



Alameda County Arts Commission
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For Immediate Release
April 4, 2017

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*** PRESS RELEASE ***

**Everyone is Invited to the Community Roundtable Events!
Meet the Artists Making Proposals for the Community Identifiers and Share Your Ideas**

Event Dates -

**Castro Valley Project on Tuesday, April 25, 6:00-7:30pm
Ashland/Cherryland Project on Wednesday, April 26, 6:00-7:30pm
San Lorenzo Project on Tuesday, May 2, 6:00-7:30pm**

(Oakland, California) – Community members are invited to attend the Community Roundtable Meetings with the artists selected as semi-finalists for three Community Identifier Projects in unincorporated Alameda County: Castro Valley, San Lorenzo, and Ashland/Cherryland. Each meeting will be focused on the Community Identifier for that particular site. Come to the Roundtable in your community with the artists creating proposals for your community! Community members will have the opportunity to share thoughts about the special characteristics of their community and how those should be reflected in the designs of the Community Identifier. Community Members may also contribute ideas through the online survey available at <http://tinyurl.com/ztqzvan>. The survey responses will be shared with the artist semi-finalists making proposals for the projects.

The Community Roundtable for the Castro Valley Project is scheduled for Tuesday, April 25, 2017 from 6:00-7:30pm at the Castro Valley Library, 3600 Norbridge Avenue in Castro Valley. The Community Roundtable for the Ashland/Cherryland Project is scheduled for Wednesday, April 26, 2017, 6:00-7:30pm at Ashland Place, 16385 E. 14th Street in San Leandro. The Community Roundtable for the San Lorenzo Project is scheduled for Tuesday, May 2, 2017, 6:00-7:30pm at the San Lorenzo Library, 395 Paseo Grande in San Lorenzo.

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 selection process to design and paint the Community Identifiers. The projects will have multiple steps involving 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 encourages participation from community members.

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 5 artists as semi-finalists who will create proposals for the Community Identifier for their community.

More opportunities for community involvement are being planned for the future including public displays of the artists' proposals in the Summer of 2017. 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.

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