



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: MICHAEL OGILVIE

**SUBJECT: 2020 CENSUS POSTER CONTEST
DESIGN SELECTION**

DATE: December 3, 2019

Council District: Citywide

REPORT

This is a report on design selection for the 2020 Census Poster Contest, a joint project of the San José Office of Cultural Affairs and the Santa Clara Valley Transportation Authority (VTA).

DATE OF ARTIST SELECTION: December 3, 2019

BUDGET: \$10,000.

LOCATIONS: Selected design will promote the 2020 Census as posters on VTA operated buses, trains, and transit real estate throughout Santa Clara County.

PROJECT DESCRIPTION

To encourage broad participation in the 2020 Census, the Office of Cultural Affairs, in partnership with the City's census efforts and VTA, invited Santa Clara County college students to submit original poster designs to promote participation in the 2020 Census. The selected designs will run as 2020 Census advertisements on VTA operated buses, trains, and transit real estate. The purpose of this design contest is to:

- Educate and motivate people living in Santa Clara County to take part in the 2020 Census.
- Engage local college students around the 2020 Census and provide professional development training.

Submissions were encouraged to respond to the "Everyone Counts" 2020 Census theme. "Everyone Counts" emphasizes inclusivity. Everyone that resides either permanently or temporarily in Santa Clara County—regardless of citizenship status, home ownership, age, racial or ethnic origins, sex, sexual orientation, religious affiliation, or disability—deserves to be counted. College students are among one of the historically under-counted census populations, and, therefore, the specific target of the poster contest.

Guidelines for the 2020 Poster Design Contest were released on August 30, 2019 and sent to art instructors at nonprofit and public Santa Clara County colleges and universities. Schools included De Anza College, Evergreen Valley College, Foothill College, Gavilan College, Mission College, San Jose City College, San Jose State University, Santa Clara University, Stanford University, and West Valley College. Posters promoting the contest were also distributed at the college campuses and through social media, and staff directly contacted through, phone, email and in-person meetings with many of the educational institutions. Guidelines were hosted on VTA's website. A presentation on the contest was given by Office of Cultural Affairs and Census staff on September 30, 2019 at Evergreen Valley College to a graphic design class at the instructor's request.

Submissions were due on November 21, 2019 and students from seven (7) colleges and universities participated. Submissions were accepted through Westaf's Call for Entry (CaFE) <https://www.callforentry.org/> platform. The Office of Cultural Affairs and other national public art programs use CaFE to advertise public art calls and receive submissions.

A selection panel was held on December 3, 2019 to review poster design submissions. The selection panel included the following individuals:

- **Maria Gomez Cambra**, *Sales and Promotions Supervisor, VTA*
- **Trami Cron**, *Executive Director, Chopsticks Alley*
- **Omar Rodriguez**, *Designer and Principal, Kooltura Marketing*
- **Vilcia Rodriguez**, *2020 Census Project Manager, City of San Jose*

Submissions were evaluated according to the following published criteria:

- Effectiveness in conveying information about the 2020 census
- Ability to motivate people to participate in the 2020 census
- Successful incorporation of the theme "Everyone Counts!"
- Artistic Quality and Professionalism
- Ability of design to be adapted to multiple formats
- Bilingual designs are encouraged (using text provided)

After a careful review, the panel selected the designs by Tran Minh Tien Le of Evergreen Valley College to be reprinted as the 2020 Census posters and the designs of Fiona Morris of Santa Clara University and collaborative designs of Andy Ngo and Richard Dinh of San Jose State University as honorable mentions.

The selected designs will be reviewed by program staff to ensure compliance with VTA advertising policy, ADA, and print quality requirements. Pending final review, the selected artworks will be reproduced in a variety of formats on VTA real estate. Should the selected designs, not be able to meet the print requirements, one of the honorable mention designs will be used.

For having their design selected, Tran Minh Tien Le, will receive a \$750 honorarium, as well as a \$200 stipend for making design revisions to comply with ADA. Since only one designer was selected, both Honorable Mentions will receive a \$750 honorarium.

Printed posters are anticipated to be installed on VTA real estate in late February 2020. An awards ceremony will be held in March 2020.

/s/

MICHAEL OGILVIE
Public Art Director

Attachments:
2020 Census Poster Design Contest Guidelines