# Mariposa Arts Council

Clean California Gateway Features & Mural Project Stakeholder Engagement

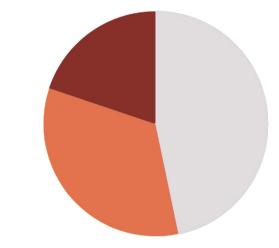
# SUMMARY

# **Overview**



**COMMUNICATION MATERIAL** 



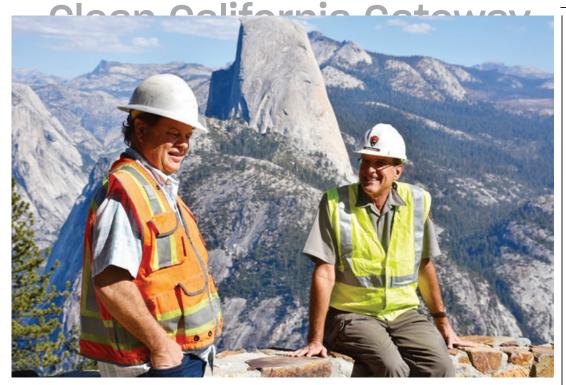


**PUBLIC OUTREACH** 

# Process

The Arts Council conducted a four-week stakeholder engagement process inviting community members to offer feedback for the Caltrans Clean California Mariposa Gateway and Mural Project. A variety of accessible feedback channels were created for stakeholders, including an online form, in-person public events for the general public, special events for tribal elders, and digital media platforms. This document provides detailed information about this public engagement process and presents the feedback collected. Additional documentation can be accessed by contacting Arts Council staff.

# DATA / FEEDBACK



# **GETTING CREATIVE** Arts council, county working to bring town entryways to new life

Editor's note: This is the sixth in an eight-part series about the Mariposa County Arts Council. The stories will appear monthly through the end of the year.

### By GREG LITTLE

It's a perfect match.

How to welcome the millions of visitors to the town of Mariposa while at the same time, making sure what is done is appropriate for the area — and the visitors. That's the task before many people, including offi-

cials with Mariposa County, members of the Maripo-sa County Arts Council and Caltrans, the state agency which is providing the \$1 million for the project.

"This is a real appropriate way for the arts council to be working," said Cara Goger, executive director of the

> See **CREATIVE** on page A9 lens of native traditional culture.

# CREATIVE

with various groups as well as getting as much public input as possible

"It is really nice to be prepared," said Goger. "They are doing a great job at helping to develop the She also said working with the Southern Sierra Miwuk approach of how we can get the input from the most Nation has been a positive experience and developing amount of people and get insights from a cross-section that relationship has led to a close partnership, some of the community," said Goralnik. thing that is likely to be reflected in the final product.

Goger said currently, the consulting firm is working However, Goger also said it will be a group decision on extensive research in order to develop an overall on how the final design is reached. concept for what the gateway features will look like, "I have no preconceived notion," she said. which she said is crucial. That firm, along with Ink Goralnik said the project is slated to be completed in Dwell, which specializes in projects like this, will come 2024, which in the big scheme of things, isn't that far in back with a "handful of preliminary design concepts," the future.

said Goger Once that happens, she said the arts council will go full speed ahead on engaging the community. That will include in-person and online opportunities for commu-nity members "to provide their thoughts on these initial design concepts."

She said feedback from the public will be a crucial part of the final design.

pecause it involves Caltrans, which maintains the pubic rights-of-way throughout the state.

But even from a "regulatory standpoint," said Goral-For Goger, this project is in direct alignment with the nik, it is crucial to "make sure they are artful and beau-Mariposa Creek Parkway project, one that has been extiful and the community is happy with them." panding in the past few years. She said it aligns with the He added the final design also has to ensure the welmaster plan of the parkway as well as shows the benefits coming murals and related materials "are safe and of having local people involved in creative placemaking. aligned with the state's requirements for traffic safety, pedestrian safety and visibility.

