

CITY COUNCIL COMMITTEE

YOUTH & EDUCATION

Ron Leone, Chair
Edi Birsan, Committee Member

5:30 p.m.
Monday, July 20, 2015

Wing A, Garden Conference Room
1950 Parkside Drive, Concord

- A G E N D A -

ROLL CALL

PUBLIC COMMENT PERIOD

- 1. UPDATE** – Utility Box Art. Report by Justin Ezell, Director of Public Works.
- 2. ADJOURNMENT**

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Justin Ezell, Director of Public Works
Administrative Services

**REPORT TO COUNCIL COMMITTEE ON
YOUTH AND EDUCATION****TO THE HONORABLE COMMITTEE MEMBERS:**

DATE: July 20, 2015

SUBJECT: UTILITY BOX ART**Report in Brief**

This report summarizes the actions taken by the Youth and Education Committee related to the Utility Box Art Pilot Program and introduces Sorell Raino-Tsui and Kriselle Caparas of Streets Alive!

The Streets Alive! initiative offers art production and consulting services to municipalities and has completed many successful art on utility box projects. The Streets Alive! team will explain their program as an alternative to the City managing its own in-house art on utility box program.

Background

On April 7, 2015 at its regularly scheduled meeting, the City Council directed the Youth and Education Committee to deliberate the placement of art on utility boxes within the City of Concord. The motion was made by Councilmember Leone and seconded by Councilmember Birsan.

On May 18, 2015 the Youth and Education Committee met to deliberate the placement of art on utility boxes. After hearing the staff report, the Committee began defining a pilot program that would initially begin with five locations in the Monument Area. The Committee expressed a desire for the art on utility box pilot program to contain the following elements:

- Involvement of youth – grades 6th through 12th – through art contests/submissions
- Use of vinyl wrap in lieu of direct painting of utility boxes
- Funding sources other than the General Fund, including donations/sponsorships
- Consideration of tactfully placed sponsorship recognition on wraps
- Encouraging art that incorporates cultural designs representing the area (no words)
- Using the Youth and Education Committee to select art designs and approve artwork

Staff was directed to return to the Committee at its next meeting with a draft program and additional information including:

- A cost comparison of vinyl wraps against graffiti abatement
- Ability to print and install vinyl wraps in-house

On June 15, 2015, staff presented options to the Youth and Education Committee as a follow up to their requests at the May 18, 2015 meeting. The Committee reached a consensus to have staff prepare a report to Council for the July 7, 2015 meeting as a consideration item.

While preparing materials for the July 7, 2015 City Council meeting, staff made contact with the program managers from Streets Alive!, an initiative of Earth Island Institute that produces public art and gardening projects.

Discussion

One of the items that the Youth and Education Committee directed staff to analyze was the cost of vinyl wraps as compared to graffiti abatement. Staff reviewed graffiti abatement records from the last twelve months focusing on tags on utility boxes. Records of graffiti tags abated from utility boxes were found to be inconsistent, meaning they happen sporadically throughout the City and at different times. Staff could estimate fairly accurately the abatement costs if all utility boxes in the City were being considered; however, staff could not pinpoint exactly how much money the City would save if abatement did not need to occur on utility boxes in five specific locations in the Monument Area.

To speak more generally, the costs to remove tags from a utility box can range from as low as \$40 to as much as \$160 per occurrence depending on the amount of vandalism and the abatement methods used. The occurrence can be as low as once per year to as much as twice per month. With this information, the best estimate from staff is that the annual graffiti abatement cost for a utility box is a range of \$40 on the low to \$3,840 on the high. Staff has not yet solicited bids from vinyl wrap contractors but has received initial cost information. The costs can range from approximately \$1,000 to \$2,000 per location depending on the size and cabinet orientation at each location. More definitive information will be obtained should the City Council direct staff to move forward with the proposed program schedule.

The Youth and Education Committee also directed staff to determine the in-house ability to print and install vinyl wraps. Staff determined that printing vinyl wraps in-house is beyond our own technical and equipment capabilities, and therefore must be outsourced to a company specializing in the materials and methods used.

If the City Council decides to move forward with an in-house pilot program, staff will recommend that the following program schedule be followed to meet critical process deadlines:

NO.	TASK DESCRIPTION	RESPONSIBLE	DUE DATE
1.	Select five utility boxes in the monument area	Public Works	Complete
2.	Solicit bids, select vinyl wrap vendor and graphic artist	Public Works	July 15-22
3.	Send sponsor letter to potential donors	Y&E Committee	August 1
4.	Confirm sponsorship funding	Y&E Committee	August 15
5.	Send art contest participation letter to teachers/schools	Y&E Committee	September 1
6.	Confirm participating students	Y&E Committee	September 15
7.	Art submission deadline	Participating teachers	November 1
8.	Art judging/selection	Y&E Committee	December 1
9.	Graphic artistry/wrap design	Public Works/Vendors	January 15
10.	Wrap installations	Public Works/Vendors	February 15
11.	Council recognition of donors, students and teachers	City Council	March 15

In addition to the pilot program described above, the Todos Santos Business Association (TSBA) shares a similar interest and desires the placement of art on utility boxes in the City's downtown. The TSBA consulted with staff regarding the Youth and Education Committee's pilot program and has made a commitment to partner with the City on a pilot program with the goal of adding additional utility box art locations to their area.

As an alternative to the City managing its own in-house art on utility box program, the Youth and Education Committee will hear from Streets Alive!, who offers art production and consulting services to municipalities, business associations and neighborhood groups. The group consults with cities across the nation placing artistically painted utility boxes in communities. The group raises funds for their work from individuals, foundations, businesses, associations and local governments.

Fiscal Impact

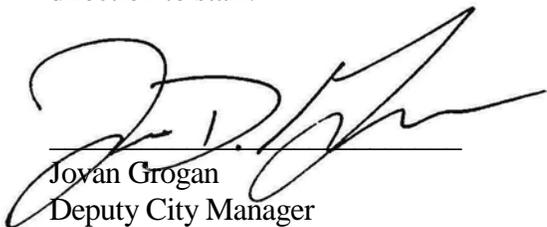
This pilot program will be paid for through sponsorships and donations; at this time no City resources are being allocated to the program other than the minimal staff time needed to complete the actionable items shown in the proposed program schedule.

Public Contact

The City Council Committee Agenda was posted, and an invitation was sent to the Todos Santos Business Association.

Recommendation for Action

Staff recommends that the Youth and Education Committee consider the information and provide direction to staff.



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Attachment A: Streets Alive! Utility Box Art Project Examples

