

Council Members and Commissioners,

With Los Altos in the process of developing a Public Arts Master Plan, it seemed timely and appropriate to determine what residents think of the public art we have today.

My purpose in conducting this survey was based on my experience in product development and marketing: when planning a new version, it's important to understand what customers like or dislike about the current model.

From the 358 responses collected over a two-week period (June 15 – June 29, 2017), we can draw the following conclusions about residents' opinions of public art.

Respectfully,

Pat Marriott

**1. Los Altans indicate a strong preference for nature and whimsy, confirming our city motto: "a great place to live and to raise a family."**

Overwhelming favorites are open spaces and a bronze statue of children playing:

#1: Redwood Grove  
University Ave.



80% "love it."  
92% "love it" or "like it."

#2: Heritage Orchard  
Civic Center



54% "love it."  
85% "love it" or "like it."

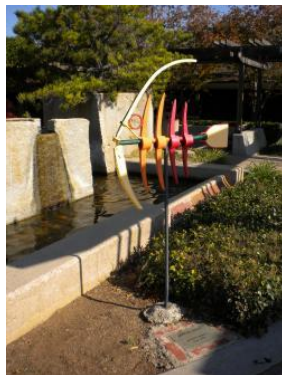
#3 Olympic Wannabes  
Village Park



53% "love it."  
80% "love it" or "like it."

Followed by:

#4: Magic Fish  
Main Library



32% "love it."  
74% "love it" or "like it."

#5: Zoo Scape  
Main Library



31% "love it."  
68% "love it" or "like it."

*See Appendix A for scores.*

## 2. Public art is more loved than hated.

Respondents were reluctant to “hate” an art work. The highest “hate” scores were much lower than the highest “love” scores.

#1: Archimedes Goose  
Springer Road & El Monte



15% “hate it.”  
49% “hate it” or “dislike it.”  
Only 11% “love it.”

#2: Doors  
Lincoln Park



13% “hate it.”  
31% “hate it” or “dislike it.”  
Yet 28% “love it.”

Note that the two most loved, Redwoods and Orchard, are also the least hated: 0% and 1% respectively.

See Appendix B for scores.

## 3. Some art did not arouse much interest or passion.

#1: Singer Bust  
In storage



40% “no opinion.”

#2: By the Sea  
Marymeade Park



39% “no opinion.”

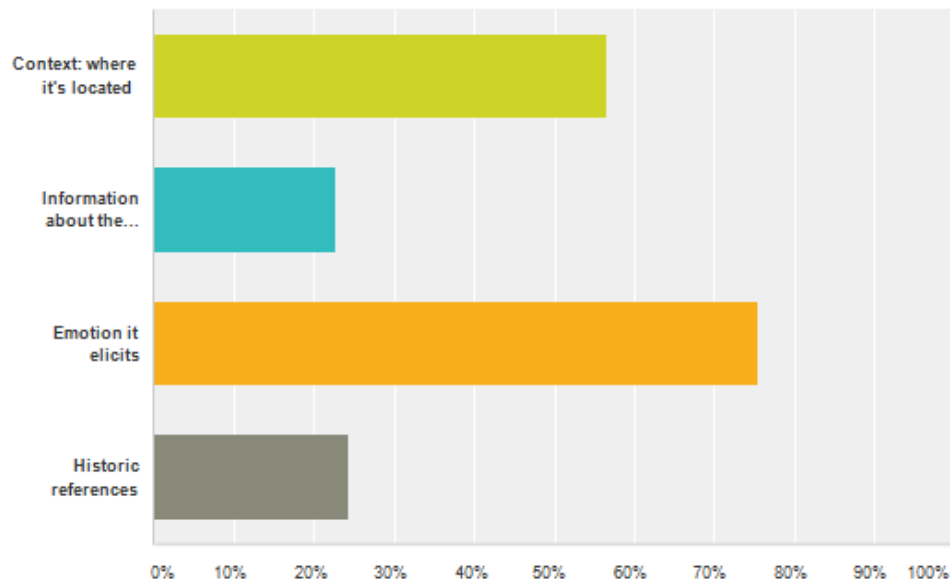
Note that the 3 most loved - Redwoods, Olympic Wannabes and Orchard - are at the bottom of the “no opinion” list: 7%, 10% and 12% respectively.