"The arts council is thrilled to be supporting the community engagement portion of this project," said Goger. "This is an incredible opportunity to bring large-scale public art to the community, but we want to ensure it's reflective of our community in a way that appropriately represents, celebrates and invites further exploration of our natural landscapes and cultural history." Goger said "public art can be tricky," but added she

the community. Goger also said initial contacts with people in the art community has indicated the "artists are excited" about

the project. She also believes the work that has been done by the creative placemaking committee is now showing how

council

"We are fortunate to have their collaboration and partnering to bring to bear on these types of projects," said Mikey Goralnik, senior community design and development planner for the Mariposa County Planning Department

The project at hand is something that has been antici-

pated for many years. It basically boils down to having two large-scale mural projects at both ends of Mariposa. Both of those ends are the intersections of Mariposa. Both of those ends are the intersections of Highway 49 and Highway 140. Goger said the overall concept is the projects will be designed "in dialogue with the gateway features in or-der to tell a welcoming and cohesive story focused on Mariposa's natural landscapes and cultural history."

That is a big, daunting task given the rich history of this county, from the Southern Sierra Miwuk Nation to the Gold Rush era to the development of tourism to Yosemite National Park, which has turned into the heart and soul of the county — including its financial stability

A major component within the project is the work of the county's Creative Placemaking Advisory Committee, which has been working for several years in an effort to promote not just the arts, but the overall concept of how the town progresses when it comes to welcom ing visitors.

 $\check{\mathrm{G}}\mathrm{oger}$  said that group has, for the last five years, been a place where the arts council and county can work in harmony, complimenting the expertise of each group in developing such plans.

It now appears it is paying off with the development of the gateway projects.

The county has hired Atlas Lab as a consulting firm on this project. Atlas Lab is based in Sacramento and has a long history of working on similar projects around the state.

Because the funding is already in place, Goger said this is where the arts council can really dig in and provide expertise that is needed. She also emphasized this project is deep in scope because there are so many requirements which have to be meant through Caltrans. The arts council, she said, is working on partnering



Submitted photo Mikey Goralnik (Mariposa County Planning Department, Senior Community Designer and Development Planner) and Jane Kim (Ink Dwell Studio) are shown during a site visit to Mariposa.

# Publicity

In October, the Mariposa Gazette published an article that featured components of the project planning process, including a site visit from Ink Dwell Studio and Atlas Lab.



From page A1



Submitted phot Jane Kim (Ink Dwell Studio) and Clay River (Managing Director of the American Indian Council of Mariposa County/Southern Sierra Miwuk Nation) discuss the project through the

Goralnik said there are many aspects to this project

is "excited to have a team of designers and artists who have the capacity to handle such an ambitious project who are also committed to listening and responding to

groups like the arts council can partner with govern-

ment agencies and work toward the same goal.

"We'll have to crank away," he said.

Goger said the arts council is ready to proceed once everything is in place.

"I'm excited about it," said Goger.

Goralnik said this project shows just how critical it is for local entities to work together to come up with a plan that will benefit the entire community.

"The main thing is they are really funed into the com-munity," he said. "They are engaging and seeking input so people know what we are doing and can have input. The arts council is doing a great job."

# **Communications Material**

### MEDIA RELEASE

Mariposa County Arts Council (209) 966-3155 phillips@mariposaartscouncil.org www.mariposaartscouncil.org

January 12, 2023

For Immediate Release

The Mariposa Arts Council and the County Planning Department invite the public to review and share feedback on initial concepts for Mariposa County's Caltrans' Clean California public art project. Located in the town of Mariposa, this project entails two gateway features located at the southern and northern intersections of Highway 140 and Highway 49 and two murals.

The proposed gateway features and murals will explore Mariposa's native ecological systems and the connection between people and place. This project is in alignment with the Mariposa County's Creative Placemaking Strategy and directly supports priority recommendations in the plan.

To execute this project, the County has engaged Atlas Lab Inc., a landscape architecture, urban design and public art practice firm who have previously worked with both the County and the Arts Council to develop the County's Creative Placemaking Strategy. Atlas Lab will be designing the gateway features and managing the project's team and timeline. Ink Dwell Studio, an renowned studio located in Half Moon Bay known for its murals that explore the beauty and complexity of nature, has been hired to develop and install the murals. Engineering firm Provost and Pritchard is overseeing the project's technical aspects, including issues associated with highway safety and permitting, and the Arts Council is facilitating stakeholder engagement.

