

## 2020 COUNCIL STUDY ISSUE

### **NUMBER**

..Title

LCS 20-01

**TITLE** Include Diverse Groups of People in the Art Creation Process

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### **BACKGROUND**

**Lead Department:** Department of Library and Community Services

**Support Departments:** Office of the City Manager

Office of the City Attorney

**Sponsor(s):** Dawna Eskridge

**History:** 1 year ago: n/a

2 years ago: n/a

### **SCOPE OF THE STUDY**

#### **What precipitated this study?**

There is currently a lack of diversity being displayed in the artists selected for the public art projects in Sunnyvale. Sunnyvale should acknowledge and include Veterans, Native Americans, African-Americans, Hispanic-Americans, Asian-Americans, Seniors, disabled and those with special needs in its process if commissioning artworks.

#### **What are the key elements of the study?**

The purpose of this study is to consider requiring the public art projects in Sunnyvale to integrate specific populations or demographics in the consultation, design or commission phases. The key elements of this study are as follows:

- 1) Analyze the current collection to identify potential gaps in representation from each population.
- 2) The review and identification of best practices used by benchmark organizations that may have a similar requirement;
- 3) Recommended policy changes or program investments to fill identified gaps in service and/or policy;
- 4) An analysis of the costs and resources including but not limited to: dedicated staff, operating budget and organization oversight;
- 5) The identification of grants, donations and/or other outside resources available to advance cultural inclusion initiatives in public art projects; and
- 6) Community outreach to seek input on best practice recommendations.

**Estimated years to complete study:** 1year

### **FISCAL IMPACT**

#### **Cost to Conduct Study**

Level of staff effort required (opportunity cost): Minor [known to be low effort]

Funding Required for Non-Budgeted Costs: \$ 40,000

Funding Source:

Will seek budget supplement

The Study would require minor staff time from the Department of Library and Community Services to conduct policy research and analysis on the study. Staff time would also be required from the Office of the City Manager and Office of the City Attorney to review and advise on results of research. Nonbudgeted cost would include hiring of a consultant to conduct the organizational analysis of the City's current efforts, the identification of best practices, assistance with community engagement and development of proposed policy and/or program enhancements.

**Cost to Implement Study Results**

Unknown. Study would include assessment of potential costs, including capital and operating, as well as revenue/savings.

**EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION**

Council-Approved Work Plan: No

Council Study Session: Yes

Reviewed by Boards/Commissions: Arts Commission

**STAFF RECOMMENDATION**

Drop. This policy issue does not merit discussion at a Study Issues Workshop.

There is currently a study issue (LCS 19-03, Explore Strategies to Promote Cultural Inclusion in City Programs Services) in progress which will identify opportunities to include and reflect the City's diverse communities. Additionally, the Master Plan for Public Art will recommend "public art to better reflect the cultural diversity of the City."

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Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager