

## OUTREACH ACTIVITIES

As part of the public art component associated with this Plan, the Project Team looked to local community groups and cultural events as potential resources for obtaining community feedback and input. In addition, the team discussed how the inclusion of local artists might provide the project with varied visibility and therefore greater feedback to the project.

The Project Team took two different approaches to the Plan's public art-related outreach. The first was to develop opportunities for local artists to be included in developing artworks associated with the goals of the project. A Request for Qualifications (RFQ) was issued to identify a local artist who could create a "zine" that illustrated walking and bicycling safety tips for students; and an artist who could create temporary wayfinding sculptures based on community artworks obtained through outreach activities.

The second element to the public art-related outreach included identifying and attending existing events in the community to discuss the team's cultural asset mapping efforts, conduct project surveys, and provide an overview of the Plan's goals and objectives. The Project Team engaged in conversations related to perceived

safety issues and desired amenities to help promote active transportation efforts. These events included the Twentynine Palms Soap Box Derby and Car Show, Copper Mountain Mesa Community Center, and Arts Connection Annual Conference at Copper Mountain College.

*The San Bernardino County Cultural Asset Map*, launched in 2015, continues to expand through conversations with the community and was used during this Plan's public art-related outreach activities. It is a living, interactive document that provides an overview of the existing cultural landscape within San Bernardino County. The map categories include: associations, institutions, outdoor sites, businesses, performing and visual arts groups and individual, festivals/events.

The process of identifying assets is achieved through staff research, crowdsourcing and community surveys. The accessibility of this information allows local civic and non-profit leaders to identify potential partnerships, encouraging the creation of new relationships and opportunities.

**"Understanding the significant local assets and networks are a building block of community development, and extending that knowledge to arts and culture is vital. Identifying existing local cultural and creative assets can feed into a number of cultural-based revitalization efforts, from regional cultural plans to small cultural districts."**

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## COMMUNITY FEEDBACK

As part of the initial step to the project's public art-related outreach, the Project Team utilized the Morongo Basin Active Transportation Plan Facebook page to engage the public on potential public art infrastructure ideas for the Plan. This included posting images of sample artist-designed amenities like shade structures, lighting elements, artistic crosswalks, benches, bike racks, protected bike lanes, signage, and artworks integrated into roundabouts. These images were printed into a flip book and also used as references when the Project Team engaged with community members at outreach events.

During outreach events, the team used large-scale maps of the region to identify areas of concern. The community expressed pedestrian and bicyclist safety concerns on SR-62 as it continues to be increasingly used as an active transportation corridor. During the time of the outreach activities, there had been several traffic collisions on SR-62 near some of the notable cultural attractions. Numerous people mentioned the lack of safe pedestrian crossings near

Highway 62 Gallery and have vocally requested the County and Caltrans that new crosswalks be installed at the intersection of SR-62 and Sunset Road near the Natural Sisters Cafe.

Through the project's public art-related outreach events, social media activity, and survey results, the community identified three main areas where local artists could contribute to the goals of the Plan.

- Artist-designed Enhanced Visual Crosswalks
- Artist-designed Amenities for Shade and Seating
- Artistically Enhanced Protected Bike Lanes / Paths

**For more information on these elements or artistic enhancements, see Chapter 4's Creative Placemaking and Programming section.**



## SAFE ROUTES TO SCHOOL ZINE

Local artist Matt Adams was selected for the creation of the Morongo Basin Active Transportation Plan Zine. The Zine, conceived as a youth-oriented visual and educational tool, promotes walking and bicycling safety within the region. Matt, a longtime resident of Yucca Valley, has produced several music festival and band posters as part of his professional illustration resume. His playful depictions of the unique flora, fauna and geography of the region made him the ideal local artist for this project.

Building upon Matt's artistic abilities and innately creative ideas, he participated in two Walking Safety Assessments (WSAs) to develop initial concepts for the Zine. These concepts were then translated into a series of sketches and text by Matt to form the basis of the Zine. To ensure that the project remained age-appropriate and depicted accurate existing conditions and ideal improvements as a part of this Plan, the Zine was reviewed by both the Project Team, PMT, and TAC throughout the development process. The final Zine was published online (available through Arts Connection's website and the project's Facebook page) and printed for distribution by the Project Team and artist. Matt Adams participated in WSAs at Twentynine Palms and Yucca Valley Junior High Schools.

**Click the URL below to see the full Morongo Basin Active Transportation Plan Zine by Matt Adams:**

[https://issuu.com/me1022/docs/morongo\\_basin\\_active\\_transportation](https://issuu.com/me1022/docs/morongo_basin_active_transportation)



**Matt J. Adams** is an illustrator who has been hand drawing comics, logos, posters, and album covers for the last 15 years. He works and lives in Yucca Valley, CA with artistic ties to Los Angeles and San Francisco, where he used to reside. Matt worked alongside professional cartoonist and fine artist William Wray as an artist assistant for more than five years, learning valuable drawing and coloring techniques. He also attended the Laguna College of Art and Design for two years as well as learning various art skills and mediums at OCC, PCC and Laney College.

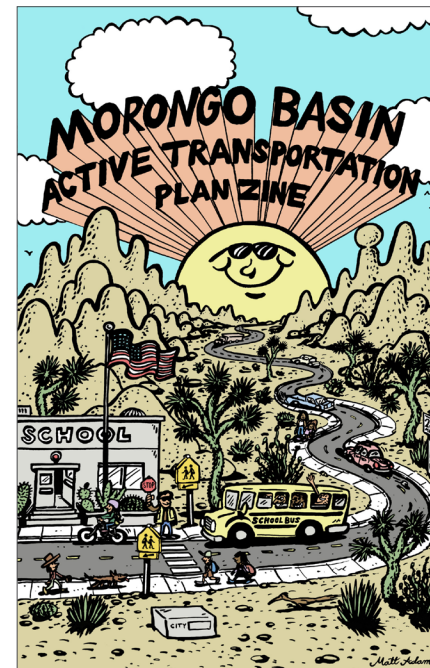


Figure 2.4.1. Morongo Basin Active Transportation Zine (Cover & 1st page). Illustrated by Matt Adams

## TEMPORARY WAYFINDING SCULPTURES

Local artist Joanna Keane Lopez was selected for the design and fabrication of the temporary wayfinding sculptures. This project included the artist developing a community engagement activity that would utilize participant artwork as a part of the wayfinding sculptures and provide time for in-depth engagement about key destinations, safety concerns, and types of public art they might like to see integrated into the Plan. Joanna is a recent resident to Yucca Valley and after having completed her Bachelor of Fine Arts (BFA) degree in Studio Arts at the University of New Mexico. Her 2017 project with T.I.M.E. (Temporary Installations Made for the Environment), was selected as one of the Projects for the Year by Americans for the Arts at their 2018 Public Art in Times of Change conference. With her experience with community and public art, Joanna was a great asset to the project's public art-related outreach.

The design of the wayfinding sculptures was inspired by vernacular roadside signage often constructed and placed by community members in rural areas. Joanna drew from her knowledge of the area, destinations on the Cultural Asset Map, and outreach input for the signs. She conducted four (4) community engagement activities at the Joshua Tree Music Festival, Joshua Tree Farmers Market, Sky Village Outdoor Marketplace, Second Saturday Night Gallery Openings. In Summer of 2018, Joanna installed the two temporary wayfinding sculptures at the following locations:

- Corner of Park Boulevard and SR-62 in Joshua Tree
- Near the 'Welcome to Twentynine Palms' sign on SR-62

Each sign designated a place and the distance from that point to the destination itself.



**Joanna Keane Lopez** is an artist, designer and builder who works with large-scale installation and public art. Originally from Albuquerque, New Mexico, she graduated with a BFA in Studio Art and a second major in Spanish from the University of New Mexico, and now lives in the Morongo Valley. Joanna is a grant recipient of the Fulcrum Fund of The Andy Warhol Foundation for the Visual Arts and the Andrew W. Mellon Foundation and is an alumnus of Land Arts of the American West program.



Image 2.4.2. Temporary Wayfinding Sculpture. Designed by Joanna Keane Lopez