Because these projects will exist in the public realm, public investment in the project is critical and the artists and designers are seeking robust feedback from the community to inform their final designs. To facilitate public stakeholder engagement, between January 18 and February 17, 2023, the Arts Council has developed a variety of in-person and online opportunities for people to submit feedback. These opportunities are as follows:

Visit the Arts Council or Mariposa Public Library, between January 18 and February 17, 2023, at your convenience:

• Stop by the Arts Council where preliminary draft concepts and explanatory text will be on physical display. The public is encouraged to visit the Arts Council to talk with staff about the project and provide in-person feedback. The Arts Council is open Monday-Friday from 10am-4pm and is located at 5009 Highway 140, above Chocolate Soup.

# Press Release

Submitted by the Mariposa Arts Council, published with press contacts including primary local news sources. (Pages 2 - 3 continued on next page.)

Stop by the Mariposa Public Library - where preliminary draft concepts and explanatory text will be on physical display. Library staff will be available to talk about the project on Thursday afternoons. The Library is open Tuesday-Thursday from 9am-7pm and Friday-Monday from 9am-4pm and is located at 4978 10th St.

Stop by one of our pop-up events happening in downtown Mariposa (near the sites for the gateway features and murals) and talk with Arts Council staff about the project and offer in-person feedback.

Sticks Coffee (4993 7th Street) - Saturday, February 4, 9:00-11:30 AM Pioneer Market (5034 Coakley Circle) - Saturday, February 4, 1-4 PM The Grove House (4993 5th Street) - Thursday, February 2, 5-7 PM The Alley (5027 Highway 140) - Tuesday, February 7, 5-7 PM

Attend special programming with opportunities for in depth discussion of this project by Arts Council staff.

- Miwumati Healing Center January 25 from 11am-4pm (specific for tribal stakeholder engagement)
- Mariposa County Library (4978 10th Street) Special presentation on February 9 at 5:30 PM.

Visit the Arts Council website and browse the digital gallery and take the online survey, www.mariposaartscouncil.org.

Additional information about project context, funding and team:

Mariposa County Planning Department - Caltrans Clean CA Initiative funding recipient and project lead.

Mariposa County Creative Placemaking Strategy - Adopted by the Mariposa County Board of Supervisors in 2021, the Mariposa County's Creative Placemaking Strategy promotes the county's economic, ecological, social, and cultural vitality, balancing historic narratives with contemporary ones and reflects the community's richness and diversity. By engaging artists and embedding artistic practice into the community experience, the Strategy will support a culture of creativity that contributes to livability in Mariposa County. The Mariposa County Creative Placemaking Strategy recommends specific artistic interventions that adhere to and honor the following creative placemaking and placekeeping values:

- Articulate and deepen the connections that Mariposa County residents feel to each other and their community;
- Reflect the county's diverse range of perspectives and experiences;
- Inspire interaction, curiosity and inquiry;

Caltrans Clean California Initiative - Clean California provides funds to clean and beautify public spaces in underserved communities by providing financial support to local and regional public agencies, transit agencies, tribal governments and nonprofit organizations.

Atlas Lab Inc. - Atlas Lab's mission is to design, build and advocate for conscious change in the built environment to make accessible, positive and progressive impacts on communities. They create with purpose and build progressive change within communities. The way people understand their environment and interact in a space is the foundation for everything they do. They are extremely passionate about making healthy environments accessible to all and bringing humanistic and artistic design solutions to communities that are historically, culturally and ecologically responsive.

Ink Dwell Studio - Ink Dwell studio creates art that explores the beauty and complexity of nature. Merging classical techniques of science illustration with modern fine art to create public and private commissions, paintings, visual art, illustrations, exhibitions and much more. Ink Dwell makes everyday places special and enhances iconic locations with wondrous imagery. Ink Dwell's co-founder and principal artist is Jane Kim, who received a BFA in Printmaking from RISD and then attended California State University Monterey Bay, where she received a master's certificate in science illustration. She has created large-scale public art across the country, including the Wall of Birds at The Cornell Lab of Ornithology, and produced works for the National Aquarium, the de Young Museum, Leigh Yawkey Woodson Art Museum, and more. She is the creator of the Migrating Mural campaign, a series of public installations that highlight wildlife along migration corridors it shares with people.

