



REGULAR MEETING OF THE CITY OF EL SEGUNDO ARTS and CULTURE ADVISORY COMMITTEE AGENDA

MEETING DATE: January 25, 2022
MEETING TIME: 5:30 p.m.
MEETING PLACE: El Segundo Public Library

DUE TO THE COVID-19 EMERGENCY,
THIS MEETING WILL BE CONDUCTED
PURSUANT TO THE GOVERNOR'S
EXECUTIVE ORDER N-29-20.

How Can Members of the Public Observe and Provide Public Comments?

Residents are strongly encouraged to participate remotely in the virtual Arts and Culture Advisory Committee Meeting. Access remotely via Zoom (Meeting ID 971 7511 4447| Passcode 846319 | Phone No. 669-900-9128). Members of the Public may provide comments electronically by sending them to Julie Todd Senior Librarian (jtodd@elsegundo.org/310-524-2729), with a limit of 150 words and accepted up until 30 minutes prior to the meeting. The emails will be read to the Arts and Culture Advisory Committee during public communications and are subject to disclosure under the Public Records Act.

Additional Information

The Arts and Culture Advisory Committee, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Unless otherwise noted in the Agenda, the public can only comment on City-related business that is within the subject matter jurisdiction of the Arts and Culture Advisory Committee, and items listed on the Agenda during the **Public Communications** portion of the meeting. The time limit for comments is five minutes per person, maximum 30 minutes.

Before speaking to the Arts and Culture Advisory Committee, please state: your name, residence, and the organization you represent, if desired. Please respect the time limits.

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk (310) 524-2305. Notification 48 hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

Land Acknowledgement: We acknowledge that we are holding this meeting on the traditional, ancestral, and unceded territory of the Tongva. We recognize the Tongva people as the traditional land caretakers of Tovaangar (Los Angeles basin, So. Channel Islands). We also acknowledge that Los Angeles County is home to the largest Indigenous populations in the US.

A. CALL TO ORDER

B. ROLL CALL

- Joanna Bowe
- Jane Burrell
- Maureen Kingsley
- Mark Knight
- Michael Kreski
- Brian Mitchell

- Joan Palmer
- Vice Chairperson Natalie Strong
- Eva Sweeney
- Tanya Taylor
- Chairperson Neal Von Flue

CITY COUNCIL LIAISONS

- Councilmember Lance Giroux

- Councilmember Scot Nicol

C. PRESENTATIONS

1. Warren Brand of Branded Arts presents Kinecta Credit Union's "Spruce Goose" Public Art Plan.
(Sam Lee + Warren Brand/30 minutes)

Attached Supporting Documents:

- Branded Arts Presentation of Josh Everhorn's "Spruce Goose" for Kinecta Credit Union
2. Introduction of El Segundo's Inaugural Poet Laureate Hope Anita Smith
(Sam Lee/15 minutes)

D. PUBLIC COMMUNICATIONS (Related to city business only and for which the Advisory Council is responsible – 5 minutes per person; 30 minutes total).

E. APPROVAL OF SPECIAL MEETING MINUTES for December 8, 2021

F. SPECIAL BUSINESS

1. ACC Election of Chair and Vice Chair
(Julie Todd/15 minutes)

G. UNFINISHED BUSINESS

1. Wrap-up Final Festival of Holidays Budget.
(Sam Lee/15 minutes)

H. NEW BUSINESS

1. Vote to approve resolution for the ACC to continue meeting via Zoom teleconferencing
(Julie Todd/15 minutes)

Recommendation: Approval

Attached Supporting Documents:

- Resolution to Conduct Public Meetings via Teleconferencing Pursuant to Assembly Bill No. 361
- Resolution No._____.

2. Big Idea List. Discussion of existing list status.
(Neal Von Flue/30 minutes)

Attached Supporting Documents:

- Big Idea List

I. GOVERNANCE

J. ADVISORY COMMITTEE MEMBER COMMENTS

Joanna Bowe

Jane Burrell

Maureen Kingsley

Mark Knight

Michael Kreski

Brian Mitchell

Joan Palmer

Vice Chairperson Natalie Strong

Eva Sweeney

Tanya Taylor

Chairperson Neal Von Flue

CITY COUNCIL LIAISON COMMENTS

Councilmember Lance Giroux

Councilmember Scot Nicol

L. CITY LIAISON UPDATES

M. ADJOURNMENT

NEXT MEETING: Regular meeting on February 22, 2022 at 5:30 p.m.