See Appendix C for scores.

4. Emotion is important when residents consider art, which may explain why the redwoods, orchard and whimsical statues are favorites.

### Q41 What's important to you when selecting and displaying art?

Answered: 277 Skipped: 81

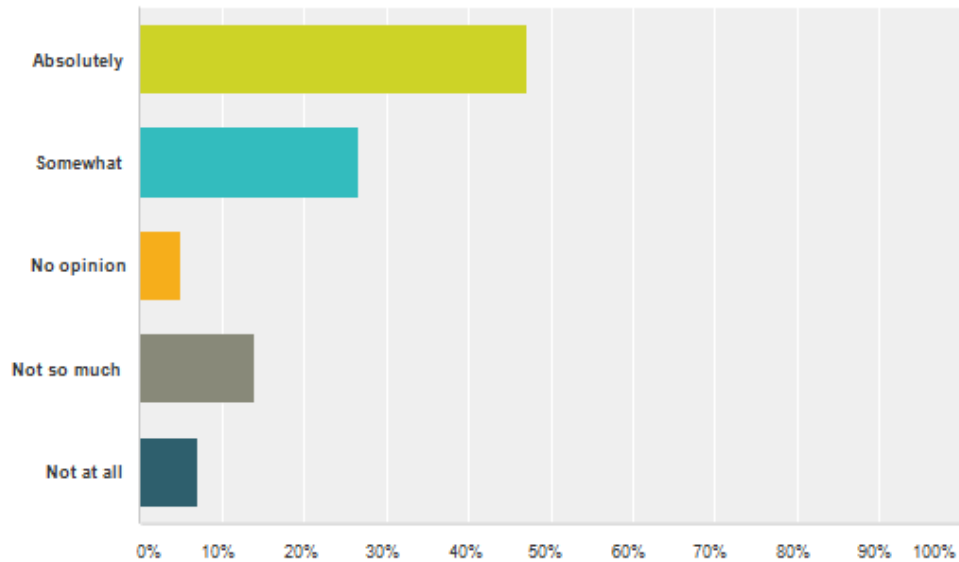


Answer Choices	Responses
Context: where it's located	56.68% 157
Information about the artist & the work	22.74% 63
<b>Emotion it elicits</b>	<b>75.45% 209</b>
Historic references	24.19% 67
<b>Total Respondents: 277</b>	

5. Most residents agree with the definition proposed for our Public Arts Master Plan.

**Q42 Do you agree with this statement from the Public Arts Master Plan, "Public art helps us celebrate our heritage, communicates our direction, and characterizes our sense of place."?**

Answered: 295 Skipped: 63

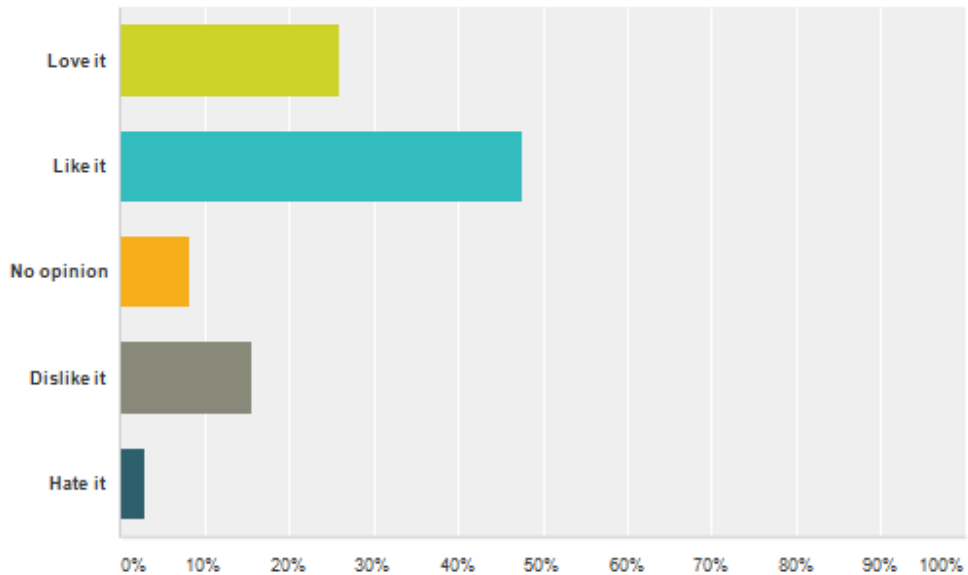


Answer Choices	Responses	
<b>Absolutely</b>	<b>47.12%</b>	<b>139</b>
<b>Somewhat</b>	<b>26.78%</b>	<b>79</b>
<b>Absolutely + Somewhat</b>	<b>73.90%</b>	<b>218</b>
No opinion	5.08%	15
Not so much	13.90%	41
Not at all	7.12%	21
<b>Total</b>	<b>295</b>	

## 6. And most like our public art...

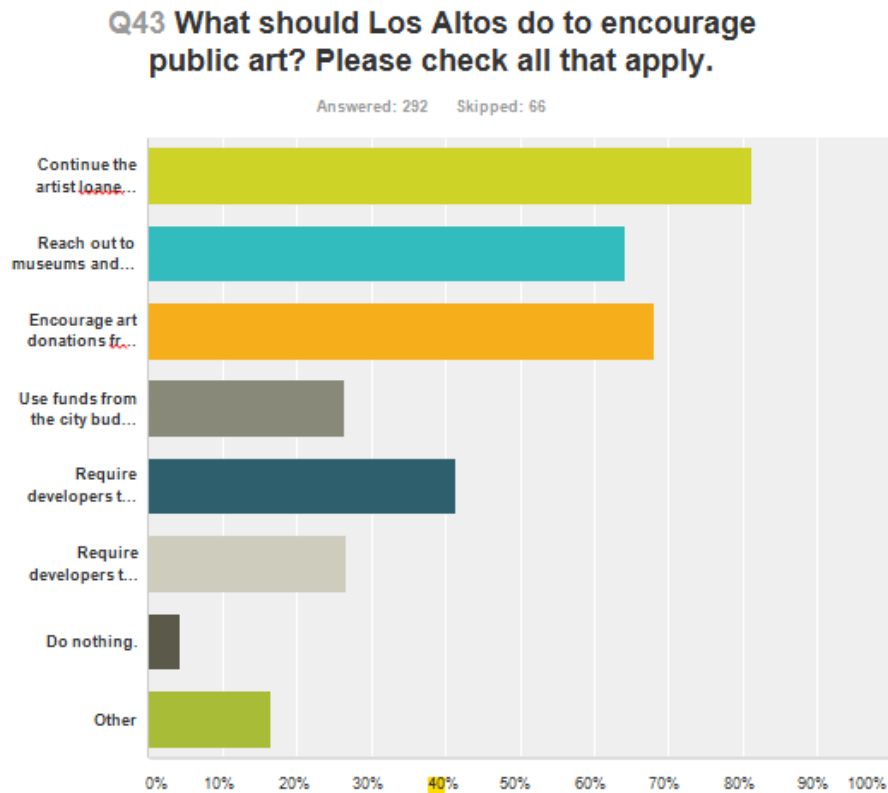
### Q40 Overall, what do you think of the public art in Los Altos?

Answered: 282 Skipped: 76



Answer Choices	Responses
Love it	25.89% 73
Like it	47.52% 134
Love it + Like it	73.40% 207
No opinion	8.16% 23
Dislike it	15.60% 44
Hate it	2.84% 8
<b>Total</b>	<b>282</b>

## 7. ... but few are convinced they/the city should pay for it.

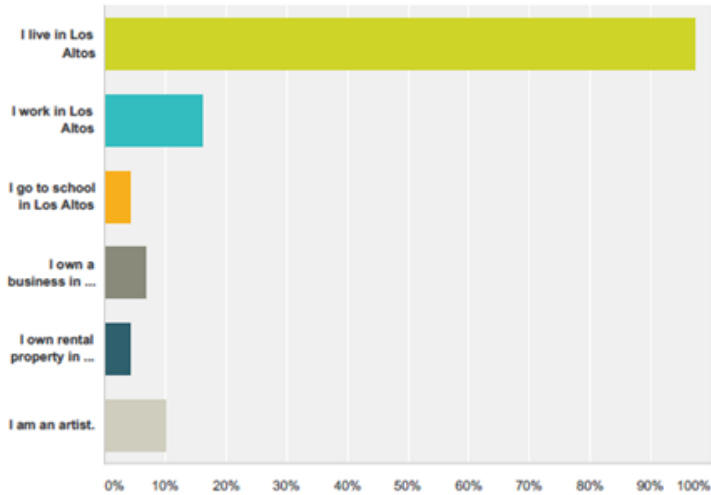


Answer Choices	Responses	
Continue the artist loaner program, where artists offer works for temporary display.	<b>81.16%</b>	237
Reach out to museums and galleries to expand the loaner program.	<b>64.04%</b>	187
Encourage art donations from artists, organizations and individuals.	<b>68.15%</b>	199
<b>Use funds from the city budget to buy art works.</b>	<b>26.37%</b>	<b>77</b>
Require developers to pay a small percent of the building cost for art.	<b>41.44%</b>	121
Require developers to place an art work on or in front of their building.	<b>26.71%</b>	78
Do nothing.	<b>4.45%</b>	13
Other	<b>16.44%</b>	48
<b>Total Respondents: 292</b>		

## DEMOGRAPHICS

## Q44 Please check all that apply:

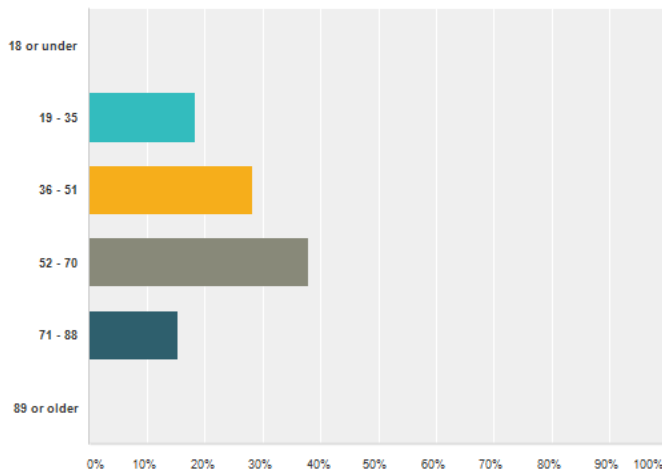
Answered: 291 Skipped: 67



Answer Choices	Responses
I live in Los Altos	97.59% 284
I work in Los Altos	16.15% 47
I go to school in Los Altos	4.47% 13
I own a business in Los Altos	6.87% 20
I own rental property in Los Altos	4.12% 12
I am an artist.	9.97% 29
<b>Total Respondents: 291</b>	

## Q45 For statistical purposes, how old are you?

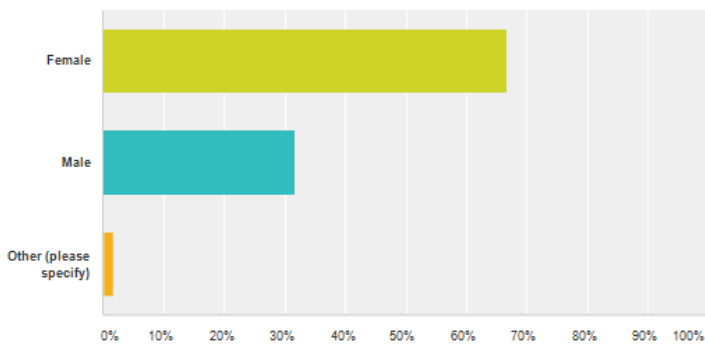
Answered: 294 Skipped: 64



Answer Choices	Responses
18 or under	0.00% 0
19 - 35	18.37% 54
36 - 51	28.23% 83
52 - 70	38.10% 112
71 - 88	15.31% 45
89 or older	0.00% 0
<b>Total</b>	<b>294</b>

## Q46 Gender

Answered: 293 Skipped: 65



Answer Choices	Responses
Female	66.55% 195
Male	31.74% 93
Other	1.71% 5
<b>Total</b>	<b>293</b>

“Love it” scores:

Q #	Title	Respondents	Love It	%
<b>6</b>	<b>Redwood Grove, Shoup Park</b>	<b>340</b>	<b>272</b>	<b>80%</b>
<b>12</b>	<b>Orchard, Civic Center</b>	<b>334</b>	<b>179</b>	<b>54%</b>
<b>28</b>	<b>Olympic Wannabes, Village Park</b>	<b>327</b>	<b>174</b>	<b>53%</b>
<b>24</b>	<b>Magic Fish</b>	<b>330</b>	<b>106</b>	<b>32%</b>
<b>38</b>	<b>Zoo Scapes</b>	<b>308</b>	<b>96</b>	<b>31%</b>
2	Kahns mural	346	102	29%
34	Smoke	316	93	29%
9	Cradle of Liberty	338	94	28%
17	Doors	332	92	28%
36	The Thinker	314	85	27%
7	Conversation Piece (Rock, Paper, Scissors)	340	85	25%
26	Midnight Stomp	327	79	24%
21	Guardian (Fairy)	331	75	23%
11	May Fete (gypsy mural)	334	75	22%
14	Dancing Man	332	71	21%
4	Australian Cattle Dog	339	70	21%
31	Seal Head	323	65	20%
27	Musical Gambol	322	62	19%
33	Sit	318	56	18%
13	Dancers	335	58	17%
8	Convolute of the Square	339	52	15%
15	Dancing Moon Rollers	332	50	15%
18	Dragonfly	333	50	15%
25	Magic Garden	329	49	15%
5	Bird	338	49	14%
10	CT 27	335	48	14%
35	Space Dance for Peace	316	45	14%
16	Diamond Jubilee	332	47	14%
23	Jasper Priestess	330	46	14%
30	Pax Nova	325	45	14%
20	Egret	333	45	14%
37	Will You Dance With Me	313	41	13%
22	Imagine That	330	39	12%
3	Archimedes Goose	344	37	11%
1	Singer bust	350	35	10%
29	By the Sea	324	29	9%
32	Shlama	318	27	8%
19	Arches	333	24	7%



## “Love it” + “Like it” scores:

Q #	Title	Respondents	Love It	%	Like It	%	Love+Like	%
6	Redwood Grove	340	272	80%	40	12%	312	92%
12	Orchard	334	179	54%	104	31%	283	85%
28	Olympic Wannabes	327	174	53%	88	27%	262	80%
36	The Thinker	314	85	27%	150	48%	235	75%
24	Magic Fish	330	106	32%	139	42%	245	74%
34	Smoke	316	93	29%	140	44%	233	74%
2	Kahns mural	346	102	29%	152	44%	254	73%
9	Cradle of Liberty	338	94	28%	139	41%	233	69%
20	Egret	333	45	14%	184	55%	229	69%
4	Australian Cattle Dog	339	70	21%	160	47%	230	68%
38	Zoo Scapes	308	96	31%	112	36%	208	68%
26	Midnight Stomp	327	79	24%	136	42%	215	66%
21	Guardian (Fairy)	331	75	23%	140	42%	215	65%
11	May Fete (gypsy mural)	334	75	22%	140	42%	215	64%
18	Dragonfly	333	50	15%	154	46%	204	61%
7	Conversation Piece (Rock, Paper, Scissors)	340	85	25%	121	36%	206	61%
14	Dancing Man	332	71	21%	120	36%	191	58%
5	Bird	338	49	14%	145	43%	194	57%
17	Doors	332	92	28%	96	29%	188	57%
13	Dancers	335	58	17%	130	39%	188	56%
27	Musical Gambol	322	62	19%	116	36%	178	55%
8	Convolute of the Square	339	52	15%	134	40%	186	55%
25	Magic Garden	329	49	15%	131	40%	180	55%
31	Seal Head	323	65	20%	109	34%	174	54%
33	Sit	318	56	18%	109	34%	165	52%
10	CT 27	335	48	14%	123	37%	171	51%
15	Dancing Moon Rollers	332	50	15%	106	32%	156	47%
16	Diamond Jubilee	332	47	14%	108	33%	155	47%
30	Pax Nova	325	45	14%	106	33%	151	46%
35	Space Dance for Peace	316	45	14%	96	30%	141	45%
37	Will You Dance With Me	313	41	13%	96	31%	137	44%
23	Jasper Priestess	330	46	14%	95	29%	141	43%
22	Imagine That	330	39	12%	99	30%	138	42%
29	By the Sea	324	29	9%	106	33%	135	42%
1	Singer bust	350	35	10%	95	27%	130	37%
19	Arches	333	24	7%	99	30%	123	37%
3	Archimedes Goose	344	37	11%	87	25%	124	36%
32	Shlama	318	27	8%	86	27%	113	36%

## “Hate it” scores:

Q #	Title	Respondents	Hate	%
<b>3</b>	<b>Archimedes Goose</b>	<b>344</b>	<b>51</b>	<b>15%</b>
<b>17</b>	<b>Doors</b>	<b>332</b>	<b>42</b>	<b>13%</b>
33	Sit	318	32	10%
23	Jasper Priestess	330	32	10%
15	Dancing Moon Rollers	332	32	10%
32	Shlama	318	29	9%
37	Will You Dance With Me	313	28	9%
7	Conversation Piece (Rock, Paper, Scissors)	340	26	8%
14	Dancing Man	332	25	8%
8	Convolute of the Square	339	25	7%
27	Musical Gambol	322	23	7%
31	Seal Head	323	21	7%
22	Imagine That	330	21	6%
25	Magic Garden	329	19	6%
16	Diamond Jubilee	332	19	6%
1	Singer bust	350	19	5%
13	Dancers	335	18	5%
5	Bird	338	18	5%
26	Midnight Stomp	327	17	5%
10	CT 27	335	17	5%
18	Dragonfly	333	16	5%
19	Arches	333	16	5%
30	Pax Nova	325	15	5%
21	Guardian (Fairy)	331	15	5%
38	Zoo Scapes	308	13	4%
29	By the Sea	324	13	4%
28	Olympic Wannabes	327	13	4%
35	Space Dance for Peace	316	12	4%
9	Cradle of Liberty	338	12	4%
36	The Thinker	314	11	4%
24	Magic Fish	330	11	3%
34	Smoke	316	9	3%
4	Australian Cattle Dog	339	7	2%
20	Egret	333	6	2%
11	May Fete (gypsy mural)	334	6	2%
2	Kahns mural	346	6	2%
<b>12</b>	<b>Orchard</b>	<b>334</b>	<b>3</b>	<b>1%</b>
<b>6</b>	<b>Redwood Grove</b>	<b>340</b>	<b>0</b>	<b>0%</b>