Provost and Pritchard - Provost & Pritchard in an engineering consulting group, working to transform concepts into livable, workable solutions that ultimately improve the infrastructure for the lands and communities throughout California in the field of: civil and agricultural engineering, environmental engineering, hydrogeology, planning, and construction management.

Mariposa Arts Council - The Mariposa County Arts Council, Inc. (Arts Council) is honored to serve as Mariposa County's local arts agency and its designated State Local Partner to the California Arts Council. The Arts Council's mission is to promote and support all forms of the cultural arts, for all ages, throughout Mariposa County and their work is situated at the intersection of cultural and civic life. Specifically, the Arts Council works to inclusively support the social, cultural, ecological, and economic vitality of Mariposa County through the arts.

The Arts Council, is an incorporated not-for-profit organization, created to promote and support all forms of the cultural arts, for all ages, throughout Mariposa County and is supported in part by the County of Mariposa, the National Endowment for the Arts, a federal agency, and the California Arts Council, a state agency.

• Expand our community's comfort with and capacity for creativity and expression

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# **Communications Material**



# CalTrans Clean California Initiative Mariposa Gateway & Mural Project

### **ABOUT THE PROJECT**

Mariposa County has been awarded funding from CalTrans Clean CA statewide initiative for a new public art project: Two gateway features at Mariposa's main highway intersections, and two murals on prominent buildings in town.

The project team - planners, designers and artists contracted by the County - are exploring themes that reflect Mariposans' relationship with the natural landscapes that are important the identity and sense of place of our community. **Preliminary** design concepts are ready to view and need public input now!



### **EXPLORE CONCEPTS & SHARE FEEDBACK**

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- 0 **GO ONLINE** 
  - **GO IN-PERSON**
  - EXHIBITIONS: JAN. 18 FEB. 18, 2023
  - POP-UPS: FEBRUARY 4-7, 2023

# Print Collateral

Postcard-sized fliers were stationed at all engagement sites and distributed at shop and community locations throughout Mariposa

View the design concepts + give feedback www.mariposaartscouncil.org/CleanCA

Explore design concepts + submit feedback with Arts Council staff and stakeholder representatives at exhibitions and pop-up events in downtown Mariposa

Mariposa Arts Council (5009 Hwy 140) Mon-Fri, 10am-4pm Mariposa County Library (4978 10th St.) Tues-Thurs, 9am-7pm + Fri-Mon, 9am-4pm. Special presentation: Thurs, Feb. 9 5:30pm

Sticks Coffee (4993 7th Street) - Sat, February 4, 9-11:30am Pioneer Market (5034 Coakley Circle) - Sat, February 4, 1-4pm The Grove House (4993 5th Street) - Thurs, February 2, 5-7pm The Alley (5027 Highway 140) - Tues, February 7, 5-7pm

ATLAS INKODWELL PROVOST&PRITCHARD



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# **Communications Material**

# **Print Collateral**

Special event flier created for the Mariposa County Library to promote on site and distribute to library patrons.



CalTrans Clean California Initiative Mariposa Gateway & Mural Project

# **O** COMMUNITY CONVERSATION

# Mariposa County Library

**THURSDAY, FEB. 9 AT 5:30PM** 4978 10th St, Mariposa CA 95338

Explore early concept designs for two gateway features and two new murals in Mairposa, discuss themes and details with the project team and fellow stakeholders, share ideas and give your feedback on this exciting public art project!





