



ALAMEDA COUNTY ARTS COMMISSION

Comment on the Proposal Designs for the **Community Identifier Projects** in Castro Valley, San Lorenzo and Ashland/Cherryland

View the proposals online or in-person and submit your comments!
Don't miss this opportunity! Comment period closes August 27th!
Your input is very important!

[Online – View all of the Proposals and Submit Your Comments](#)

Now through August 27, view the proposals for all 3 sites and submit comments online at: bit.ly/CIPProjectsPD

[Castro Valley Proposal Display](#) (Castro Valley proposals only)

June 26 - July 26, 2017: Castro Valley Library, 3600 Norbridge Ave, Castro Valley
Hours: Sun 1-5pm, Mon & Tues 12-8pm, Wed & Thurs 10am-6pm, Sat 10am-5pm. Closed Fridays and July 4.
Tues, Aug 1, 5-7pm: Castro Valley Street Eats, Adobe Art Center, 20395 San Miguel Ave, Castro Valley

[San Lorenzo Proposal Display](#) (San Lorenzo proposals only)

June 26 - July 26, 2017: San Lorenzo Library, 395 Paseo Grande, San Lorenzo
Hours: Sun 1-5pm, Mon & Tues 12-8pm, Wed & Thurs 10am-6pm, Sat 10am-5pm. Closed Fridays and July 4.

[Ashland/Cherryland Proposal Display](#) (Ashland/Cherryland proposals only)

Tues, July 11, 7-9:30pm: Cherryland Community Assoc. meeting, Eden United Church, 21455 Birch, Hayward
Tues, July 18, 6:30-8:30pm: Ashland Community Assoc. meeting, Ashland Place, 16385 E. 14th St, San Leandro
Fri, July 28, 6-8pm: Eden Night Live at 16640 E. 14th St, San Leandro
Wed, Aug 16, 4-7pm: Ashland Community Center, 1530 - 167th Ave, San Leandro

Background: The Community Identifier Project involves designing and hand-painting the name of the community along with other simple design elements on freeway overpasses in Castro Valley, San Lorenzo and Ashland/Cherryland. In March 2017, three separate Artist Selection Committees, one for each community, met to review the qualifications and past work of a project pool of artists. The Selection Committees are comprised of community members and local artists. Each Committee selected five artists as semi-finalists who were invited to create a proposal design. In April and May, a Community Roundtable was held in each of the three communities with the artist semi-finalists. During the Roundtables, community members had the opportunity to share thoughts about the special characteristics of their community. Community members also contributed ideas through an online survey. The artist semi-finalists considered the survey and Roundtable comments when developing their proposal designs.

About Your Comments: Community members are encouraged to submit comments describing why each of the artists' proposal designs may or may not be a good match for the whole community. The comments will help inform the Selection Committees' deliberations about the best designs. The public comments are not considered a vote. All of the comments that are collected will be shared with the Selection Committees when they reconvene in September to interview the artists. At that time, each Committee will select one artist to create the community identifier for their community. One artist may be selected for more than one site.

For More Information: Visit www.acgov.org/arts (click on "What's New") for the latest project update. Contact the Alameda County Arts Commission at artscommission@acgov.org or call us at (510) 208-9646.