

City of Lynwood

Art in Public Places Program Work Plan

Prepared October 10, 2006

For:

Autra Adams, Assistant to the City Manager

By:

Consuelo Marshall, Project Manager, City of Lynwood

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Program Overview

In June 2006, the City of Lynwood enacted a new position, Art in Public Places Coordinator, to create its first public art program. To meet the City's desire to impact the esthetics of future private development, an ordinance (#1575) was passed to provide artwork incorporated into all private development with a total project cost of \$100,000 or more. This program will include both the establishment of an Art in Public Places Advisory Committee and Art in Public Places Program Policies and Procedures.

Program Sponsors: Enrique Martinez, City Manager
Leticia Vasquez, Mayor
Rev. Alfreddie Johnson, Jr., Councilmember
Maria Teresa Santillan, Councilmember
Louis Byrd, Councilmember
Fernando Pedroza, Councilmember
Autra C. Adams, Assistant to the City Manager

Program Manager: Consuelo Marshall, Art in Public Places
Coordinator

Major Stakeholders: Private developers
City of Lynwood citizens
City of Lynwood business community
City of Lynwood Mayor and City Council
Art in Public Places Advisory Committee
Parks and Recreation Department
City Administration
Development Services Department
Public Works
Finance and Administration
City Attorney

The economic, sociological and aesthetic needs of the City addressed by this program are:

- ◆ To include artists and their artwork in urban private development thereby increasing the value of developers' projects.
- ◆ Compliance with federal, state and municipal laws regarding private development and artwork.
- ◆ Humanize the built environment with relevant symbols that evoke civic pride and community identity.
- ◆ Provide powerful artistic statements that create a vibrant sense of place with a unique identity.
- ◆ Make art accessible to the community and visitors to stimulate public awareness and enjoyment.
- ◆ Include the community in the process of developing the first annual City of Lynwood Public Art Plan.
- ◆ Add to the funds in the Art in Public Places Fund (Ordinance #1575, Section 11-20.11, c) by encouraging donations and by applying to grant making agencies.
- ◆ Encourage artists to integrate local historical, social, environmental, political and cultural visions to their work to intrigue and inspire the viewer.
- ◆ Provide a well thought-out public art plan providing public art that enriches the lives of citizens and visitors throughout the city.
- ◆ Provide a range of employment opportunities for contemporary artists from all communities to ensure that a broad cultural heritage will be reflected in the community's public art collection.
- ◆ Foster the concept of artists as "aesthetic experts" to be recognized and actively utilized in the development and planning of the urban environment.
- ◆ Encourage collaborations between artists, urban planners, building and landscape architects, engineers and other designers.

Scope Statement

Review and approval of Program Work Plan by Assistant to the City Manager.

- 1 Program Start-Up Meeting.
- 2 Agree on Program Work Plan.
- 3 Review roll-out plan for introducing ordinance to all affected departments.
- 4 Review policies and procedures with affected departments.
- 5 Provide presentation with examples of various national public art programs for departments.
- 6 Draft for review by Assistant to the City Manager, City Manager and City Council a Gifts and Loans of Art Ordinance (Policy).
- 7 Meet with Development Services staff to learn about their procedures with private industrial and residential developers. Discuss how program information on Ordinance #1575 can be incorporated into existing procedures. In addition, discuss Development Services' current and future projects.
- 8 Meet with Finance Department to obtain information on the Public Art Fund.
- 9 Provide presentations on public art programs to city council members.
- 10 Add to the funds in the Art in Public Places Fund (Ordinance #1575, Section 11-20.11, c) by encouraging donations and by applying to grant making agencies.
- 11 Review policies and procedures with city council members
- 12 Approval of policies and procedures by city council
 - a. Meet individually with city council members to determine their appointments to the Art in Public Places Advisory Committee.
 - b. Staff to insure that council choices match the criteria in the ordinance.
- 13 Development of materials and meeting schedule for committee. Discuss importance of an annual public art plan with committee.
- 14 Initiate meeting with staff and developer for first project.
- 15 Inform department heads of all Art in Public Places Program information. Develop website presence for program on city website and print via the city newsletter.
- 16 Send press releases on the new program to local and regional media.
- 17 Create an Art in Public Places Program brochure

