

COUNTY OF SANTA CRUZ DEPARTMENT OF

PARKS, OPEN SPACE AND CULTURAL SERVICES

CALL TO ARTISTS - REQUEST FOR PROPOSALS
“Outside the Box”
Art on Traffic Signal Controller Boxes – Phase 6

Local Artists are invited to submit a proposal.

Date Issued: September 23, 2022
Submittal Deadline: 5:00 p.m. on Friday, October 21, 2022

Project Description

Traffic signal controller boxes, typically painted light gray or beige, have been colorfully transformed by local artists throughout Santa Cruz over the past 10 years. The County of Santa Cruz is currently seeking proposals for phase 6 of the “Outside the Box” program. All artists who reside in Santa Cruz County are eligible to apply. Artists are required to paint directly on the box with professional-quality, water-based acrylic paint.

About the Cabinets

Cabinets are located on or near street corners and are visible to both pedestrian and vehicular traffic. Cabinet surface size varies; some are slightly shorter or wider, and some have smaller boxes attached to the larger box. Images of the box locations and dimensions are available on the County Parks website at www.scparks.com. Proposals should describe full surface coverage (how all sides and surfaces will be treated) and must specify the artist’s preferred box/location for their proposed image(s). Please note: artists may be selected to paint a box at an alternate location, rather than their preferred location.

Project Budget

\$700.00 per cabinet will be paid to artists selected to paint directly onto cabinets, in two installments of \$350.00 each. Payment 1 invoice may be submitted after artist selection is made; payment 2 invoice may be submitted after completion of work.

Materials

Artists must supply their own materials for painting the traffic box; paints used must be high-quality, water-based acrylics, and must be approved by County Parks staff for safety and durability. The County will be responsible for prepping, priming and covering the boxes with an anti-graffiti coating/UV protective coating.

Artist Selection Criteria

Open to all artists who live in the County of Santa Cruz. Artists will be selected based on the following criteria:

- Creativity and innovation of design.
- Artist’s demonstrated ability to produce the proposed artwork within the defined budget.

All work must be completed and invoices submitted for payment no later than by May 31, 2023.

Project Selection Panel and Selection Process

A selection panel will jury the submitted images. It will be comprised of a County Arts Commissioner, Public Works staff, artists, and community members.

Project Timeline *(Please note: the project timeline is subject to change)*

Sept 23	RFP Released
Oct 21	Submission Deadline
Late Oct	Selection Panel review and select proposals, selects artists
Nov 7	Arts Commission review and approval
Early Nov	Notify artists; paperwork completed (purchase orders, W-9, vendor registration)
Fall 2022	Boxes prepped and primed
Fall 2022-Spring 2023	Project implementation
As completed	UV/anti-graffiti coating applied to boxes

Submission Guidelines – all written materials should be combined into one multi-page PDF, in the order listed below. Images may be sent in an additional, separate email.

- 1. A cover sheet** – single page letter-size PDF. stating the following information, in the order listed:
 - Title: "Outside the Box" - Public Art Proposal
 - Artist's Name
 - Artist's Phone Number and Fax Number (if available)
 - Artist's E-mail Address
 - Artist's Mailing Address
- 2. A resume** of not more than two letter-sized (8.5x11") PDF pages, that demonstrate experience as an artist.
- 3. Images** - Artists may submit up to 10 digital images of previous work. Digital imagery guidelines:
 - i. Each image should be no larger than 2 MB.
 - ii. JPEG or TIFF ONLY.
 - iii. Each JPEG or TIFF must be titled with the artist's name and a number that corresponds to the annotated image list. For example- ShellySmith01, ShellySmith02.
- 4. Annotated Image List** - Provide a brief description of each image of previous work provided, including dimensions, materials, and date completed, on a single letter-size PDF.
- 5. Concept drawings/images of traffic box proposal** Drawings/images should indicate how artist proposes to approach this project. Drawings do not need to be in color or to exact scale but should show the artwork placed within the site to demonstrate the artwork's relationship to the traffic box. Artists may include more than one page to show what is intended for each side of the box. All concept drawings should be submitted in PDF format, on letter-sized pages.
- 6. A written proposal** of not more than one letter-size page (PDF), which describes the proposed concept and drawing/image, indicates materials to be used, how image will fit onto the box (include information for all surfaces/sides of the box), and preferred location.
- 7. References** - Names, phone numbers and addresses of three professional references, with artist's name noted at top of page – on a single letter-size PDF page.
- 8. Optional** - The application packet may include up to three selections of support materials such as reviews, news articles, and other related information – all as PDFs, letter-size.

Application Deadline: Applications must be received on or before Friday, October 21, 2022. Applications received after the date indicated herein shall not be accepted and requests for extensions of closing date or time will not be granted. Application packets may not be modified after submission.

Send proposals to: Subject Line – Traffic Box Art Program - Address:
kathy.dewild@santacruzcounty.us

Questions? Concerns? Applicants are encouraged to contact Parks staff to learn more about this project. For more information, contact the Program Coordinator: kathy.dewild@santacruzcounty.us