Posted by: Sam Lee, Date & Time:

**ARTS AND CULTURE ADVISORY COMMITTEE OUTREACH TO OTHER
CITY OF EL SEGUNDO COMMITTEES, COMMISSIONS, AND BOARDS**

Capital Improvement Program Advisory Committee: Michael Kreski

Diversity, Equity, and Inclusion Committee: Vacant

Economic Development Advisory Council: Eva Sweeney

Environmental Committee: Vacant

Investment Advisory Committee: Brian Mitchell

Library Board of Trustees: Natalie Strong, Brian Mitchell (alternate)

Planning Commission: Eva Sweeney (alternate)

Recreation and Parks Commission: Michael Kreski (alternate)

Senior Citizens Housing Corporation Board: Maureen Kingsley, Neal Von Flue (alternate)

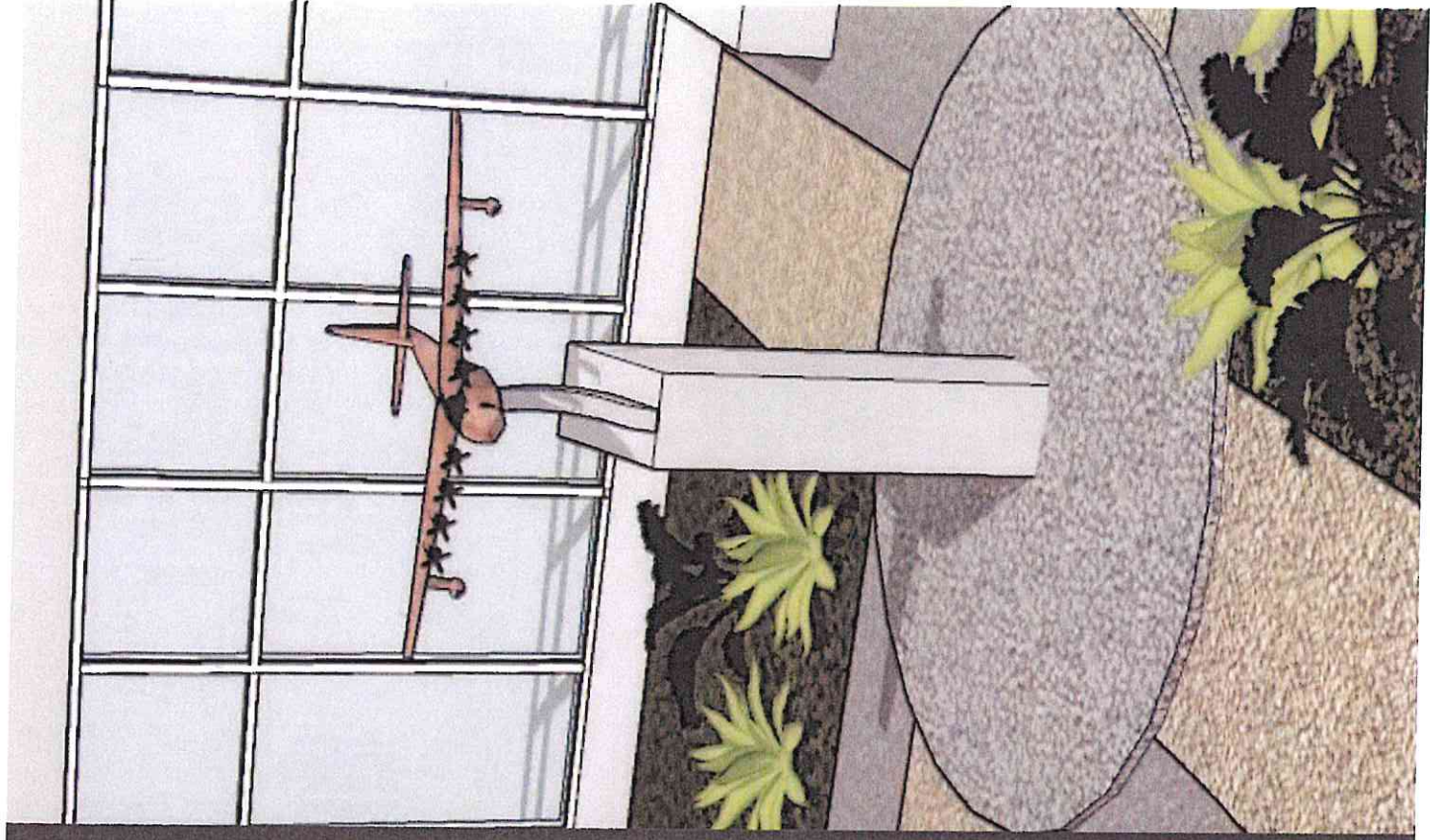
Technology Committee: Brian Mitchell, Mark Knight (alternate)