City of Lynwood Mayor and City Council

- ◆ Attend presentation on Art in Public Places Programs.
- ◆ Appoint members to the Art in Public Places Advisory Committee.
- ◆ Approval of appointments to the Art in Public Places Advisory Committee.
- ◆ Approval of Gifts & Loans of Art Ordinance (Policy).

- ◆ Receive information from staff on Public Art conferences and workshops.

Art in Public Places Advisory Committee

- ◆ Receive orientation session and information binder.
- ◆ Adoption of rules for selection of officers and time for meetings utilizing existing Section 2-1.5 of the Lynwood Municipal Code.
- ◆ Attend meetings and conduct business of the Art in Public Places Program.
- ◆ Serve as Art in Public Places Program ambassadors in the community and beyond.
- ◆ Provide Art in Public Places Program representation at openings and receptions.

Recreation and Community Services Department

- ◆ Provide support and oversight for Art in Public Places Program.
- ◆ Attend meetings as needed.
- ◆ Assist with communications with the City Council.

City Administration

- ◆ Attend key meetings as needed.
- ◆ Provide support for the Art in Public Places Program.
- ◆ Assist with communication with City Council.

Development Services Department

- ◆ Meet with staff to review Art in Public Places Program Work Plan
- ◆ Incorporate staff into project meetings schedule. Determine if a Development Services representative should attend meetings of the Art in Public Places Advisory Committee.
- ◆ Integrate Form and information based on Art in Public Places Ordinance #1575 into initial materials given to developers.
- ◆ Integrate Form and information based on Art in Public Places Ordinance #1575 into Development Services website information.
- ◆ Invite Planning staff to participate in development of Art in Public Places Program Annual Plan.

Public Works

- ◆ If applicable, meet with staff to review Work Plan.

Finance and Administration

- ◆ Meet with staff to review Work Plan.
- ◆ Determine method for staff to obtain current information on Public Art Funds account #89.

- ◆ Discuss city policies for invoices to the Public Art Fund.

City Attorney

- ◆ Meet with staff to review Work Plan and discuss possible program legal issues.

MIS

- ◆ Meet with staff to discuss program information for city website.

Deliverables

1. Art in Public Places Work Plan
2. Meeting with stakeholders (City departments)
3. Art in Public Places Program form and brochure for developers—Development Services Department, Assistant to the City Manager
4. Art in Public Places slide presentation for staff and City Council
5. Draft Program Policies and Procedures— City Council, City Manager, City Clerk, affected departments
6. Draft for review by Assistant to the City Manager, City Manager and approval by City Council a Gifts and Loans of Art Ordinance (Policy
7. Staff report for appointment of committee members for November 21, 2006 City Council
8. List of appointees to the committee
9. Contact letter for appointees
10. Orientation meeting for committee members
11. Orientation binder for all committee members and Assistant to the City Manager
12. Meeting schedule for Art in Public Places Advisory Committee
13. Content for website information on the program (general, Recreation and Development Services).
14. Information on possible legal issues for city attorney.
15. Research on sources of funding and proposals submitted.
16. Distribute public art conference and workshop information to City Council.

Program Assumptions

1. City Administration and the Parks and Community Services Department will commit necessary resources and support to facilitate the timely implementation of the work plan for the Art in Public Places Program.
2. All affected departments will attend meetings and participate in the new program.
3. Meeting space and assistance will be given to staff to schedule meetings for Art in Public Places Program presentations to City Council and city departments.
4. City Council will appoint committee members with an interest in the Public Art Program.
5. Sufficient development will take place in the City of Lynwood to fund an active program. And that staff will be successful in attracting donations and grants to the Art in Public Places Fund.
6. The community will support and participate in the program.
7. The program will be led by its policies and guidelines and gain a reputation of excellence which will attract the highest caliber artists.
8. City Administration and the City Council will look to the program manager and artists for their expertise on all esthetic decisions.