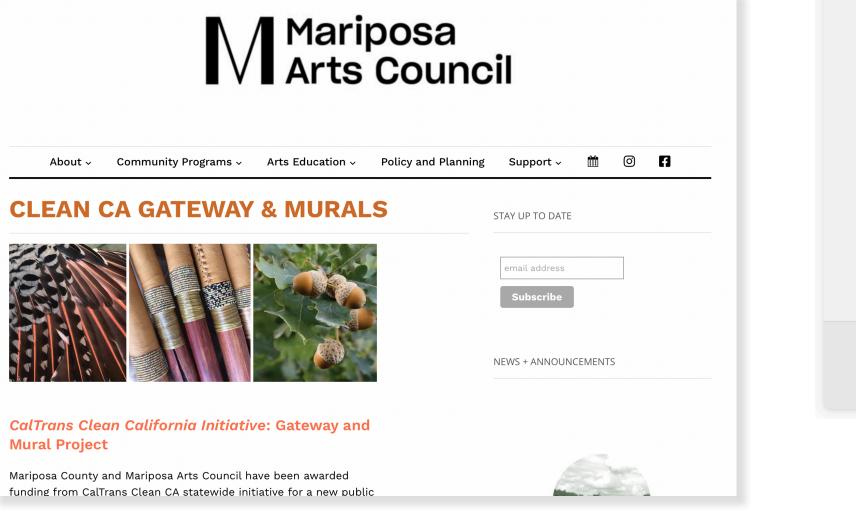








# **Communications Material**





STAKEHOLDER ENGAGEMENT // F Form

Mariposa County k awarded funding f <u>CalTrans Clean CA</u> statewide initiative public art project. in the town of Mar

Takes X minu

Learn Mo



# Website and Feedback Form

The Mariposa Arts Council's website acted as the landing site for visitors to learn about the project and explore design concepts. The site provided access to an online form with structured slideshows of each concept and opportunities to provide written responses.



### designers. \*

Remember that you can view in full-screen, pause, rewind, fast forward through the slide show if you need to!



A I like where this is going and have nothing to add

B I have some ideas and feedback I'd like to share

**ps!** Please make

Powered by Typeform

# **Communications Material**

### View this email in your browser



### Tell us what you think!

Starting this week, we are inviting Arts Council Members, Mariposa residents and community stakeholders to provide feedback on a new public art project involving gateway features and murals in Mariposa.

We encourage interested stakeholders (you!) to take advantage of one of the many in-person opportunities to talk with Arts Council staff about preliminary design concepts and give feedback. You may also review the concepts online and submit feedback virtually. Details about both in person and online engagement opportunities are below. Public investment in the project is important and your feedback will help inform the final design.

Explore Concepts // Add Feedback



INKODWEL

ATLA LAB

PROVOST&PRITCHARD

Mariposa Arts Council

# **E-Newsletter**

The project was promoted on the Arts Council's 1,747 emailnewsletter contacts with survey links, information on exhibition and pop-up dates, and an introduction to the project team.

### Pop-Up Events: February 2 - 7, 2023

February 9 at 5:30pm

**In-Person Engagement Opportunities** 

Exhibitions: January 18 - February 17, 2023

Explore design concepts, chat with staff about the project and submit feedback at exhibitions and pop-up events in downtown Mariposa.

Mariposa Arts Council: 5009 Hwy 140, Mariposa CA 95338

(Above Chocolate Soup gift shop) Monday-Friday, 10am-4pm.

• Mariposa Public Library: (4978 10th St.) Tues-Thurs, 9am-7pm +

Fri-Mon, 9am-4pm. Join us for a special presentation: Thurs,

- The Grove House (4993 5th Street) Thursday, February 2, 5-7 PM
- Sticks Coffee (4993 7th Street) Saturday, February 4, 9:00-11:30 AM
- Pioneer Market (5034 Coakley Circle) Saturday, February 4, 1-4 PM
- The Alley (5027 Highway 140) Tuesday, February 7, 5-7 PM.

- - website.



**Project Team** 

### **Online Engagement Opportunity**

• View a slideshow of design concepts and submit feedback through an online feedback survey here. • More information about this project can also be explore on our

Mariposa County has been awarded funding from CalTrans Clean CA statewide initiative, (a program that provides funds to clean and beautify public spaces) Mariposa County has contracted a project team to design the gateway features and mural:



Project Funder + Lead // The Mariposa County Planning Department is the funding recipient of the CalTrans Clean CA Initiative

AS	Designers // Atlas Lab Inc. is a landscape
	architecture, urban design and public art
	practice firm, and are managing the
	project's team and timeline. InkDwell is the
	art studio developing murals.

