



Alameda County Arts Commission
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*** PRESS RELEASE ***

Community Identifier Projects
Share your ideas about the proposals. Only a few more weeks left to comment.
Online survey closes on August 27.

(Oakland, California) – The Alameda County Arts Commission invites community members to view the artists' proposal designs for the Community Identifier Projects online and submit comments. Community members can view the proposals and submit comments by visiting the website, bit.ly/CIPProjectsPD or by visiting the Arts Commission's website at www.acgov.org/arts (click on "What's New"). The online comment period closes on August 27, 2017.

Community Identifier Projects are planned for three of Alameda County's unincorporated communities: Castro Valley, San Lorenzo, and Ashland/Cherryland. The Community Identifier Projects involve designing and painting the name of the community along with other design elements on freeway overpasses. The overall goal is to create community gateway markers that help support a positive and welcoming environment for both the community and visitors. Practicing, professional artists will be selected through an open competitive process to design and paint the Community Identifiers. The projects have multiple opportunities for community engagement and feedback as well as reviews by local community groups, the Members of the Alameda County Arts Commission, the Alameda County Board of Supervisors and the CA State Department of Transportation (Caltrans). The Arts Commission believes that community input is very important and encourages community members to comment on the proposal designs.

In March, three 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 for the Community Identifier for their community. 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 and how those characteristics should be reflected in the designs of the Community Identifier. Community members also contributed ideas through an online survey. The artist semi-finalists considered the survey and Roundtable comments when developing their proposal designs. Since June, the artists' proposal design boards have been traveling to various locations in Castro Valley, San Lorenzo, and Ashland/Cherryland.

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. An artist may be selected for more than one site.

Community members who want to receive updates about the projects should send an email to artscommission@acgov.org to be added to the Arts Commission's email list. For more information about the Community Identifier Projects, contact the Alameda County Arts Commission at (510) 208-9646 or www.acgov.org/arts

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