BRANDED ARTS - FEATURING LEAD ARTS

PRACTITIONER JOSH EVERHORN

2100 PARK PLACE, EL SEGUNDO CA 90245

PROPOSAL 2022



ABOUT AND CV ABOUT BRANDED ARTS

Branded Arts is an organization dedicated to making a positive social impact. Over the last 10 years, Branded Arts has produced over 500 public and private-art installation projects in over 50 cities worldwide. Branded Arts offers a full spectrum of artistic services for communities and corporate settings alike. With years of experience as curators and consultants, they will find the perfect artwork to enhance any professional space. Whether it's a signature mural, sculpture, or hundreds of pieces for a full-scale development, they will take care of every detail from the concept to the artwork installation. The Branded Arts staff is multi-talented, with backgrounds in architecture, design, gallery planning and production. Their team is comprised of members who have worked together on numerous successful projects. Their team has an overall vision built upon a substantial roster of contributing artists and multiple artistic platforms that will take their projects to even greater heights.

ABOUT BRANDED ARTS LEAD ARTS PRACTITIONER JOSH EVERHORN

Joshua Keen Valencia AKA Josh Everhorn, was born and raised in Los Angeles. He holds a Bachelor of the Arts Degree in Fine/Studio Arts from the California State University-San Bernardino. Over the last decade, Joshua has led the Branded Arts design, fabrication and installation team, having produced and installed hundreds of large-scale permanent public art installation projects. He has worked closely with multiple stakeholders including property owners, developers, architects, design teams, engineers, landscapers, city officials, artists, community members, building staff, and construction crews. When working with different stakeholders, it is important to compliment their vision, to make sure that all voices are heard, and to suggest concepts and designs based on creative meetings and subsequent feedback. Some of Branded Arts' most notable projects include the 2019 Dr. Maya Angelou Community High School campus beautification project in Los Angeles. The total production costs for that project were over \$500,000. That project included over 25 public art murals, and 1 large-scale steel sculptural installation. Another major project that was recently completed in 2020 is the new Austin Oaks Office Park in Austin, Texas. That project included 6 large-scale permanent outdoor art sculptures. The total production costs for that project were over \$850,000.

CV

Exhibition Technician - California Science Center
Aug 2012 - Aug 2019 (7 years 1 month)

- Interpreted prototype & building drawings for in-house and special exhibits.
- Conceptualized and fabricated installations utilizing visual principals & fabrication fundamentals.
- Conducted a number of augmentations to improving exhibits.
- Assumed leadership roles in various high profile projects including:

- Mission 26: The Big Endeavour - 2013
- Dead Sea Scrolls: The Exhibition - 2015
- King Tut: Treasures of the Golden Pharaoh - 2018

Professional Arts Practitioner - Branded Arts
Aug 2010 - Present (11 years +)

- Facilitated production of over 500 large-scale public art installations.
- Conceptualized, designed and fabricated custom 2D and 3D artworks.
- Utilizing a wide variety of programs from Auto CAD to the Adobe Suite to interpret and develop projects.

