



CALL FOR ART

Salinas-Alisal Safe Routes to Schools Sidewalk Art Project

Submission Deadline: Friday, September 22, 2023 (5:00pm)

Background

The Salinas Safe Routes to School Sidewalk Art project is an opportunity for local artists of all ages to create beautiful and interactive spaces on the sidewalks throughout East Salinas. The main goal of this project is to highlight the safe walking routes connecting schools, parks and community spaces in East Salinas with long-lasting sidewalk art.

Project Partners

The Salinas Safe Routes to School Sidewalk Art project is part of the Alisal Greening, Beautification and Safety project, an effort by the City of Salinas, Transportation Agency for Monterey County, Ecology Action, Building Healthy Communities and other community partners to create safe, healthy and engaging spaces in East Salinas.

The Project is funded through a Clean California grant from the California Department of Transportation and local Measure X sales tax funds.

Project Information

The Salinas Safe Routes to School Sidewalk Art project is a community-led effort designed to make art more accessible to people who live and stroll to school in East Salinas. This Call for Art was developed by a steering committee made up of community members and advocates and prepared to be as inclusive as possible.

The Process:

1. **August 16, 2023** – Call for Art is released
2. **September 22, 2023** – Deadline to submit art
 - a. Artists will complete and submit an application form and concept drawing(s) by **5:00PM on Friday September 22, 2023**. Drawing files must be in PDF format.
3. **Sept – Oct 2023** – Steering Committee Review
 - a. The Steering Committee will review submissions & create a ballot for the greater community to vote on artwork.
4. **Nov – Dec, 2023** – Community Vote
 - a. The community will vote on their favorite artwork
5. **Jan – March, 2024** – Approval of Artwork
 - a. January – Steering Committee reviews results of community vote and recommends artwork and locations to the City.
 - b. Salinas Public Arts Commission recommendation and City Council approval of artwork & locations
6. **March – May, 2024** – Sidewalk Art Installation
7. **June/July 2024** – Community Celebration & Artist Recognition

Project Locations

Walking routes have been identified for four schools in East Salinas as part of this project: Sherwood, Los Padres, Fremont and Jesse Sanchez Elementary schools. Routes for each school are highlighted on the following maps. Routes may change slightly based on feedback from the City of Salinas, schools and/or community.

