

BACKGROUND

The Green Valley Road Multi-Use Trail Improvements Project will replace a dilapidated pedestrian trail with a pervious, two-way, multi-use trail to provide a safe, accessible connection between the City of Watsonville and the unincorporated areas of Santa Cruz County to nearby schools, parks, social services, and numerous transit stops.



The 2-mile long path, from Airport Boulevard/Holohan Road to Mesa Verde Drive, will be 10' wide and protected by a landscaped buffer or bioswale, containing native and drought tolerant plants.

The project will upgrade five METRO bus stops/shelters and one more with an accessible landing. In addition to the path itself, non-infrastructure elements include education programs at Amesti Elementary, walking programs for all ages, bike safety classes, and community events at local parks.



APPLICATION PROCESS

All proposals must be submitted via email in one combined PDF not to exceed not-to-exceed 10 MB. All pages of your application should clearly indicate your name, date, project title, and be in numerical order. Proposals are subject to the Public Records Act and will be provided upon request; identifying information about the artist will be redacted.

Present your materials in the following order:

- A cover page with artist's name, address phone, and email address.
- A current resume of no more than two typed pages detailing professional artistic accomplishments and at least two references who can speak to your work and qualifications. Teams must submit a short resume for each member.
- Up to ten images of recent relevant work, each annotated with the artist's name, title (if applicable) location of work, medium, date of work, and dimensions. Indicate budget where applicable.
- A written proposal, not to exceed two pages, which addresses the artist's specific approach and design concept for this project, and references installation location(s).
- Visual support, including conceptual drawings which reflect the overall design concept.
- Fabrication and installation Explain your proposed schedule, process, and medium. Describe the anticipated fabrication and installation needs, special equipment or other which would require approval.

Email proposals to prc039@scparcs.com

CALL TO ARTISTS

Public Art Project



An artist will be selected to create a site-specific public art component for the Green Valley Rd. Multi-Use Trail & Bus Stop project near Watsonville, Santa Cruz County

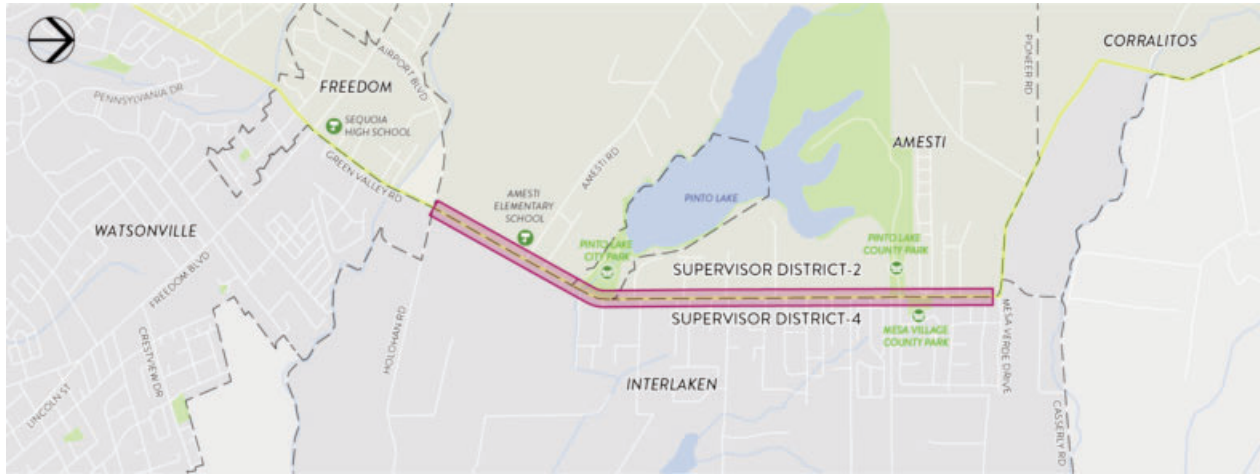
COUNTY OF SANTA CRUZ
Parks, Open Space & Cultural Services
979 17th Avenue
Santa Cruz, CA 95062