BRANDED ARTS - PAST WORKS

NEXT on Sixth Apartments
620 S Virgil Ave, Los Angeles, CA 90005



BRANDED ARTS - PAST WORKS

Austin Oaks - 3409 Executive Center Dr, Austin, TX 78731



BRANDED ARTS - PAST WORKS

Austin Oaks - 3409 Executive Center Dr, Austin, TX 78731



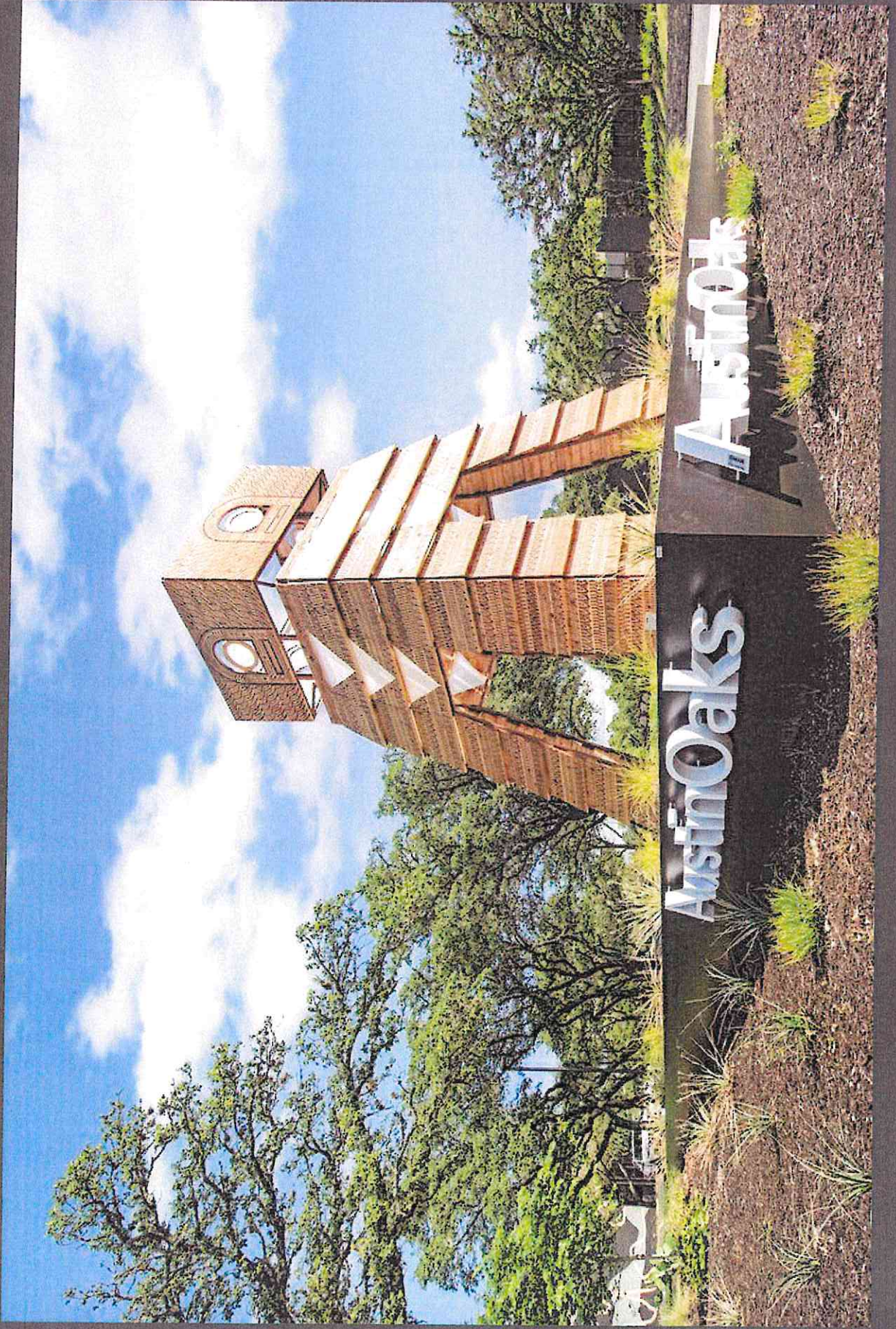
BRANDED ARTS - PAST WORKS

Austin Oaks - 3409 Executive Center Dr, Austin, TX 78731



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BRANDED ARTS - PAST WORKS

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KINECTA - EL SEGUNDO
SCULPTURE LOCATION AND LANDSCAPING



40ft from sculpture to street

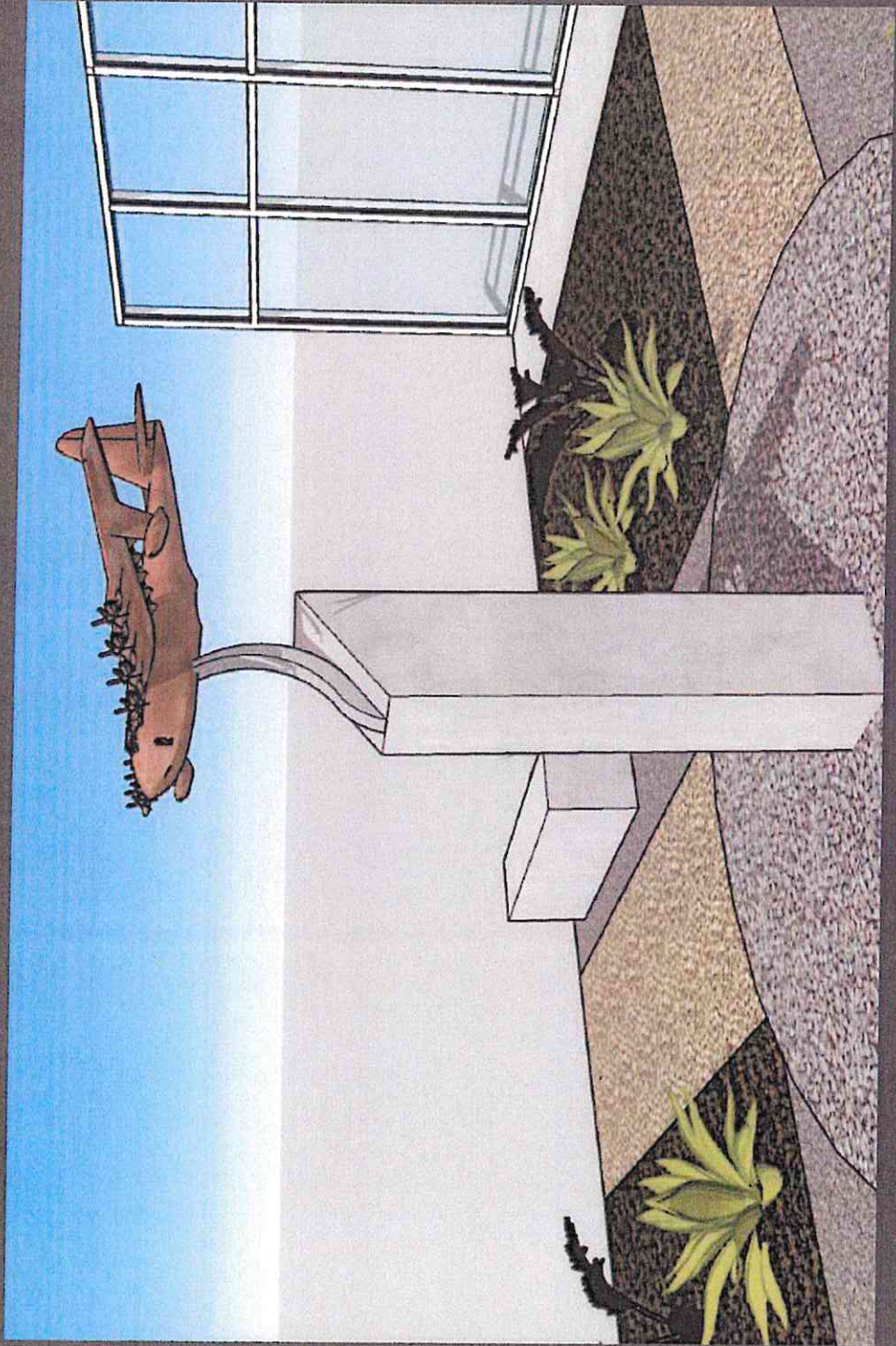
KINECTA - EL SEGUNDO
SCULPTURE LOCATION AND LANDSCAPING



Sculpture location

40ft from sculpture to street

KINECTA - EL SEGUNDO
SCULPTURE DESIGN



KINECTA - EL SEGUNDO ARTIST STATEMENT

"The peaceful environment of this street lends itself well to this design. Combined with the aesthetic of the property and the storied history of aviation in El Segundo, we feel that this sculpture will be welcome part of the community landscape. The "Spruce Goose" is undoubtedly one of the most famous planes in the history of the world, so being able to pay tribute to its renowned design will be one of the all-time highlights of our of our public art project portfolio."

RESOLUTION NO. _____ -

A RESOLUTION OF THE ARTS AND CULTURE ADVISORY COMMITTEE FINDING THAT CERTAIN CONDITIONS EXIST TO CONTINUE CONDUCTING PUBLIC MEETINGS VIA TELECONFERENCING PURUSANT TO GOVERNMENT CODE SECTION 54953(e).

The Arts and Culture Advisory Committee resolves as follows:

SECTION 1: The Arts and Culture Advisory Committee finds and declares as follows:

- A. On March 4, 2020, Governor Gavin Newsom proclaimed a State of Emergency in California due to the threat of the COVID-19 pandemic.
