



# Engagement Through the Arts

Arts Commission  
October 2017



Sunnyvale

# Agenda

- Master Plan for Public Art Update
- Community Engagement Summary
- Community Feedback
- Engagement Opportunities
- Discussion



# MPPA Update

- June/July 2017: Project Initiation
- July-Sept 2017: Community and Civic Engagement
- Sept-Oct 2017: Research analysis, summary and preliminary recommendations
- Oct-Dec 2017: Plan development
- Jan 10, 2018: Draft review at Joint Arts Commission w/Park and Rec
- Feb 2018: Final plan and approval

# Community Engagement Summary

- 787 respondent surveys completed from July 29 to Sept. 18
- Community and Civic Engagement (July through Sept)
  - 20 individual interviews
  - 10 discussions groups
  - 3 community meetings
  - Arts Commission and City Council Study Session
  - Taskforce meeting
  - Core Team meetings



A word cloud visualization of survey responses from residents of San Jose's agricultural valleys. The words are arranged in a circular shape, with colors ranging from blue to red. The most prominent words include "technology", "orchards", "diversity", "community", "safe", "diverse", "well", "city", "town", "culture", "family", "friendly", "place", "great", "past", "businesses", "Love", "Apricots", "heritage", "balanced", "convenience", "Cleanliness", "influences", "home", "Diverse", "Safety", "Cultural", "Silicon", "large", "Climate", "open", "ethnicity", "spaces", "quiet", "future", "raise", "run", "tech", "age", "places", "one", "live", "feel", "hub", "history", "life", "Apple", "Valley", "heart", "parks", "Iconic", "ties", "big", "Young educated", "economy", "sense", "gathered", "growing ideas", "pride", "events", "melting", "strong", "clean", "industry", "public", "downtown", "multi-cultural", "library", "agricultural", "Computer", "feeling activities", "centric park/lake Technology", "Accessability neighborhoods", "multicultural", "everything", "hotspot nature", "different farmers innovations values farmer's sense", "population fruit sunny future", "market", "people", "lots", "pot", "cultural", "home", "Love", "Apricots", "heritage", "balanced", "convenience", "Cleanliness", "influences", "friendly place great past businesses Love Apricots heritage balanced convenience Cleanliness influences".

# Community Feedback

- “I would like to see public art that feels like it is a part of a place and enhances the sense of what that place represents...”
- “Walking around our neighborhood, we see an increasingly culturally diverse population. We wish there were events and an emphasis on our common experiences to help bring us together.”
- Sunnyvale wants to become more of a connected community through art, experience art as part of their daily lives and have more interesting gathering places and events.

# Opportunities to Engage

- Hands on the Arts
- Art on the Cart Contest



## *Art on the Cart* **CONTEST**

This year's theme is

—○—  
**"Community Connections"**





# Discussion