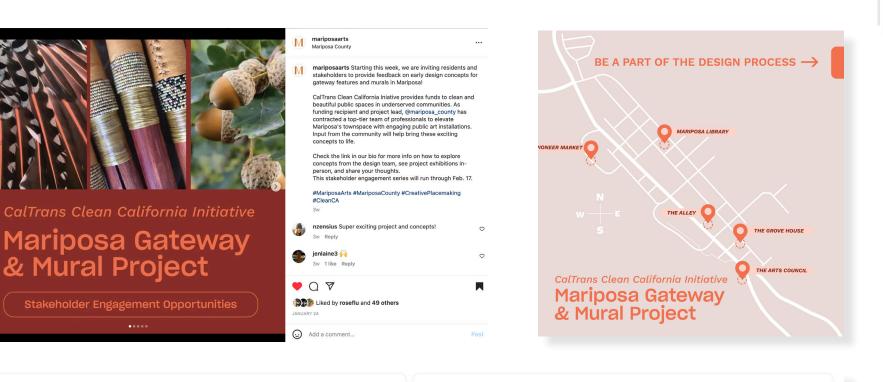
LL	Artists // Ink Dwell Studio, a renowned an
	studio in Half Moon Bay known for murals
	that explore the beauty and complexity of
	nature, will develop and install this
	project's murals.



Stakeholder Representative // The Arts Council will facilitate stakeholder engagement and relay community feedback to project partners.

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# **Communications Material**





THU, FEB 9 Clean CA Gateway and Mural Project // Co Mariposa County Library · Mariposa Event by Mariposa Arts Council



SAT, FEB 4 Clean CA Mariposa Gateway and Mural Pr Event by Mariposa Arts Council



TUE, FEB 7 **Clean CA Mariposa Gateway and Mural Pr** The Alley · Mariposa

Event by Mariposa Arts Council



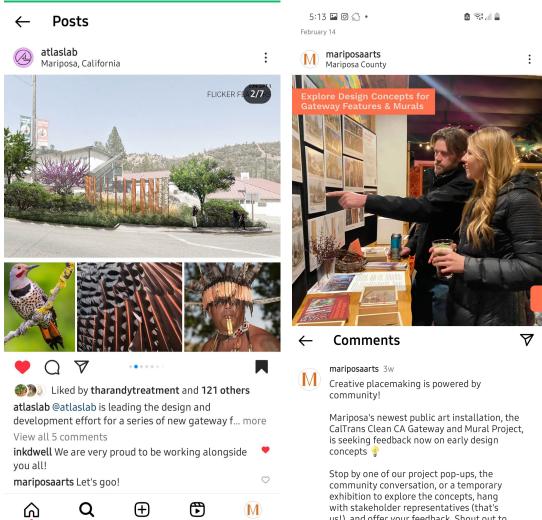
### THU, FEB 2 Mariposa Gateway & Mural Project // Pop-

The Grove House · Mariposa Event by Mariposa Arts Council



February 7 at 4:00 PM · 🚱

The team is currently seeking feedback to help refine and bring the concepts to the next phase! Scroll through these graphics to learn more about the project and how you can participate. You can also explore www.mariposaartscouncil.org/CleanCA for more information.



# Social Media

The Arts Council, Atlas Lab, Ink Dwell Studios and Mariposa County engaged a wide range of followers through concurrent Instagram and Facebook posts using a suite of graphic material focused on stakeholder engagement opportunities.

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### Mariposa County has been awarded funding from CalTrans Clean CA statewide initiative for a new public art project! This project will include two gateway features and two murals.





us!), and offer your feedback. Shout out to @thegrovehouse\_ for having us last night and thanks to everyone who took time to say hey!

𝔗 Tap the link in our bio to learn more!

### #MariposaCounty #MariposaArts

#CreativePlacemaking #StakeholderEngagement #CivicDesign #LandscapeArchitecture #Murals #CleanCalifornia



farm.at.worman.mill 2w So exciting! Reply

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# **Physical Engagement Sites**

The Arts Council established two temporary exhibitions and hosted multiple pop-up events at key community-activated locations throughout out the town of Mariposa in order to maximize outreach and provide equitable engagement opportunities to stakeholders.