Program Constraints

1. This program is the Cities' first major arts program and it will require a concentrated public relations campaign to be successful.
2. The support of City Administration, City Council and the Development Services Department is critical to the success of this program.
3. Education is a major component for this program. Planning and implementation of both internal and external education is crucial for this program to be successful.
4. A belief in the artistic vision of both the artists and the Art in Public Places Coordinator are necessary to develop a high quality Art in Public Places Program.

Project Organization Chart

City of Lynwood City Council

Leticia Vasquez, Mayor
Reverend Alfreddie Johnson, Jr., Mayor Pro Tem
Louis Byrd, Councilmember
Fernando Pedroza, Councilmember
Maria Teresa Santillan, Councilmember

N. Enrique Martinez, City Manager

Autra C. Adams, Assistant to the City Manager

**Consuelo Marshall, Art in Public
Places Coordinator**

Art in Public Places Advisory Committee

Citizens of Lynwood

**Artists and the larger
Arts community**

Roles and Responsibilities Matrix

Mayor and City Councilmembers

The City's elected officials have ultimate responsibility for the overall success of the project. This elected body provides program authority and support, as well as, removal of internal barriers. Responsibilities of the Mayor and City Council include:

- ☑ Maintaining ultimate ownership of the program
- ☑ Approving a strategic course of action for the program
- ☑ Providing support and enthusiasm for the program
- ☑ Serving as spokespersons for the program within the city and beyond

City Manager and Assistant to the City Manager

The City Manager has the final say regarding the program and the responsibility to keep the program managers informed of changes in organization strategy and direction that may impact the project.

- ☑ Leading the change effort
- ☑ Ensuring that clear deliverables are established for the program
- ☑ Coordinating and prioritizing multiple program-related functions/activities and resolving disputes regarding program priorities

City Program Manager

The Program Manager is responsible for the day-to-day management of the program for the city.

The Manager will work closely with the Assistant to the City Manager and provided staff support to the Art in Public Places Committee. The Manager will also work with affected department staff in to integrate the program into city business and request City resources used for the program. City Program Manager responsibilities include, but are not limited to:

- ☑ Chief point of contact between the Assistant to the City Manager and City during the Implementation Phase
- ☑ Managing the day-to day City program activities
- ☑ Establishing and maintaining the milestone schedule and ensuring that all tasks are assigned and completed
- ☑ Providing implementation methodology expertise
- ☑ Maintaining project level authority for invoicing, resource allocation and coordination, information transfer, project deliverables and work plans
- ☑ Maintaining and enforcing project budget and timelines

- ☑ Work to increase funds in the Art in Public Places Fund (Ordinance #1575, Section 11-20.11, c) by encouraging donations and by applying to grant making agencies
- ☑ Collaborating with affected department staff in maintaining the Program Work Plan
- ☑ Providing periodic (weekly) status reports to the Assistant to the City Manager
- ☑ Maintaining consistent program files, including: the program Work Plan, memoranda, status reports, billing, issues logs and other pertinent documentation.
- ☑ Developing, maintaining and enforcing program budget and timelines
- ☑ Developing all public relations materials for program
- ☑ Communicating program activity to the Assistant to the City Manager
- ☑ Providing all information requested in a timely manner
- ☑ Serving as support staff to the Art in Public Places Advisory Committee
- ☑ Provide assistance to private developers in regards to Ordinance #1575

Art in Public Places Advisory Committee

The Committee is responsible for the review of artwork requirements for private development. The term of service is four years and members set the meeting day and time for the committee.