- B. This gubernatorial proclamation, among other things, suspended local government emergency declaration, reporting, and extension requirements of Government Code § 8630 for the duration of the COVID-19 pandemic.
- C. Effective September 16, 2021, Assembly Bill No. 361 ("AB 361") took effect which, among other things, amends certain provisions of the Ralph M. Brown Act ("Brown Act") governing open meetings to allow teleconferencing, including internet-based video conferencing, in a manner similar to previously issued gubernatorial executive orders.
- D. During a proclaimed state of emergency, AB 361 allows a legislative body, like the Arts and Culture Advisory Committee, to continue utilizing teleconferencing to conduct public meetings under certain circumstances, provided the legislative body makes certain findings.
- E. After an initial meeting in which certain findings are made, to continue meeting pursuant to AB 361, the legislative body must, every 30 days thereafter, declare that it has reconsidered the circumstances of the state of emergency and either: (1) the state of emergency continues to directly impact the ability of the members to meet safely in person; or (2) state or local officials continue to impose or recommend measures to promote social distancing.
- F. On October 5, 2021, the El Segundo City Council adopted Resolution 5275 prohibiting other City legislative bodies from meeting exclusively in person, except as determined by the City Manager or until the City Council provides further direction. The City Council Resolution directed all legislative bodies of the City to consider the adoption of a resolution authorizing the use of teleconferenced meetings pursuant to Government Code § 54953(e).