### Temporary Exhibitions: Jan 18 - Feb 17

### Special Outreach

- Mariposa Arts Council
- Mariposa County Library
- American Indian Council of Mariposa County/Southern Sierra Miwuk's Miwumati Healing Center

### Pop-Up Events: Feb 2 - 7

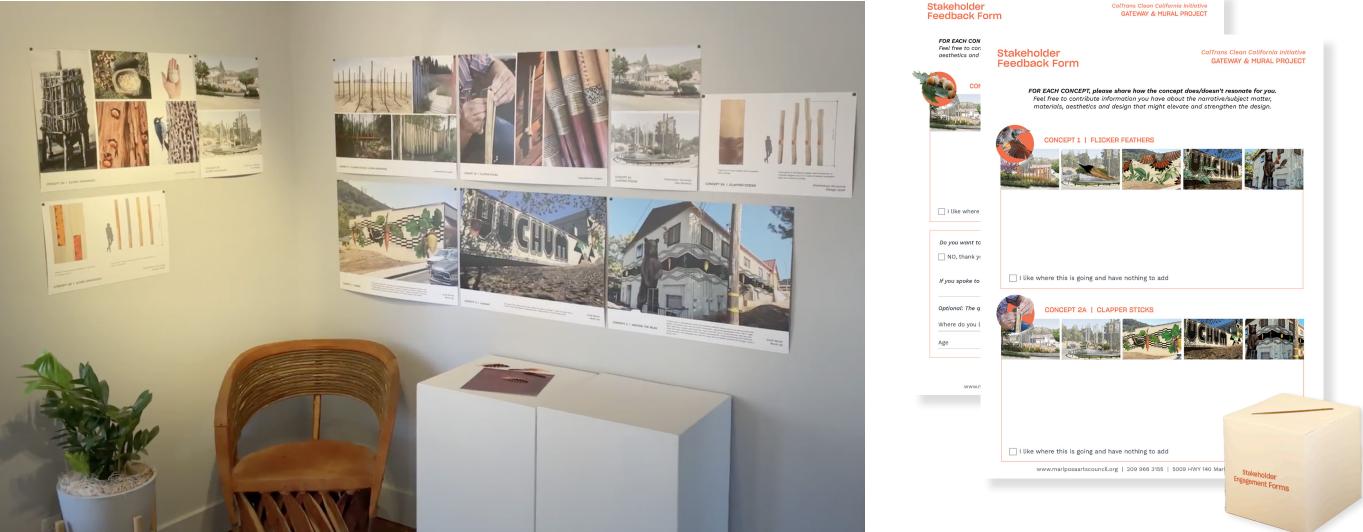
- The Grove House
- Sticks Coffee
- Pioneer Market
- The Alley

- Center

• Elders Luncheon - Jan. 25, Miwumati Healing Center (Tribal Engagement) • Community Conversation - Feb. 9, Mariposa County Library • Youth Engagement - Feb. 9, Mariposa County High School and Ethos Youth • Creative Placemaking Advisory Committee

and Historic Sites Committee - Feb. 13

# **Public Outreach**



# Arts Council Installation

Mariposa Arts Council's gallery space offered a primary project site where community members could stop by at their convenience or during business hours to talk directly with staff and explore large-scale posters featuring precedent

images, design concepts and mock-ups generated by Atlas Lab and Ink Dwell Studio. Supported by interpretive and thematic material, this installation provided a convenient and simple opportunity to talk with staff and leave written feedback.

- 21 detailed posters

• Opportunities to give feedback • Direct conversation with project team • Support material about the Miwuk • Tactile additions: Flicker feathers, black acorns, elderberry & willow sticks.

# Public Outreach



# **County Library Installation & Community Conversation**

The library's display wall offered an easily accessible community space where visitors were invited to explore posters featuring precedent images, design concepts and mock-ups generated by Atlas Lab and Ink Dwell Studio. The installation was supported by library staff. On-site computers, take-home material, and feedback forms invited the public to submit feedback at their leisure. On Feb. 9, Arts Council staff held a community conversation where attendees discussed the project within the context of larger county policy (Creative Placemaking Strategy.) The library provided reading recommendations on contemporary tribal histories, community design and public art. TAKEHOLDER ENGAGEMENT

# Public Outreach



# Southern Sierra Miwuk Stakeholder Engagement

Clay River attended the monthly Miwuk Elder's Luncheon at Miwumati Healing Center a guest presenter at their luncheon on Jan. 25 to ensure the inter-generational tribal representation had access to project information. Concretely capturing their feedback was set as a high priority, since not all tribal members have access to online platforms. River continued to hold in-person conversations with tribal members as they came through the Healing Center, where project posters and feedback forms stayed as a temporary installation throughout the month-long stakeholder engagement series.

