

RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: JULY 10, 2015

ITEM NO: 10
File ID – 15-2262 – C

SUBJECT: APPROVAL OF RIVERSIDE BOX ART PILOT PROJECT

ISSUE:

The issue for Board of Public Utilities consideration is the Riverside Box Art Pilot Project.

RECOMMENDATION:

That the Board of Public Utilities receive and file this report regarding the Riverside Box Art Pilot Project as proposed by the Greater Riverside Chamber of Commerce Leadership Riverside Class of 2015.

BACKGROUND:

Leadership Riverside is a yearly program organized through the Greater Riverside Chambers of Commerce ("GRCC"). The goal of Leadership Riverside is to develop the next generation of active leaders for Riverside. Decision-makers of local businesses, government agencies, non-profit organizations, schools and universities participate in a 10 month program devoted to key regional issues at locations throughout Riverside. Graduates of Leadership Riverside go on to contribute to Riverside's economic and cultural vitality. Each class designs a class project as a way to culminate their experience with Leadership Riverside and to leave an imprint on the community from the knowledge and understanding they gained through the program. The Leadership Riverside Class of 2015 ("LR2015") is proposing to create an educational public art project that beautifies the community by placing historical images from the Riverside Public Library's archives onto Riverside Public Utilities' (RPU) above ground, pad-mounted utility boxes. RPU will receive value from this project as the proposed art work will serve to deter graffiti, will be easier to clean if graffiti should occur and thus decrease RPU maintenance costs.

At the June 4 RPU Board meeting the LR2015 presented the outline of the proposed program and received comments from the Board. LR2015 will utilize the services of the Riverside Arts Council ("RAC") to install the artwork and facilitate coordination of funds related to this project.

The following is the process for approval of this project:

1. The artwork would be printed on a self-adhering vinyl laminate material similar to the type of material used to wrap cars and would wrap the "green boxes" at several pre-determined downtown locations. All camera ready artwork will also be given to the City's Museum & Cultural Affairs staff for future use.
2. The RAC will enter into an agreement with the City for the installation of the public art. The agreement will address RAC obligations such as insurance, indemnification, waiver of all ownership rights by the artist as to the artwork, and payment to the City for a qualified electrical worker to supervise the installation.

An important aspect of this project is that the Leadership Riverside Class of 2015 will create a manual for how to replicate the project in other areas of the City and has started a web site that will provide the information to community groups who wish to have these structures wrapped in their own neighborhoods. The manual provides guidelines, from concept to approval. The artwork will remain in place for three years and demonstrates an innovative approach to incorporating public art to enhance our sense of community. The artwork will be installed prior to the November 2015 start of the Festival of Lights.

Comments and input from both RPU and Museum staff will be incorporated throughout the process. In addition, an RPU qualified electrical worker will be present during the installation to ensure proper safety precautions are in place. All labor and funding for this project, including the installation and maintenance of the artwork, will be provided through local business sponsors; no public funds will be used for the installation of this project.

FISCAL IMPACT:

There are no fiscal impacts associated with this report.

Prepared by:	Pat Hohl, Public Utilities Assistant General Manager/Energy Delivery
Approved by:	Girish Balachandran, Public Utilities General Manager
Approved by:	John A. Russo, City Manager
Approved as to form:	Gary G. Geuss, City Attorney