SECTION 2: *Teleconferencing.* Pursuant to Government Code § 54953(e), the Arts and Culture Advisory Committee finds as follows:

- A. The state of California continues to be in a declared state of emergency pursuant to Government Code § 8625 (the California Emergency Services Act; see Government Code § 54953(e)(3); see also Governor's Proclamation dated March 4, 2020);
- B. Based upon the most recent Order of the Health Officer for the County of Los Angeles Department of Public Health (dated September 17, 2021 and effective October 7, 2021), masks and social distancing continue to be recommended as necessary to curb the spread of COVID-19 (Government Code § 54953(e)(3)(B)(ii));
- C. The circumstances continue to directly impact the ability of the members of the Arts and Culture Advisory Committee to meet safely in person;
- D. Accordingly, to protect public health, the Arts and Culture Advisory Committee finds that it is in the public interest to conduct its public meetings via teleconference as defined by Government Code § 54953;
- E. The Arts and Culture Advisory Committee will adhere to all requirements of Government Code § 54953(e) governing teleconferencing during the emergency.

SECTION 3: *Reporting.* Every 30 days following adoption of this Resolution, the Arts and Culture Advisory Committee will reconsider the extension of the teleconferencing method of public meetings in accordance with Government Code § 54953(e)(3). Such determinations may be placed on the consent calendar.

SECTION 4: *Electronic Signatures.* This Resolution may be executed with electronic signatures in accordance with Government Code §16.5. Such electronic signatures will be treated in all respects as having the same effect as an original signature.

SECTION 5: *Recordation.* The presiding officer of the Arts and Culture Advisory Committee is authorized to sign this Resolution signifying its adoption by Arts and Culture Advisory Committee.

SECTION 6: *Effective Date.* This Resolution will become effective immediately upon adoption.

PASSED AND ADOPTED this 25th day of January, 2022.

Chair Neal Von Flue
Arts and Culture Advisory Committee

TITLE:

Resolution to Conduct Public Meetings via Teleconferencing Pursuant to Assembly Bill No. 361

RECOMMENDATION:

1. Adopt a Resolution allowing public meetings to continue to be conducted via teleconferencing pursuant to Assembly Bill No. 361

BACKGROUND:

On March 4, 2020, Governor Gavin Newsom proclaimed a State of Emergency to exist in California due to the threat of the COVID-19 pandemic. Subsequent associated gubernatorial executive orders, among other things, allowed local government bodies subject to the Ralph M. Brown Act ("Brown Act") to conduct virtual/teleconferencing meetings without needing to comply with teleconferencing requirements set forth in the Brown Act. Specifically, the executive orders suspended requirements that mandated (1) that every location from which a member of a body was participating in a meeting must have a notice of the meeting agenda physically posted at location (24 hours in advance for special meetings, and 72 hours in advance for regular meetings) and that each teleconferencing location be open for public attendance, (2) that a majority of the members of the body must be present in the jurisdiction, and (3) that members of the public must be allowed to attend meetings in person. The applicable Executive Order N-29-20 is expiring on September 30, 2021.

In order to address the expiration of the Governor's Order regarding teleconferencing, effective September 16, 2021, Assembly Bill No. 361 ("AB 361") took effect which, among other things, amends certain provisions of the Brown Act governing open meetings to allow teleconferencing, including internet-based video conferencing, in a manner similar to previously issued gubernatorial executive orders.

DISCUSSION:

During a proclaimed state of emergency, AB 361 allows a legislative body, like the Arts and Culture Advisory Committee, to continue utilizing teleconferencing to conduct public meetings in a manner like they have been conducted during the pandemic under certain circumstances, provided the legislative body makes certain findings. After an initial meeting in which certain findings are made, to continue meeting pursuant to AB 361, the legislative body must declare within 30 days that it has reconsidered the circumstances of the state of emergency and either: (1) the state of emergency continues to directly impact the ability of the members to meet safely in person; or (2) state or local officials continue to impose or recommend measures to promote social distancing. Accordingly, the Arts and Culture Advisory Committee action and the issue of teleconferencing will be revisited every 30 days.

For the reasons set forth below, staff is recommending that the Arts and Culture Advisory Committee continue to meet via teleconferencing unless the City Manager determines that a CCB can and should meet in person based upon the then applicable health and safety regulations and the relative importance of a CCB conducting an in-person meeting.

Currently, there are a myriad of state and county regulations regarding meetings conducted indoors. The County's order prohibits such unless certain restrictions are adhered to. Additionally, the City is subject to employer regulations promulgated by CalOSHA that place additional restrictions on workplace interaction.

