

**CALL TO ARTISTS - REQUEST FOR PROPOSALS**

***“Outside the Box”***

**Art for Traffic Signal Controller Boxes – Phase 5**

**Artists are invited to submit a proposal for art for traffic signal boxes.  
Artists who submit proposals by Friday, April 25, 2014 will be eligible to apply.**

---

**Date Issued: March 26, 2014**

**Submittal Deadline: 5:00 p.m. on Friday, April 25, 2014**

---

**Project Description**

Traffic signal controller boxes, typically painted light gray, have been colorfully transformed by local artists throughout Santa Cruz. The County of Santa Cruz is currently seeking proposals for phase 5 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](http://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**

\$500.00 per cabinet will be paid to artists selected to paint directly onto cabinets, in two installments of \$250 each. Payment 1 after artist selection is made; payment 2 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 a final invoice submitted to County Parks by July 30, 2014.**

**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 and Redevelopment Agency staff, artists and community members. The County Arts Commission will review the panel’s recommendations and give final approval before artists may begin work.

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

March 26	RFP Released
April 25	Submission Deadline
Week of April 28	Selection Panel review and select proposals to forward to Arts Commission
May 5	Arts Commission review and approval
Early-May	Notify artists; paperwork completed (purchase orders, W-9, vendor registration)
Mid-May	Boxes prepped and primed
Mid-May through July 31	Project implementation
Early August	UV/anti-graffiti coating applied to boxes

**Submission Guidelines**

- 1. A one page cover sheet** 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 pages that demonstrates experience as an artist.
- 3. Images** - Artists may submit up to 10 digital images of previous work. Digital imagery guidelines:
  - i. PC compatible CD.
  - ii. Each image should be no larger than 1500 X 1500 pixels, 300 dpi and 2 MB.
  - iii. JPEG or TIFF ONLY.
  - iv. 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.
  - v. CD must be clearly labeled with the artist's name.
- 4. Annotated Image List** - Provide a brief description of each image of previous work provided, including dimensions, materials, and date completed.
- 5. Concept drawings/images of traffic box proposal** on 8 ½" x 11" white paper. 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 use separate sheets of paper if desired to show what is intended for each side of the box. PLEASE NOTE: If you expect the panel to view color within your materials, you should include ten copies of the color portions.
- 6. A written proposal** of not more than one page, 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.
- 8. Optional** - The application packet may include up to three selections of support materials such as reviews, news articles, and other related information.

**Use 8 1/2" x 11" sheets of plain paper only.** Please do not bind materials, and do not submit materials in plastic sleeves, binders, notebooks, or folders.

**Application Deadline:** Applications must be received no later than 5:00 p.m. Friday, April 25, 2014 at the address listed below. Applications received after the date and time 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:** K. DeWild – Traffic Box Art Program  
County of Santa Cruz Parks Dept.  
979 17<sup>th</sup> Ave.  
Santa Cruz, California, 95062

**Questions? Concerns?** Applicants are encouraged to contact Parks staff to learn more about this project. For more information, contact Kathy DeWild, Program Coordinator, (831) 454-7933 or email [prc039@scparcs.com](mailto:prc039@scparcs.com)