## “Hate it” + “Dislike it” scores:

Q #	Title	Respondents	Dislike	%	Hate	%	Dislike+Hate	%
<b>3</b>	<b>Archimedes Goose</b>	<b>344</b>	<b>117</b>	<b>34%</b>	<b>51</b>	<b>15%</b>	<b>168</b>	<b>49%</b>
<b>37</b>	<b>Will You Dance With Me</b>	<b>313</b>	<b>81</b>	<b>26%</b>	<b>28</b>	<b>9%</b>	<b>109</b>	<b>35%</b>
15	Dancing Moon Rollers	332	77	23%	32	10%	109	33%
23	Jasper Priestess	330	75	23%	32	10%	107	32%
17	Doors	332	61	18%	42	13%	103	31%
32	Shlama	318	69	22%	29	9%	98	31%
19	Arches	333	86	26%	16	5%	102	31%
33	Sit	318	65	20%	32	10%	97	31%
22	Imagine That	330	78	24%	21	6%	99	30%
27	Musical Gambol	322	63	20%	23	7%	86	27%
16	Diamond Jubilee	332	68	20%	19	6%	87	26%
14	Dancing Man	332	59	18%	25	8%	84	25%
7	Conversation Piece (Rock, Paper, Scissors)	340	59	17%	26	8%	85	25%
31	Seal Head	323	58	18%	21	7%	79	24%
10	CT 27	335	63	19%	17	5%	80	24%
30	Pax Nova	325	59	18%	15	5%	74	23%
1	Singer bust	350	60	17%	19	5%	79	23%
8	Convolute of the Square	339	49	14%	25	7%	74	22%
5	Bird	338	51	15%	18	5%	69	20%
35	Space Dance for Peace	316	51	16%	12	4%	63	20%
29	By the Sea	324	51	16%	13	4%	64	20%
13	Dancers	335	44	13%	18	5%	62	19%
25	Magic Garden	329	41	12%	19	6%	60	18%
18	Dragonfly	333	41	12%	16	5%	57	17%
21	Guardian (Fairy)	331	40	12%	15	5%	55	17%
26	Midnight Stomp	327	32	10%	17	5%	49	15%
4	Australian Cattle Dog	339	41	12%	7	2%	48	14%
38	Zoo Scapes	308	30	10%	13	4%	43	14%
11	May Fete (gypsy mural)	334	38	11%	6	2%	44	13%
9	Cradle of Liberty	338	29	9%	12	4%	41	12%
24	Magic Fish	330	26	8%	11	3%	37	11%
34	Smoke	316	26	8%	9	3%	35	11%
36	The Thinker	314	22	7%	11	4%	33	11%
28	Olympic Wannabes	327	19	6%	13	4%	32	10%
2	Kahns mural	346	27	8%	6	2%	33	10%
20	Egret	333	23	7%	6	2%	29	9%
<b>12</b>	<b>Orchard</b>	<b>334</b>	<b>8</b>	<b>2%</b>	<b>3</b>	<b>1%</b>	<b>11</b>	<b>3%</b>
<b>6</b>	<b>Redwood Grove</b>	<b>340</b>	<b>3</b>	<b>1%</b>	<b>0</b>	<b>0%</b>	<b>3</b>	<b>1%</b>

## APPENDIX C

“No opinion” scores:

Q #	Title	Respondents	No opinion	%
<b>1</b>	<b>Singer bust</b>	<b>350</b>	<b>141</b>	<b>40%</b>
<b>29</b>	<b>By the Sea</b>	<b>324</b>	<b>125</b>	<b>39%</b>
35	Space Dance for Peace	316	112	35%
32	Shlama	318	107	34%
19	Arches	333	106	32%
30	Pax Nova	325	100	31%
22	Imagine That	330	93	28%
16	Diamond Jubilee	332	90	27%
25	Magic Garden	329	89	27%
13	Dancers	335	85	25%
10	CT 27	335	84	25%
23	Jasper Priestess	330	82	25%
8	Convolute of the Square	339	79	23%
20	Egret	333	75	23%
11	May Fete (gypsy mural)	334	75	22%
5	Bird	338	75	22%
31	Seal Head	323	70	22%
18	Dragonfly	333	72	22%
37	Will You Dance With Me	313	67	21%
15	Dancing Moon Rollers	332	67	20%
26	Midnight Stomp	327	63	19%
9	Cradle of Liberty	338	64	19%
38	Zoo Scapes	308	57	19%
21	Guardian (Fairy)	331	61	18%
27	Musical Gambol	322	58	18%
4	Australian Cattle Dog	339	61	18%
33	Sit	318	56	18%
14	Dancing Man	332	57	17%
2	Kahns mural	346	59	17%
34	Smoke	316	48	15%
3	Archimedes Goose	344	52	15%
36	The Thinker	314	46	15%
24	Magic Fish	330	48	15%
7	Conversation Piece (Rock, Paper, Scissors)	340	49	14%
17	Doors	332	41	12%
<b>12</b>	<b>Orchard</b>	<b>334</b>	<b>40</b>	<b>12%</b>
<b>28</b>	<b>Olympic Wannabes</b>	<b>327</b>	<b>33</b>	<b>10%</b>
<b>6</b>	<b>Redwood Grove</b>	<b>340</b>	<b>25</b>	<b>7%</b>