- ☑ Serve as the review panel for all art in public places projects under Ordinance #1575, Section 11-20 of the Lynwood Municipal Code
- ☑ Provide an interface with the citizens of Lynwood regarding the Art in Public Places Program

City Department Staff

City departments that will be affected by the Art in Public Places Program will meet with program manager to discuss the role they will play in integrating the program into their existing business processes, procedures, systems, and personnel. In addition, they will have a solid understanding of the City's future directions and related requirements.

Working with the program coordinator, staff will identify existing processes and procedures and recommend methods for compliance with Ordinance #1575. They will be responsible for ensuring that these methods are efficient and work well for the program, as well as, their department. Responsibilities include, but are not limited to:

- ☑ Working with program coordinator to review Work Plan
- ☑ Attending meetings to learn about the program
- ☑ Assist with ideas for integration of the program
- ☑ Acting as contact point for issues affecting the program

- ☑ Developing and maintaining procedures as required
- ☑ Developing training materials for their staff as required
- ☑ Troubleshooting issues in pertinent program areas
- ☑ Distributing program materials to private developers

Art in Public Places Work Plan Roles

ROLE	ASSIGNED	EMAIL	PHONE
1. Program development 2. Program approval	Leticia Vasquez, Mayor Rev. Freddie Johns Jr. Louis Bryd Fernando Pedroza Maria Teresa Santilla	lvasquez@lynwood.ca.us	310 603-0220
1. Program oversight	N. Enrique Martinez, City Manager	nemartinez@lynwood.ca.us	310 603-0220 Ext.200
1. Program oversight 2. Supervision of program manage 3. Communication to City Council	Autra C. Adams, Assistant to the City Manager	aadams@lynwood.ca.us	310 603-0220 Ext.617
1. Program management 2. Support to APP Committee	Consuelo Marshall, A in Public Places Coordinator	cmarshall@lynwood.ca.us	310 603-0220 Ext.354
1. Program and project review	Art in Public Places Advisory Committee		310 603-0220 Ext.354

Communication Plan

Day to Day Communications

On non-urgent items that affect the program should be by email. All electronic documents relating to the program will be stored on the Program’s share folder on program manager’s computer. Note: Email should not be used for messages of any urgency. Critical or time-sensitive items should be communicated immediately by telephone.

Program Meetings

Meetings will occur on a regular basis (weekly, Monday at 2:00 PM) with the Assistant to the City Manager and program manager in attendance, either in person or by telephone. This meeting will recap the week’s activities, reporting on progress and issues, including schedule variance and explanations, and activities schedule for next reporting period.

Program Status Reports

Reports serve two functions. First, they provide feedback to the program organization and second, serve as a historical record of the program progress, decisions, success, achievements, and shortcomings. Background information that is obvious to the program team at the time of the report may not be available to subsequent readers; therefore inclusion of all related information will be helpful for documentation.

Program Status Reports will be accomplished through a bottom-up approach. The Program Manager will report to the Assistant to the City Manager on a weekly basis in the Program Meetings. Information gathered during the Program Meetings will be incorporated into a Program Status Report that will be distributed to the Assistant to the City Manager who will decide on their distribution. Copies of all Program Status Reports will be filed in the Program Manager's Document files.

Milestones

Milestone	Description
1	Art in Public Places Coordinator hired
2	Completion of Program Work Plan
3	Department approval of Program Work Plan
4	Meetings with stakeholders (city departments)
5	Program form and information distributed to Development Services staff
6	Public Art Presentation for city council members
7	Draft Program Policies and Procedures– City Council, City Manager, City Clerk, affected departments
8	Approval by the City Council of a Gifts and Loans of Art Ordinance (Policy)
9	Formation of Art in Public Places Advisory Committee
10-	Information on program on city website (Recreation and Development Services)
11	Initiate program project with private developer (s)
12	Conduct research and apply for additional program funds

