

**Art in Your Park Project Description  
Roles and Responsibilities  
Milpitas Alliance for the Arts  
City of Milpitas**

**Purpose:** This project is a private/public partnership between the Milpitas Alliance for the Arts and the **Public Art Committee** of the City of Milpitas. The foundation for success of this project is rooted in the involvement of the individual neighbors of each park. It is **envisioned** that the neighbors surrounding the identified park will participate in every step of this project, from the selection of the artist, to the selection of the art piece. By providing their input for the art installation, the piece will reflect to the viewers something about the neighborhood and the residents will feel a sense of pride and ownership in the art piece.

**The Milpitas Alliance for the Arts:** to manage the entire project

**The City of Milpitas Public Art Committee:** to provide community outreach and public hearings

**Project Procedure**

**Step 1. Choose a Milpitas park: Completed (Pinewood Park)**

**Step 2. Contact Targeted Neighborhood**

City of Milpitas PAC

- Invitation to first meeting, i.e. mail all neighbors, Arts Commission, PRCRC, City Council, door hangers to all neighbors **(City Staff)**
- Verbally invite personally known neighbors **(PAC)**
- Milpitas Post advertisement, City Website, Ch. 15 **(City Staff)**

MAFTA

- Post meeting on MAFTA Website
- Verbally invite personally known neighbors

**Step 3. First Neighborhood Meeting**

**PAC:**

- Prepare and facilitate neighborhood meeting (in park)
- Refreshments
- Document (photographs and/or sign-in sheet)
- Easel for Art in Your Park Poster
- Key questions for neighborhood,
  1. What do you want in your park?
  2. Criteria for piece?
  3. Desired location?
  4. Functionality?

**Step 4. Request for Qualifications (RFQ)**

## PAC

- Write the RFQ according to criteria gathered at the neighborhood meeting
- Commission Consultant to distribute RFQ to potential artists and qualify the responders

## Step 5. Screen Responses & Second Neighborhood Meeting

### City of Milpitas

- Advertise the meeting and artist slide show through invitation to all neighborhood houses, Arts Commission, PRCRC, City Council

## PAC

- The Consultant will screen the responses for appropriateness
- Prepare a slide show with the Consultant to present artists to the neighbors
- Supply written comment sheets for the neighbors to fill out on the artists
- Participating neighbors will give their written feedback on forms provided by MAFTA and rate their top three choices for the Project Artist
- Tally the choices from each participant in order to determine the (3) finalists

## Step 6. Model Proposals

## PAC

- Contact the (3) top finalists for model production
- Meet each of the Artists at a specified time in the park to show them the park intended for art installation
- Give artists an overview of what the neighborhood has expressed is important to them and answer any questions
- Set a due date for Models
- Pay the (3) top finalists \$250.00 each for a completed model that depicts their proposal for the art installation (models are to reflect the desires of the neighborhood)

## Step 7. Community Input

### City of Milpitas

- Organize meeting with MAFTA, PAC and City department representatives (Police, Fire, Parks, Engineering, Public Works) to review and for city's written evaluation of each proposal, identifying potential issues with safety, engineering, upkeep, etc.
- Send invitations for the 3<sup>rd</sup> Neighborhood meeting to all neighboring houses and public for review of models and input

## PAC

- Create community input sheets (one color for neighborhood residents and one color for all others) to travel with models
- Coordinate and show all models throughout the community for input. Locations may include, but are not limited to:

- Milpitas City Council
  - Milpitas Unified School Board
  - Planning Commission
  - Community Advisory Commission
  - PRCRC
  - Arts Commission
  - Library Commission
  - Milpitas Community Center
  - City Hall
  - Milpitas Senior Center
  - Public Events
- Collect all written community input and tally for neighborhood and non-neighborhood choices

### **Step 8. Final Selection and Contract**

#### **PAC**

- Present summary of community and neighborhood input to the Arts Commission and request that the Commission make a recommendation to the City Council to approve the neighborhood's final selection
- Notify the artists of final decisions and set timeline for completion of project with selected artist

#### City of Milpitas

- City Council will consider the neighborhood's wishes at a Public Hearing at a City Council meeting and make a final selection for which an art piece will be commissioned for the targeted park
- City Council will approve the final selection
- Draft a three-way contract with Artist, City of Milpitas and MAFTA

### **Step 9. Installation**

#### **PAC/MAFTA**

- Coordinate with the City of Milpitas for art installation
- Order and pay for a plaque for the art installation
- Organize art unveiling ceremony

#### City of Milpitas

- City will erect mock installations (for example, made of PVC piping) in the park, for neighbor's input regarding location
- City Council will approve exact location within the park for the installation based on the city staffs', neighbors' and artists' input
- Mail out invitations for unveiling ceremony and handle all community outreach and media coverage