

# CITY COUNCIL COMMITTEE

## **YOUTH & EDUCATION**

**Edi Birsan, Chair**

**Tim Grayson, Committee Member**

**5:30 p.m.**

**Monday, March 21, 2016**

**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 Pilot Program. Report by Justin Ezell, Director of Public Works.
- 2. ADJOURNMENT**

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

DATE: March 21, 2016

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

Staff was directed by the City Council to initiate a draft pilot program for the placement of art on utility boxes. This report provides an update on the pilot program, which has struggled to obtain donations to fund the art installations. This report contains a recommendation that the Youth and Education Committee support the re-appropriation of \$10,000 of Art in Public Places funds to provide initial seed money for the pilot utility box art 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 returned to the Committee with a draft program and additional information including a cost comparison of vinyl wraps against graffiti abatement and the ability to print and install vinyl wraps in-house on June 15, 2015 and July 20, 2015. During the second of these meetings the Committee reached a consensus to partner with Streets Alive!, an initiative of Earth Island Institute that produces public art projects.

On July 28, 2015 the City Council authorized staff to work with Streets Alive! to place vinyl wrap artwork on utility boxes and to help solicit sponsorships to fund the art on utility box program.

**Discussion**

Following the July 28, 2015 City Council meeting staff worked with the Youth and Education Committee to solicit program funding from several City of Concord based organizations. Two organizations came forward to help finance the program, pledging a combined total of \$2,500.

The concept of the pilot program was to first secure funding for five (5) utility boxes in the Monument area. The total amount needed to place vinyl wraps on utility boxes at these five locations is estimated to be between \$10,000 and \$12,500. The next step of the process was to secure artwork from local schools which would be printed and used for utility cabinet vinyl wraps.

To date, only \$2,500 has been secured in donations for this program. As a result, the program is currently at a standstill and cannot proceed until additional funds are secured. Staff has researched available funding City sources for the pilot program. A total of \$18,947 is available from residual Art in Public Places funds (prior fees for public art that were applied to new construction projects). In 2014, the majority of the remaining Art in Public Places funds (\$129,000) were allocated to construct archways in Todos Santos Plaza. Upon completion of that project (CIP# 2294), a total of \$14,496 was unspent. These funds, as well as an additional \$4,451 in the Art in Public Places Fund (Fund# 285) are available for re-appropriation.

Staff recommends that the Youth and Education Committee support the re-appropriation of \$10,000 of the residual Art in Public Places funds to fully fund the Utility Box Art pilot program. Together with the \$2,500 in donations that have been received, this will provide a total budget of \$12,500 for the pilot program. If the Committee supports staffs' recommendation, an agenda item to authorize the re-appropriation will be placed before the City Council for approval.

**Fiscal Impact**

The initial pilot program was designed to be funded through sponsorships and donations; at this time no City resources have been allocated to the program other than the minimal staff time needed to prepare miscellaneous documents and research. The staff recommendation will use \$10,000 of residual Art in Public Places funds for Utility Box Art installations. No additional impact on the City's finances are anticipated.

**Public Contact**

The City Council Agenda was posted.

**Recommendation for Action**

Staff recommends that the Youth and Education Committee support the re-appropriation of \$10,000 of the residual Art in Public Places funds to fully fund the Utility Box Art pilot program. These funds will come from remaining money in the Todos Santos Archway project (CIP# 2294).



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Jovan Grogan  
Deputy City Manager  
[Jovan.Grogan@cityofconcord.org](mailto:Jovan.Grogan@cityofconcord.org)

Prepared by: Justin Ezell  
Director of Public Works  
[Justin.Ezell@cityofconcord.org](mailto:Justin.Ezell@cityofconcord.org)