Schedule

Duration	Event	Resources Name/Location
Milestone 1 - Art in Public Places Coordinator hired		
October 9, 2006		City, Parks Depart.
Parks & Community Services		
Duration	Event	Resources Name/Location
Milestone 2 – Completion of Program Work Plan		
4 Days	1. Review ordinance 2. Meet key players 3. Review other city work plans 4. Review Developmental Services documents	Program manager
Milestone 2 deliverable: Program Work Plan		

Duration	Event	Resources Name/Location
Milestone 3 – Department approval of Program Work Plan		
Assistant to the City Manager		
October 16-31		
1 Day	1. Receive work plan	Assistant to the City Manager/ program manager
15 Days	1. Review the work plan	Assistant to the City Manager/
Milestone 3 deliverable: Approval of Program Work Plan		

City Departments

Duration	Event	Resources Name/Location
Milestone 4 – Meetings with stakeholders (city departments) Complete before November 23, 2006		
2- 4 Days	1. Meetings with affected departments	Assistant to the City Manager & Program Manager
	1. Notes of all meetings sent to attendees and city administration	Program Manager
Milestone 4 deliverable: Meetings with stakeholders and minutes of meetings		

Developmental Services Department

Duration	Event	Resources Name/Location
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Milestone 5 – Form and program information created for distribution by Development Services staff Complete before November 23, 2006		
4-8 Days	1. Develop material compatible with existing department material	Program Manager
2-3 Days	1. Review of material by city administration	Assistant to the City Manager
1 Day	Set up a meeting with key staff to present materials and discuss how it will be given out to private developers.	Assistant to the City Manager & Program Manager
Milestone 8 deliverable: Program material and distribution plan		

City Council

Duration	Event	Resources Name/Location
Milestone 6 – Public Art Presentation for city council members Complete before November 30, 2006		
2 – 4 Days	1. Slide presentation on current national public art projects	City Manager, Assistant to the City Manager & Program Manager
Milestone 6 deliverable: Public Art Presentation for all city council members		

City Council

Duration	Event	Resources Name/Location
Milestone 7 – Approval of Gifts & Loans of Art Ordinance (Policy) Complete before December 15, 2006		
2-3 Weeks	1. Approval of Gifts & Loans of Art Ordinance (Policy)	City Manager, Assistant to the City Manager & Program Manager
Milestone 7 deliverable: Approval of Gifts & Loans of Art Ordinance (Policy)		

Recreation and Development Services

Duration	Event	Resources Name/Location
Milestone 9 - Information on program on city website (Recreation, Development Services) Complete before December 29, 2006		
2-4 Days	1. Text written for both areas of City website 2. Approved by Assistant to the City Manager	Assistant to the City Manager & Program Manager
4-8 days	1. Graphics puts information on City website	Graphics & Program Manager
Milestone 9 deliverable: Information on program on city website (Recreation and Development Services)		

City Council

Duration	Event	Resources Name/Location
Milestone 10 - Formation of Art in Public Places Advisory Committee Complete by January 18, 2007		
10 Days	1. Meet with City Council to discuss their selection of a committee member 2. Notify committee members	Assistant to the City Manager & Program Manager
1 Day	1. Orientation binders completed 2. Schedule first meeting	Program Manager
Milestone 10 deliverable: Formation of Art in Public Places Advisory Committee		

Developmental Services/ Recreation

Duration	Event	Resources Name/Location
Milestone 11 – Initiate program project (s) with private developer (s). Complete by January 18, 2007		
1-2 Days	1. Contact developer and set up meeting	Development Services & Program Manager
Milestone 11 deliverable: Initiate program project (s) with private developer (s).		

Recreation

Duration	Event	Resources Name/Location
Milestone 12 – Conduct research and apply for additional program funds Complete by January 18, 2007		
4 months	1. Conduct research and send applications	Program Manager
Milestone 12 deliverable: Research and applications for additional program funds		

SIGNATURE PAGE

Project Plan Reviewed and Approved on _____, 2006

Autra C. Adams, Assistant to the City Manager

Consuelo Marshall, Art in Public Places Coordinator

10/24/2006 8:47 AM