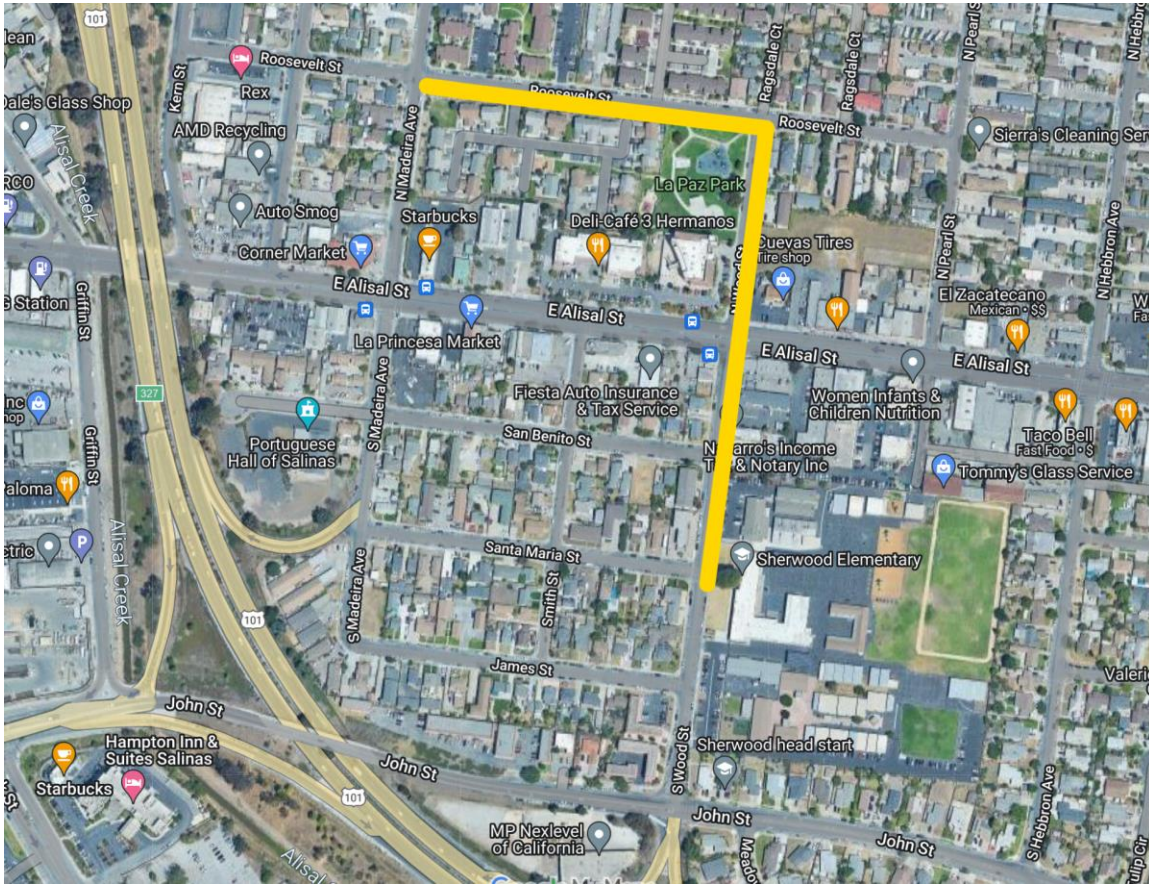


Figure 1: Sherwood Elementary Route

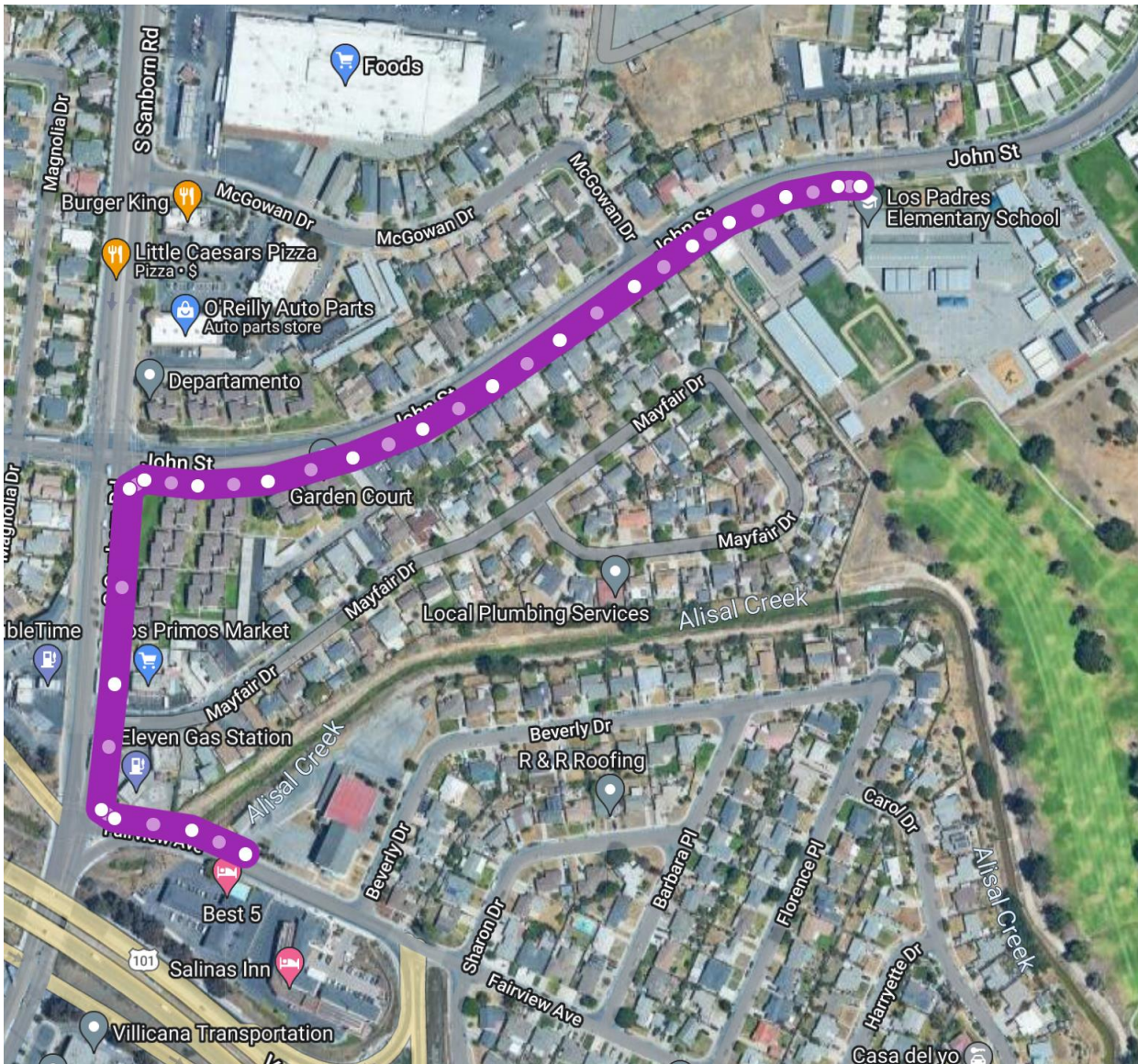


