



Lori Droste
Berkeley City Council District 8

Consent Calendar

April 23, 2019

To: Honorable Mayor and Members of the City Council

From: Councilmembers Lori Droste, Cheryl Davila, and Rigel Robinson

Subject: Relinquishment of Council Office Budget Funds: "Post-Memory: A Decade of Art and Activism in Berkeley," an art exhibit in honor of Zachary Cruz

RECOMMENDATION

Adopt a Resolution approving the expenditure of an amount not to exceed \$250 per sponsoring Councilmember, with funds relinquished from the discretionary Council Office Budgets of Councilmember Droste and any other Councilmembers who would like to contribute. Funds would go to cover the costs of the art exhibit "Post-Memory: A Decade of Art and Activism in Berkeley" at UC Berkeley.

2019 marks the ten year anniversary of the death of Zachary Cruz who died from road violence on Berkeley streets. The art exhibit will honor Zachary and raise awareness about road safety and Vision Zero in Berkeley. Additional details about the exhibit are attached.

Donations will go to A to Z Families for Safe Streets, c/o Los Angeles Walks, 830 Traction Ave 3rd Floor, Los Angeles, CA 90013.

FINANCIAL IMPLICATIONS

No General Fund impact. Funds are available from the Councilmembers' office budget discretionary accounts.

ENVIRONMENTAL SUSTAINABILITY

No adverse effects to the environment.

CONTACT PERSON

Councilmember Lori Droste 510-981-7180

Attachments:

- 1: Resolution
2. Letter from Frank Cruz

RESOLUTION NO. ##,###-N.S.

DONATIONS IN SUPPORT OF "POST MEMORY: A DECADE OF ART AND ACTIVISM
IN BERKELEY"

WHEREAS 2019 marks the ten year anniversary of the death of Zachary Cruz; and

WHEREAS, Councilmember Droste has surplus funds in her office expenditure account (budget code 010-0282- 410); and

WHEREAS, the art exhibit will raise awareness regarding pedestrian safety and Vision Zero in Berkeley.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that funds relinquished by the Councilmembers from their Council Office Budget up to \$250 per office shall be granted to the A to Z Families for Safe Streets and the production of "Post-Memory: A Decade of Art and Activism in Berkeley."

DRIVE LIKE YOUR KID DIED HERE

 **OursDid.org**

EMAIL: INFO@ZMCFFOUNDATION.ORG

FACEBOOK.COM/OURSDID

TWITTER & INSTAGRAM @OURSDID

To: The Berkeley City Council

From: Frank Eugene Cruz, OursDid.org

Re: Request for financial support for “Post-Memory: A Decade of Art and Activism in Berkeley”; a pedestrian safety art show opening April 13, 2019 at the Doe Library, UC Berkeley

Dear Council Members,

As you may recall, OursDid.org advocated for formal support from the council for Vision Zero last year through our “Drive Like Your Kid Died Here” campaign at Zachary’s Corner and at City Hall. Since then, I’ve worked with Council Member Lori Droste (District 8) on the process of turning the your political commitment to Vision Zero into policy and best practices. In January, I met with CM Droste, the City Manager, administrators, and other road safety activists to begin this important process, which will help save lives in our East Bay community. Thank you for your commitment, individually and as elected officials, to making Berkeley roads safe and accessible for everyone and for your commitment to make real change on this life or death issue.

Two-thousand-nineteen is the 10-year anniversary of my son, Zachary Michael Cruz’ death to road violence in Berkeley. In light of this somber milestone, OursDid.org is recommitting to our goal of raising awareness for road violence victims and their families. In addition, we are specifically focusing on educating and directly engaging the Berkeley community on the launch of Vision Zero and asking for their buy-in. If there’s one thing I learned at last November’s Vision Zero Cities national conference in New York, it’s that community buy-in is paramount to a successful transition to Vision Zero in communities where road violence against pedestrians and cyclists has become the norm. To advance this goal, OursDid.org is partnering with the Office of the Chancellor at Cal to put on an art show on campus tentatively titled “Post Memory: A Decade of Art and Activism in Berkeley.” The explicit purpose of this exhibit is to both tell Zachary’s Berkeley story, but more importantly to raise awareness for road safety and [#VisionZeroBerkeleyNOW](https://twitter.com/VisionZeroBerkeleyNOW).

