	\$60,000	\$0	\$0	\$60,000
Donner Lake Litter/Recycled Sculpture	\$60,000	\$0	\$0	\$60,000
Art Funding Strategy	\$0	\$25,000	\$0	\$25,000
Update Public Art Inventory	\$0	\$15,000	\$0	\$15,000
Youth Art Project with Schools	\$0	\$12,500	\$0	\$12,500
Sidewalk Art	\$0	\$37,500	\$0	\$37,500
Temporary Art Pilot Project		\$12,500	\$0	\$12,500
New Transit Center in the Railyard	\$0	\$150,000	\$0	\$150,000
Update Public Art Master Plan	\$0	\$0	\$37,500	\$37,500
Mclver Dairy	\$0	\$0	\$37,500	\$37,500
Shoreline Park	\$0	\$0	\$37,500	\$37,500
Environmental art - forest and trails	\$0	\$0	\$12,500	\$12,500
West River Street Park	\$0	\$0	\$100,000	\$100,000
Total	\$120,000	\$252,500	\$225,000	\$597,500
Budgeted Funds	\$200,000	\$100,000	\$0	\$300,000
<i>Anticipated Funding Shortfall (Cumulative at End of FY)</i>	<i>\$80,000</i>	<i>-\$72,500</i>	<i>-\$297,500</i>	<i>-\$297,500</i>
Expenditures Assuming Costs Equal to Top of Range				
Project	FY 23/24 and Prior	FY 24/25	FY 25/26 and Beyond	TOTAL
Brockway Road Wall Art	\$60,000	\$0	\$0	\$60,000
Donner Lake Litter/Recycled Sculpture	\$60,000	\$0	\$0	\$60,000
Art Funding Strategy	\$0	\$25,000	\$0	\$25,000
Update Public Art Inventory	\$0	\$15,000	\$0	\$15,000
Youth Art Project with Schools	\$0	\$25,000	\$0	\$25,000
Sidewalk Art	\$0	\$50,000	\$0	\$50,000
Temporary Art Pilot Project		\$25,000	\$0	\$25,000
New Transit Center in the Railyard	\$0	\$250,000	\$0	\$250,000
Update Public Art Master Plan	\$0	\$0	\$50,000	\$50,000
Mclver Dairy	\$0	\$0	\$50,000	\$50,000
Shoreline Park	\$0	\$0	\$50,000	\$50,000
Environmental art - forest and trails	\$0	\$0	\$25,000	\$25,000
West River Street Park	\$0	\$0	\$150,000	\$150,000
Total	\$120,000	\$390,000	\$325,000	\$835,000
Budgeted Funds	\$200,000	\$100,000	\$0	\$300,000
<i>Anticipated Funding Shortfall (Cumulative at End of FY)</i>	<i>\$80,000</i>	<i>-\$210,000</i>	<i>-\$535,000</i>	<i>-\$535,000</i>

capture costs associated with Town staff working on non-capital projects such as developing a conservation and maintenance plan or minor updates to the public art inventory and website.

PACT Resources

It is important to note that PACT is a volunteer commission. In addition to attending meetings, the PACT members often work on projects outside the meetings, such as the development of the Public Art Inventory, the California Creative Corps grant application, and the gifting and donation policy development. To date the Town has not expended Town resources for training or conference attendance for the various PACT members, but this is something that could be considered for the future.

Table C below is the draft meeting schedule identified in the Work Plan with edits since July. The edits not only demonstrate the need for flexibility in the Work Plan as new items appear or priorities change, but also the limitations on the number of projects the PACT and staff are able to complete.

Table C: Draft PACT Meeting Schedule from the PACT Annual Work Plan with Update Edits
(**bold underline** indicates addition, ~~strikethrough~~ indicates deletion)

Month	Item
July	Work Plan Review and Approval Brockway Road Plaque Review
August	<u>Brockway Road Wall Art Plaque – Second Review</u> Art Inventory Review and Update
September	Review Roles and Responsibilities Brown Act Review <u>Temporary Public Art Program Discussion</u> <u>Brockway Road Wall Art “Path” Plaque Approval</u> Chair and Vice Chair Appointments
October	Youth Art Discussion <u>Chair and Vice Chair Appointments</u> Temporary Art Program Discussion <u>Continued</u> Sidewalk Art Discussion <u>Work Plan/Funding Update</u>
November	Opportunity Sites—Commissioner Site Selection <u>Youth Art Discussion</u> <u>Sidewalk Art Discussion</u>
December	New Project Development - RFP
January	<i>Free/Potential Holiday Cancellation</i>
February	Project Development—Selection
March	Project Development—Selection
April	Work Plan Review, Budget, and Funding Strategies
May	Project Development—Miscellaneous
June	Work Plan Review & Approval

Town Staff Resources

Last fiscal year, Engineering staff spent approximately 415 hours on items related to the PACT and the PAMP. This includes time spent by Becky Bucar (Assistant Public Works Director) and Nola Mitchell (Associate Engineer). This does not include the time spent by Town Clerk staff, and Administrative Technician, Sarah Ring, who organizes the meetings and agendas, participates in the meetings, and prepares the meeting minutes each month.