The state and county regulations have changed numerous times during the nineteen-month period that the pandemic has existed. Meeting protocols have been changed several times during this time based upon the changing legal requirements. The Council is currently conducting a portion of its regular open session meetings in person but with numerous restrictions and limited in-person public and staff participation for purposes of complying with existing legal requirements.

While staff understands the importance of coordinating meetings to allow maximum public participation, staff believes it would be prudent in the short-term for the CCB's to continue to meet virtually. It will be a significant burden on staff and the CCB's to go through continuous changes as to how the CCB meetings will be conducted. However, there may be instances where there is a significant purpose to allow for in-person meetings if the then applicable regulations can be adhered to without significant strain on City resources. For example, there are currently several public hearings that are likely to come before the Planning Commission over the next few months that will be reviewed for potential in-person meetings based upon the above criteria. The City Manager will make decisions regarding whether a particular CCB meeting should and can be reasonably conducted in-person.

Again, the above issues will be revisited by the Council and Arts and Culture Advisory Committee every 30 days and as the various regulations/restrictions are amended or lifted, all Council and CCB meetings will be conducted in the manner they were conducted before the pandemic.

The proposed Resolution would:

- Make the requisite findings for the Arts and Culture Advisory Committee to continue using teleconferencing protocols for its public meetings, subject to certain notice, access, and participation requirements;
- Require the Arts and Culture Advisory Committee, every 30 days, to reconsider the state of emergency conditions and consider whether certain findings can be made to support continued use of teleconferencing procedures; and
- Prohibit the Arts and Culture Advisory Committee from meeting exclusively in person except as determined by the City Manager or until the Council provides further direction in the future

Approval of the proposed Resolution requires a recorded majority vote of the Arts and Culture Advisory Committee total membership.

CITY STRATEGIC PLAN COMPLIANCE:

Goal 1: Enhance Customer Service, Engagement, and Communication; Embrace Diversity, Equity, and Inclusion

Objective 1A: El Segundo provides unparalleled service to internal and external customers.

Objective IB: El Segundo's engagement with the community ensures excellence.

Objective B: El Segundo approaches its work in a financially strategic and responsible way.

PREPARED BY: Mark Hensley, City Attorney
APPROVED BY: Julie Todd, Senior Librarian