I see this art show as more than a celebration of Zachary’s life. I see it as an important educational and public awareness project for Vision Zero in Berkeley. Currently, the University is offering space for the exhibit (the Doe Memorial Library) and reception (the Morrison Reading Room at Doe) but hasn’t budgeted funds for the project. As such, I’m asking **all stakeholders** (campus, city government, pedestrian safety advocacy groups, and the business community) to contribute financially to help bring the important message ([#VisionZeroBerkeleyNOW](https://twitter.com/VisionZeroBerkeleyNOW)) to the community. Can you help us by making a financial contribution? I believe “Post-Memory” will help advance our common goal of creating safe, walkable communities by raising awareness for pedestrian safety and supporting the city’s explicit goal of implementing Vision Zero this year.

So that you might clearly understand our vision for “Post Memory,” as well as our request for financial support, I’m including the following materials:

- A narrative description of the “Post Memory” exhibit
- A working list of the items to be included in the art show which includes;
- Projected costs for production (printing, framing, etc.) of each item
- A selection of artwork from the exhibit

Please let me know if you can make a financial contribution in support of this important project. It would be an honor to include your names, districts, and/or the city logo on our marketing materials which will be distributed by the UC Berkeley Office of Public Relations and on the exhibit brochure for the show. If so, please make your tax-deductible contribution payable to **A to Z Families for Safe Streets**. Thank you for your consideration and your outstanding work on pedestrian and cyclist safety in our community! Please don’t hesitate to call or text if I can answer any questions about this project: (805) 216-7352.

Yours in solidarity,

Frank Eugene Cruz

Zachary’s Dad &

Founder & Creative Director
“Drive Like Your Kid Died Here”
<http://oursdid.org>
<http://facebook.com/oursdid>
<http://twitter.com/oursdid> &

Founder & Director
The Zachary Michael Cruz Foundation
A Pedestrian Safety & Educational Philanthropy Nonprofit Organization
<http://zmcfoundation.org>
<http://facebook.com/zmcfoundation>
<http://twitter.com/zmcfoundation>

Post-Memory: A Decade of Art and Activism in Berkeley

A Pedestrian Safety Art Show, Opening April 13, 2019 at the Doe Library, UC Berkeley

Exhibit Description

In 1992, feminist critic Marianne Hirsch developed a new theoretical concept she called “post-memory.” Hirsch describes post-memory as...

the relationship that later generations or distant contemporary witnesses bear to the personal, collective, and cultural trauma of others—to experiences they “remember” or know only by means of stories, images, and behaviors.

This theoretical concept is legible in the aesthetic and activist response to the sudden and public death of a 5-year old child named Zachary Michael Cruz in a Berkeley crosswalk on 27 February 2009.

Post-Memory: A Decade of Art and Activism in Berkeley tells the story of this young child’s brief life through snapshots and Zachary’s own kid artwork. In a very real way, these photos and works of art constitute the base of post-memory for Zachary’s family and friends.

The exhibit also highlights subsequent responses to the events of February twenty-seventh by those closest to Zachary, as well as by members of the community at large. These “stories and images” register the personal and collective trauma that Zachary’s sudden and violent death on a public street near the University produced in his family and beyond.

These works, many by artists who have no living memory of Zachary, were produced by artists between the ages of 3 and 55 years old after the Berkeley boy’s death. The art from this period of post-memory (2009-2019) takes the form of origami, mixed-media, illustration, photography, poetry, and music. These creative responses mark one example of a community spontaneously producing post-memory of a trauma some would only ever “remember” or know” secondhand through images and stories.

The conclusion of the exhibit focuses on the artifacts of activism—“behaviors” in Hirsch’s syntax—which remain Zachary Michael Cruz’ true legacy in Berkeley. This section includes community activism, official city documents, and political victories, as well as a new call for change: #VisionZeroNOW in Berkeley.