Potential Long-Term Funding Strategy

The PAMP currently contains the following Goal and Policy related to funding:

Strategy 1.2: Dedicate appropriate levels and types of funding for public art.

Policy 1.2(a): Establish dedicated funding for public art.

Establish a dedicated funding stream(s) for public art. This funding could be in the form of a budget line item, percentage of Capital Improvement Project (CIP) budgets, or other General Fund options later identified. Guidelines for fund expenditures, and funding amounts, to be established as part of the Town budget process annually. (Timing: initiate with 2019 budget process; ongoing; Staff responsibility)

Policy 1.2(b): Explore external funding sources.

Explore external funding sources with the assistance of appropriate partners. Devote staff and/or consultant time to work with private, non-profit and agency partners to seek funding for public arts where opportunities arise. This may be best accomplished through the vehicle of the Truckee Cultural District and coordinated with local arts organizations, like the Truckee Arts Alliance. (Timing: Ongoing; Staff and arts community responsibility)

Policy 1.2(c): Explore private development incentives.

Initiate a collaborative dialogue with key stakeholders (e.g., building community, development community, arts community) about the possibilities of public art requirements or incentives in private development or redevelopment projects. (Timing: mid-term, initiate after first years of implementation of the Public Art Master Plan and integrate with final General Plan policies; Staff and multiple stakeholder responsibility)

In addition, one of the goals identified by the PACT in the Work Plan is to develop a long-term funding strategy. Some PACT commissioners have expressed concern that long-term planning is difficult to accomplish without an established steady funding stream. While these ideas would need to be further developed to evaluate feasibility and implementation strategy, some potential funding mechanisms used by other agencies are as follows:

- **Percent for Art Program:** These programs set aside a certain amount for art each year, based on the total publicly funded infrastructure. Typically, the percentage applied is 0.5 to 2 percent. Percent-for-art ordinances guarantee a funding stream for public art projects regardless of what happens to city budgets or arts funding but makes that funding unavailable for other priorities.
- **Private Development Incentives:** Working with developers to include art as commissioning works of art for their projects benefits more than their bottom line. Examples of incentives that can be provided to developers include increased coverage, modified parking requirements, or increased density.
- **Art In-Lieu Fee:** With an in-lieu fee, developers that pay the public art fee contribute towards a public benefit in the form of public art implemented by the Town in the future. In some cases (if adequate nexus can be established), the payment of fees might be used to mitigate impacts.
- **Temporary Art Program:** On a smaller scale, a temporary art program can be one way to generate revenues whereby the art is displayed and made available to purchase and, if sold, the Town would receive a portion of the sales price.

Specific Council Direction Requested

While the Council may provide direction on any portion of the Work Plan, staff is requesting input on several key items, identified below.

1. **Project List and Opportunity Sites:** Provide direction on the list of opportunity sites, identify any projects to add or remove; and indicate any specific priorities.
2. **Staff Resources:** Provide direction on the appropriate level of staff resources that should be dedicated to the implementation of the Work Plan. For example, is the current level (approximately 400 hours of Engineering staff time a year) appropriate? This information can be used to develop a Work Plan that can be accomplished with the allocated resources.
3. **Long-Term Funding Strategy:** The evaluation of potential long-term funding strategies, including advantages/disadvantages, fee nexus, and implementation plan for any funding strategy could take a substantial amount of time for Town staff or consultants to prepare and could be in the \$15,000-\$30,000 range. Alternatively, Council may decide to continue with the current approach to identify art funding on an annual basis as a part of the budget adoption process.

Staff proposes to use the direction provided by Town Council to inform the next quarterly Townwide Work Plan updated (currently scheduled for November 14, 2023). In addition, instead of finalizing the attached PACT Work Plan for Council formal approval, staff recommends using Council feedback to update the PACT Work Plan in conjunction with the next Townwide Work Plan update and Fiscal Year 2024/25 budget adoption.

Art Donation and Gifting Policy

The PACT completed the draft Art Donation and Gifting Policy (**Attachment 3**) in October 2021 but it was never reviewed and accepted by the Town Council. As such, staff is recommending that Council review and accept the attached policy, noting that it may be modified as needed as new opportunities arise.

Priority:

<input checked="" type="checkbox"/>	Enhanced Communication	<input type="checkbox"/>	Climate and Greenhouse Gas Reduction	<input type="checkbox"/>	Housing
<input checked="" type="checkbox"/>	Infrastructure Investment	<input type="checkbox"/>	Emergency and Wildfire Preparedness	<input type="checkbox"/>	Core Service

Fiscal Impact: Should the Council direct staff to pursue consultant services for a public art funding strategy analysis, staff expects it will cost roughly \$15,000 to \$35,000 (although the actual cost will depend on the results of the proposal solicitation).

Ongoing administration of the Public Art Program and PACT meetings at the current level is expected to require approximately 400 hours a year, representing 25 percent of a full-time Engineering staff person.

Public Communication: None beyond this staff report and the PACT agenda meeting notices and discussion.

Attachments:

Attachment 1: Public Art Commission of Truckee Formation Resolution 2020-09

Attachment 2: 2023 PACT Annual Work Plan

Attachment 3: Draft donation and gifting policy