# **Public Outreach**



# **Pop-Up Events**

Between Feb 2 - 7, Arts Council staff set up pop-up, in-person feedback opportunities at high traffic public location near the proposed mural and gateway sites (coffee shops, restaurants, music venues, markets) with posters, interpretive material and feedback forms to introduce a general population to design concepts and invite their input.

# **Public Outreach**



# Pop-Up Events

### Images from The Grove House pop-up event

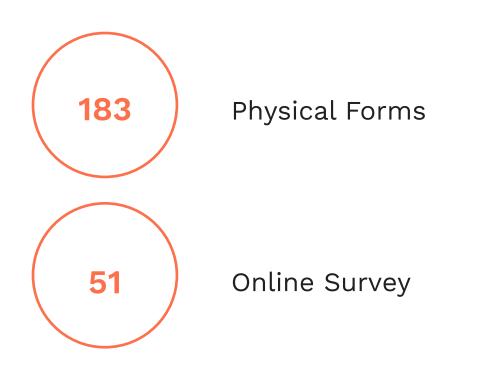
# Public Outreach



# Special Outreach

Arts Council staff visited Mariposa County High School and Ethos Youth Center for an open discussion and project presentation, with participation from over 100 students, including all of Mariposa County High School's freshman class and students enrolled in visual art classes (left). On Feb. 13, the Creative Placemaking Strategic Advisory Committee used their monthly meeting to solicit public feedback in Mariposa County Board of Supervisors' Chambers.

# **Feedback Data**



# Overview

Data from stakeholder engagement responses suggests the outreach process succeeded in generating wide ranging participation from community members of all ages. Of note, most respondents provided ample feedback and demonstrated rich community investment in the project overall.

# 234 Total Responses

# **Feedback Data**

# Concept Support

The overwhelming majority of all respondents expressed support for each concept, either by direct approval with no suggestions or with positive suggestions and thoughtful commentary via written response. Less than 10% of submitted comments were unsupportive. The aggregate percentage of supportive comments per concept are 95.3% for Flicker Feathers; 89.3% for Clapper Sticks and 88.8% for Acorn Granaries.

# Supportive

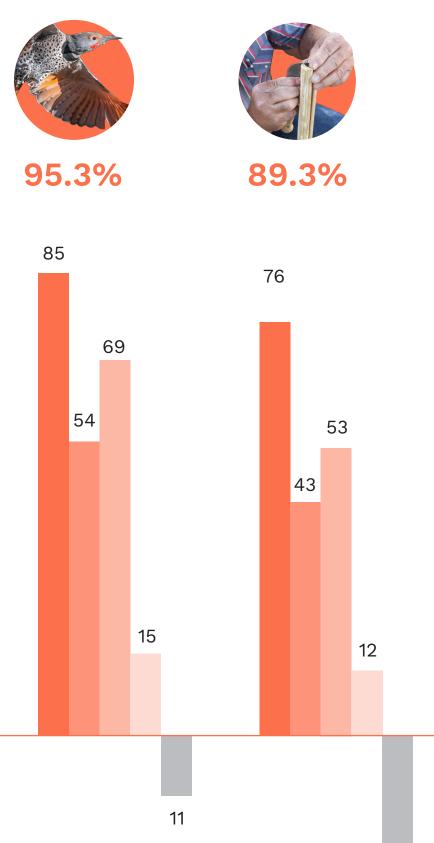
Had nothing to add



- Offered thoughtful ideas or suggestions
- Expressed interest in mixing and matching this concept with elements of the other concepts presented

## Critical

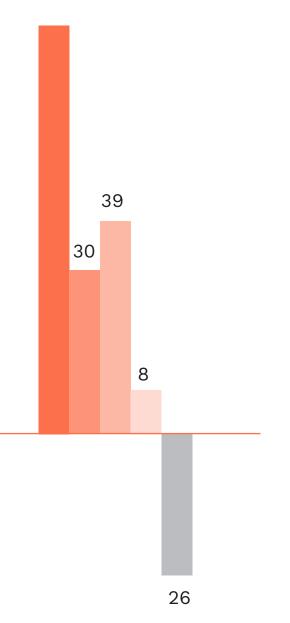
Expressed concerns/do not support this concept





# 88.8%

75



# STAKEHOLDER ENGAGEMENT





Clean CA Gateway Features & Mural Project Stakeholder Engagement Summary Presentation V3

March 6, 2023