1. Exhibit Description

- a. Request: Wall print applique <https://imagertransfers.com/pricing.php>
- b. Size: 11” x 14”
- c. Estimated cost: \$195

Description of Exhibit Items

Zachary Michael Cruz

2. “Untitled (Father’s Day Present for Dad)” by Zachary Michael Cruz (oil on canvas, 2005)
 - a. Size: 13 ¹³/₁₆” x 16 ³/₄”

- b. Request: NA
- c. Estimated cost: NA
- 3. **“Yellow Submarine”** by Zachary Michael Cruz (reproduction of pastel on paper, 2008)
 - a. Size: 12” x 12”
 - b. Request: Framing and printing
 - c. Estimated cost: \$100
- 4. **“Friend in Me”** by Zachary Michael Cruz and Jodie Cruz (gocco screenprint on paper, 2008-2010)
 - a. Size: 16” x 22”
 - b. Request: Framing
 - c. Estimated cost: \$100
- 5. **“Stick Family”** by Zachary Michael Cruz (marker on paper, 2008)
 - a. Size: 16 ³/₄” x 20 ⁵/₈”
 - b. Request: NA
 - c. Estimated cost: NA
- 6. **“Medium Format Cluster”** (3 pieces) by Zachary Cruz and Jeremy Wallace; Chris Dixon (photography, 2008)
 - a. Size: 5.85” x 17.55”
 - b. Request: Framing and printing
 - c. Estimated cost: \$100
- 7. **“Space Ship”** (2 pieces) by Zachary Cruz and Frank Eugene Cruz (wood, nails, and paint, 2006)
 - a. Size: NA (three dimensional); snapshot photo, 4” x 6”
 - b. Request: Stand/shelf for object; framing and printing
 - c. Estimated cost: \$20

Family & Community

- 8. **“Le Conte Cluster”** (2 pieces, 1 frame) by Ophelia and the 5th Grade Class of Le Conte Elementary (photographic reproduction of mixed media/diorama/oragami, 2009)
 - a. “Ophelia’s Memory Box”
 - i. Size: 8” x 6”
 - ii. Note: A dozen origami cranes in blue and gold dangle down from the ceiling above this section
 - b. “A Thousand Cranes”
 - i. Size: 8” x 6”
 - c. Request: Framing and printing
 - d. Estimated cost: \$100
- 9. **“For Your Mother”** by Frank Eugene Cruz (poem, 2009)
 - a. Request: Wall print applique <https://imagertransfers.com/pricing.php>
 - b. Size: 11” x 14”
 - c. Estimated cost: \$195
- 10. **“Baseball is a Game about Living with Loss Cluster”** by Chris Dixon (photography, 2011) (2 pieces, 1 frame)
 - a. “Baseball is a Game about Living with Loss (No. 1)”
 - i. Size: 12” x 18”
 - b. “Baseball is a Game about Living with Loss (No. 2)”
 - i. Size 12” x 18”

- c. Request: Framing
- d. Estimated cost: \$100
- 11. **“Bottle’s Almost Empty”** by Ralph Stollenwerk (screen print ink on paper, 2014)
 - a. Size: 19” x 25”
 - b. Request: NA
 - c. Estimated cost: \$0
- 12. **“Ofrenda LP”** by Frank Cruz & the New Deal, Brian Espinosa (music on vinyl/album artwork, 2014)
 - a. Size: 12” x 18”
 - b. Request: Framing
 - c. Estimated cost: \$100
- 13. **“Zachary’s Headphones”** by Santiago Portilla (photograph, 2010)
 - a. Size: 12” x 18”
 - b. Request: Framing and printing
 - c. Estimated cost: \$100
- 14. **“Berkeley Double Exposure”** by Brian Espinosa, Jodie Cruz, and Chris Dixon (digital art/photography, 2006-2014)
 - a. Size: 12” x 20”
 - b. Request: Framing and printing
 - c. Estimated cost: \$100
- 15. **“Untitled”** by Miles Cruz (pen on paper, 2012)
 - a. Size: 8.5” x 11”
 - b. Request: Framing
- 16. **“Zachary’s Butterfly”** by Beverly Shelton (watercolor on paper, 2010)
 - a. Size: 9” x 12”
 - b. Request: Framing
 - c. Estimated cost: \$80
- 17. **“Drive Like Your Brother Died Here”** by Miles Cruz (marker on paper, 2018)
 - a. Size: 12” x 18”
 - b. Request: Framing
 - c. Estimated cost: \$80