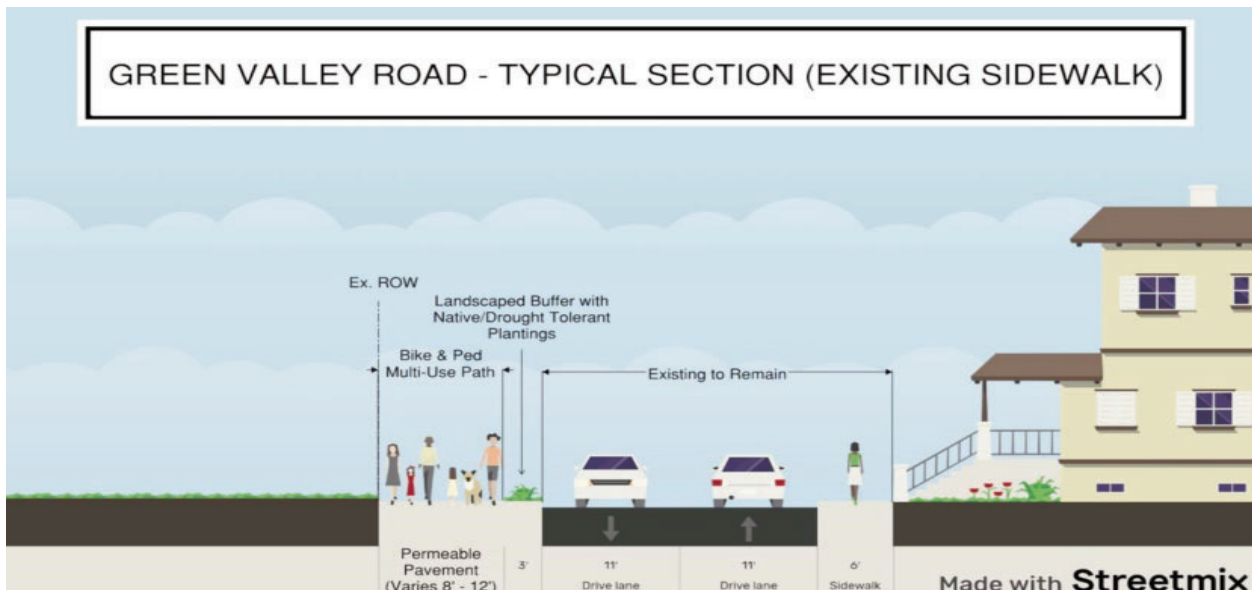
PROJECT INFORMATION

Artists are encouraged to walk along the future pathway (shown in red highlight below) to get a sense of the area, and see in-person the locations identified in the site map as potential public artwork installation locations. PDFs of CONCEPT ONLY sections of the project which artist may use in preparing their proposals, as well as other information, is available for review on the County Parks website:

<https://www.scparks.com/Home/AboutUs/WorkWithUs/CalltoArtists.aspx>



GREEN VALLEY ROAD - TYPICAL SECTION (EXISTING SIDEWALK)



BUDGET - \$72,000

The budget includes all costs associated with, but not limited to: design; materials; travel; insurance; fabrication; installation, and documentation of the artwork.

ESTIMATED PROJECT TIMELINE

Although every effort will be made to follow the timeline, the schedule is contingent upon meetings with the selection panel and the County Board of Supervisors.

- **March 20, 2023**
Proposals must be received by midnight on the due date. Proposals received after the deadline will not be accepted.
- **March 2023 - Public Art Selection Panel (Panel) meets to review proposals, select finalists.**
- **April 2023 - Panel interviews finalists and selects artist to continue in the process.**
- **May 2023 - Arts Commission considers panel's recommendation of public artist.**
- **June 2023 - Board of Supervisors consider artist proposal and agreement.**
- **Winter 2023/2024 - Installation**

FOR MORE INFORMATION

Please contact Kathy DeWild at the Santa Cruz County Parks: prc039@scparcs.com.

SELECTION CRITERIA

The proposed site-specific artwork should enhance the experience of those who utilize the multi-use trail. In addition to being relevant to the Watsonville area, the artwork must satisfy reasonable standards of permanence and safety, meet all relevant codes required for public places, and offer reasonable proof of soundness against theft, vandalism or excessive maintenance and repair

Proposals may enhance one or more of the elements already planned for the trail, (e.g. pathways or bus stops); alternatively, artists may choose to create a free-standing piece(s) to be installed in one or more of the areas identified on the project maps on the Parks website; see Project Information at left for the address. Please note - project maps will be added to the website as they become available.

Selection criteria include submission of requested materials, artistic merit of concept proposal and sketch, the applicant's professional qualifications; proven ability to undertake projects of a similar scope; artistic merit as evidenced by the submitted materials; and demonstrated ability to work with a team.

ELIGIBILITY

The project is open to all experienced professional artists who are Santa Cruz County residents. Artists who are new to the field of public art are encouraged to apply. The selected artist must provide proof of general liability insurance coverage; see the contract example on the parks website for details.