Idea	Description	Category	\$-\$\$\$	Scope [2]	Strategic Goals [3]	Notes
DEI Programming for Schools		Programming	\$	Variable	1, 5	
Outdoor Dining Spaces	Design and install artistic facades on outdoor dining K rails, temporary landscaping, and lighting	Minor/Medium Installation	\$	Medium	3, 4, 5	
Festival of Holidays	Multicultural festival where guests can visit food booths that reflect holiday traditions from around the world. To Disney California Adventure annual festival of holidays. Civic Plaza, Dec 2021	Event	\$	Large	1, 5	
TeoX El Segundo		Programming	\$	Large	1, 3, 5	
Poet Laureate	Writer/poet living in and writing about El Segundo and running workshops, etc.	Programming	\$	Small	1, 5	
July 4th Fireworks Spectacular	A story-driven fireworks show at Recreation Park with music, narration, and lighting—a signature aspect event to welcome the community back, similar to the Centennial Show (July 2021 or 2022)	Event	\$	Large	5	
Drive-in Concert @ Cambria	Live drive-in concert in the large parking lot of Cambria Hotel, where guests watch the show from the safety of their cars and tune in to the audio through their car stereos	Event	\$	Large	2, 3, 5	
Art Walk 2021		Event	\$\$\$	Large	1, 5	
Architectural Projections Show	An architectural projection mapped show, either stand-alone (ie. Story on the Library Wall) or as part of an anchor event (i.e., -nighttime exhibit as part of Art Walk)	Event	\$	Medium	1, 3, 5	
Library Park Themed Walk Thru	A themed nighttime walkthrough event that tells a story as guests travel along the walkways, using music, lighting in the trees, and projection mapping	Event	\$	Medium	5	
Battle of the Bands	High-energy live-music event	Event	\$	Medium	5	
Spoken Word Showcase	Live spoken-word performances featuring local writers/poets/public speakers	Event	\$	Medium	5	
Multicultural Fair	Community event sharing ES residents' diverse backgrounds and cultures	Event	\$	Medium	1, 5	
Drive Thru Experience @ Joselyn Lot	A themed drive-thru experience in the Joselyn Parking Lot featuring music, scenic elements, and lighting	Event	\$	Medium	2, 5	
South Bay Musicians Showcase	"Variety show" of local musicians, live performances	Event	\$	Medium	5	
Virtual Speaker Series	Online virtual speaker series dealing with art and culture, topics TBD	Event	\$	Small	1, 3, 5	
Teen Center Youth Art Show	Teen artists display work and chat with public @ teen ctr	Event	\$	Small	5	
Book Talks	Local published authors (Ruth Thomas, Kieran McCaffrey, Erin Harrington, etc.) hold readings and discuss their work with the public	Event	\$	Small	5	
Night At The Museum	ES/MoK takeover for tweens/teens	Event	\$	Small	1, 5	
Gundo Comedy Festival	Sponsorship of this annual comedy festival	Event	\$	Small	5	
Richmond AI Fresco Performances	Program performances for the 200 block of Richmond Street outdoor dining area	Event	\$	Small	5	
Summer Concerts in the Park	Additional funding for this existing program; more concerts	Event	\$	Small	5	
Concept Design Exhibit	Program the Room of Requirement as a concept design exhibit that showcases upcoming Arts and Culture programming	Event	\$	Small	5	
Bus Shelter Artwork	Public art installations at all ES bus-stop shelters	Exhibit	\$	Medium	1, 3, 5	
North Gateway	Impairal Hwy & Main St	Major Installation	\$	Large	1, 5	
South Gateway	El Segundo Blvd & Main St	Major Installation	\$	Large	3, 4, 5	
West Gateway	Grand Ave & Vista del Mar, grand hill, beach access, artwork, shade, seating, native plant restoration, interpretive signage.	Major Installation	\$\$\$	Large	3, 4, 5	
East Gateway	El Segundo Blvd & Aviation, train bridge	Major Installation	\$\$\$	Large	3, 4, 5	
Please Touch Artwork	Public artwork/sculpture for touching and drimng on (or kids)	Major Installation	\$\$\$	Large	1, 5	
Bike Paths		Major Installation	\$\$\$	Large	1, 5	
Pedestrian Bridge on PCH		Major Installation	\$\$\$	Large	2, 4, 5	
Plinth Art Piece		Major Installation	\$\$\$	Large	2, 4, 5	
Community Participation Mural		Medium Installation	\$\$\$	Medium	1, 4, 5	
Let's Get Coffee Installation	Minor Installation	Minor Installation	\$\$\$	Medium	1, 5	
"You Are Here" Interactive Map	An interactive sculpture featuring a small table and two chairs, one of which is occupied by a human figure. So you can sit and have coffee with a friend, even when the weather is not ideal.	Minor Installation	\$\$\$+	Medium	1, 5	
Handprint Alley 2.0	Fixed sculpture to be installed in the main courtyard area. This is what it means to live here. A personal history of our town.	Minor Installation	\$\$\$	Medium	1, 5	
Grand Ave Banner Project	Colorful banners up and down Grand Hill	Minor/Medium Installation	\$	Large	1, 5	
Socially Distanced Gathering Chairs	A memorial to our distanced year and an acknowledgement of what we all lost: the memorial itself is a place to gather, to recover together from our communal loneliness	Minor/Medium Installation	\$	Medium	1, 3, 4, 5	
Tiny Art show	example @tinyartshow on Instagram	Minor/Medium Installation	\$	Medium	1, 5	
El Segundo Writes	Published anthology of writing and illustrations from the community of ES	Minor/Temporary Installatio	\$	Small	1, 5	
Postcard Series	Community-designed ES postcards showcasing ES art and photography	Print project	\$	Medium	5	
Community Mini Herb Gardens		Print project	\$	Small	5	
Support Youth Council Programming		Programming	\$	Small	5	
Programming for BIPOC Months		Programming	\$	Variable	1, 5	
Support Community Services Programming		Programming	\$	Variable	1, 5	
	Essa need for sponsorship	Programming	\$	Variable	1, 5	

Strategic Plan:

Goal 1. Enhance Customer Service, Engagement, and Communications; Embrace Diversity, Equity, and Inclusion.

Goal 2. El Segundo is a safe and prepared community.

Goal 3. The El Segundo workforce is inspired, world-class, engaged, with increasing stability and innovation.

Goal 4. Develop Quality Infrastructure and Technology El Segundo's physical infrastructure supports an appealing, safe, and effective community.

Goal 5. El Segundo promotes community engagement and economic vitality. El Segundo approaches its work in a financially strategic and responsible way.

[1] \$ — \$4,999 or less
\$\$ — \$5,000 - \$49,999
\$\$\$ — \$50k +

[2] Small — Can be done quickly and with only a few person-hours

Medium — Involves a moderate amount of planning, management, and vendor participation, feasible to activate within a few months

Large — A large scale project that requires months or years of planning, logistics, teams, approvals, and installation.

[3] Refer to ES Strategic Plan tab