The Art of Activism/Vision Zero

- 18. **“Zachary’s Corner”** by Anonymous (corrugated metal, 2010)
 - a. Size: Replica street sign <https://www.tapconet.com/hawkins-traffic>
 - b. Request: Cost of street sign production
 - c. Estimated cost:
- 19. **“Derby & Warring”** by Frank Eugene Cruz (photograph, 2009)
 - a. Size: 5.5” x 5.5”
 - b. Request: Framing and Printing
 - c. Estimated cost: \$50
- 20. **“City of Berkeley Proclamation”** by Mayor Tom Bates and the Berkeley City Council (ink on paper, 2011)
 - a. Size: 8.25” x 11”
 - b. Request: NA
 - c. Estimated Cost: \$0

21. **“The Zachary Cruz Scholars at Cal”** by ZMC Foundation/Centers for Educational Equity, Excellence & Education at UC Berkeley (wall print applique, 2011-2019)
 - a. List of names, majors, and graduation year of the Zachary Cruz Memorial Scholarship recipients from 2011-present
 - o *Ethan Hill, BA (Rhetoric/Political Science), Class of 2020*
 - o *Robert L. Reyes III (English), Class of 2020*
 - b. Size: 11” x 14”
 - c. Request: Wall print applique <https://imagertransfers.com/pricing.php>
 - d. Estimated cost: \$195
22. **“Zachary Michael Cruz Foundation Cluster”** (3 items, 1 frame) by Brian Espinosa, Jodie Cruz (graphic design/photography, 2008-2010)
 - a. Size: 12” x 12”
 - b. Request: Framing and printing
 - c. Estimated cost: \$100
23. **“ZMCF Benefit Concert Poster”** by Brian Espinosa (graphic design, 2011)
 - a. Size: 11” x 17”
 - b. Request: Framing
 - c. Estimated cost: \$80
24. **“Drive Like Your Brother Died Here, Derby & Warring”** by Chris Dixon (photography, 2018)
 - a. Size: 12” x 18”
 - b. Request: Framing and printing
 - c. Estimated cost: \$100
25. **“Streets Have Stories Cluster”** (3 pieces, 1 frame) by Lauren Holland, Anonymous (journalism/newsprint/photography, 2018)
 - a. Size: 12” x 21” (x 2) (journalism/newsprint pieces)
 - b. Size: 12” x 18 (photograph)
 - c. Request: Framing and printing of photograph
 - d. Estimated Cost: \$100

Signs of Protest

Note: Imagine these picket signs, attached to wooden stakes, rising up from the top of the ledge. The pieces of activist art hang below. The signs are high up, as if hoisted in the air in homage to Berkeley’s campus activist tradition.

26. **“Drive Like Your Cal Bear Died Here Yard Sign”** by OursDid.org and Brian Espinosa (graphic design/screen print on corrugated plastic, 2018)
 - a. Size: 18” x 24”
 - b. Request: NA
 - c. Estimated Cost: \$0
27. **“Ours Did Picket Sign #1”** by OursDid.org (graphic design/ink on paper, 2018)
 - a. Size: 12” x 18”
 - b. Request: NA
 - c. Estimated Cost: \$0
28. **“Ours Did Sign Picket Sign #2”** by OursDid.org (graphic design/ink on paper, 2018)
 - a. Request: NA
 - b. Estimated Cost: \$0

29. **“Crash Not Accident Picket Sign”** by Transportation Alternatives and Families for Safe Streets NYC (graphic design/ink on paper, 2018)
 - a. Size: 12” x 18”
 - b. Request: NA
 - c. Estimated Cost: \$0
30. **“#VisionZeroNOW Picket Sign”** by OursDid.org (graphic design/ink on paper, 2019)
 - a. Request: NA
 - b. Estimated Cost: \$0

“Post-Memory”: Selected Exhibit Items



“Untitled (Father’s Day Present for Dad)” by Zachary Michael Cruz (oil on canvas, 2005)



“Yellow Submarine” by Zachary Michael Cruz (pastel on paper, 2008)



“A Thousand Cranes” by the 5th Grade Class of Le Conte Elementary (paper/origami, 2009)



“Bottle’s Almost Empty” by Ralph Stollenwerk (screen print ink on paper, 2014)



“Derby & Warring” by Frank Eugene Cruz (digital photography, 2010)



"Streets Have Stories" by Janice Lau (digital photography, 2018)



“Mine Did” by Christopher Dixon (digital photography, 2018)