Figure 2: Los Padres Elementary Route

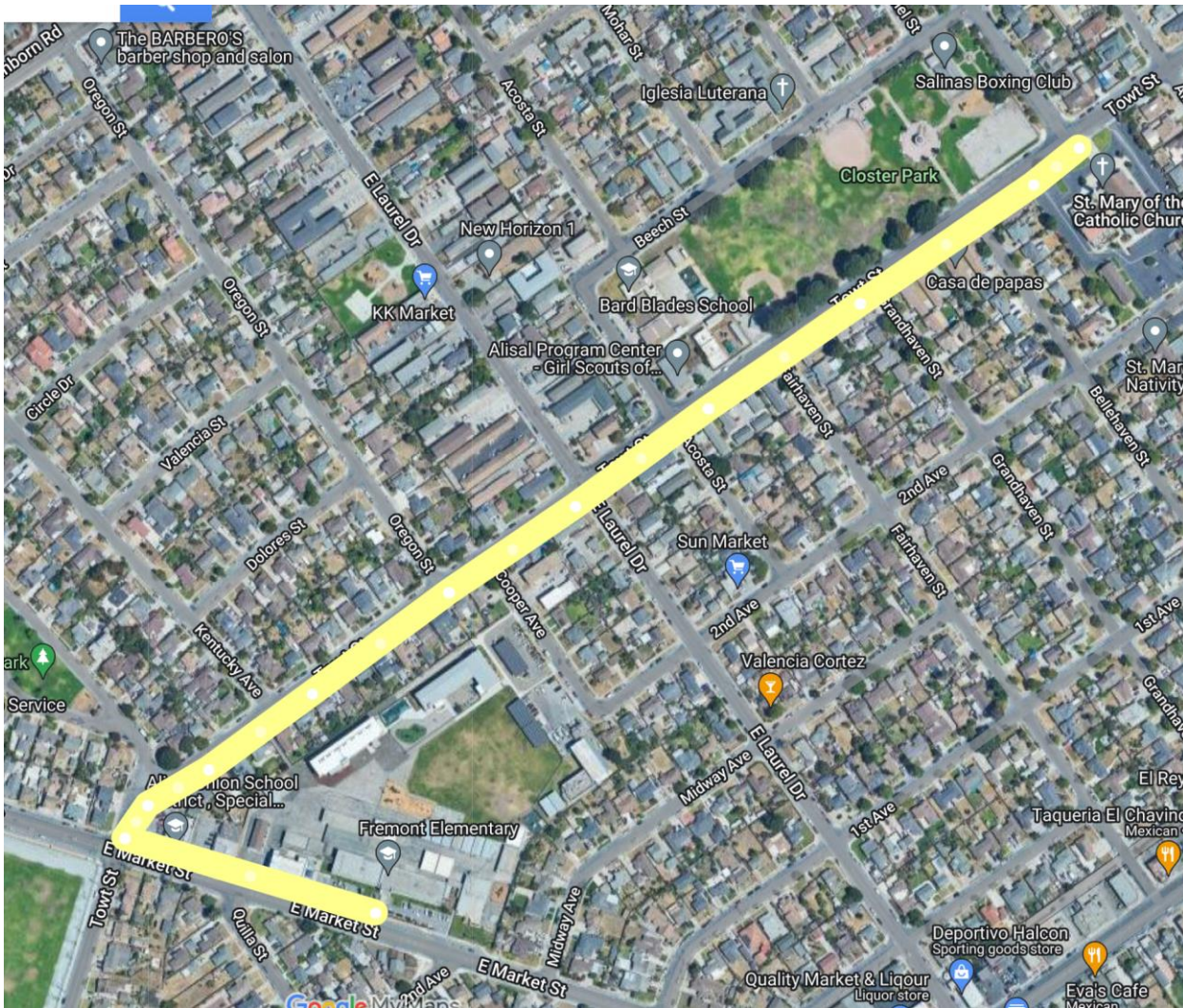


Figure 3: Fremont Elementary Route

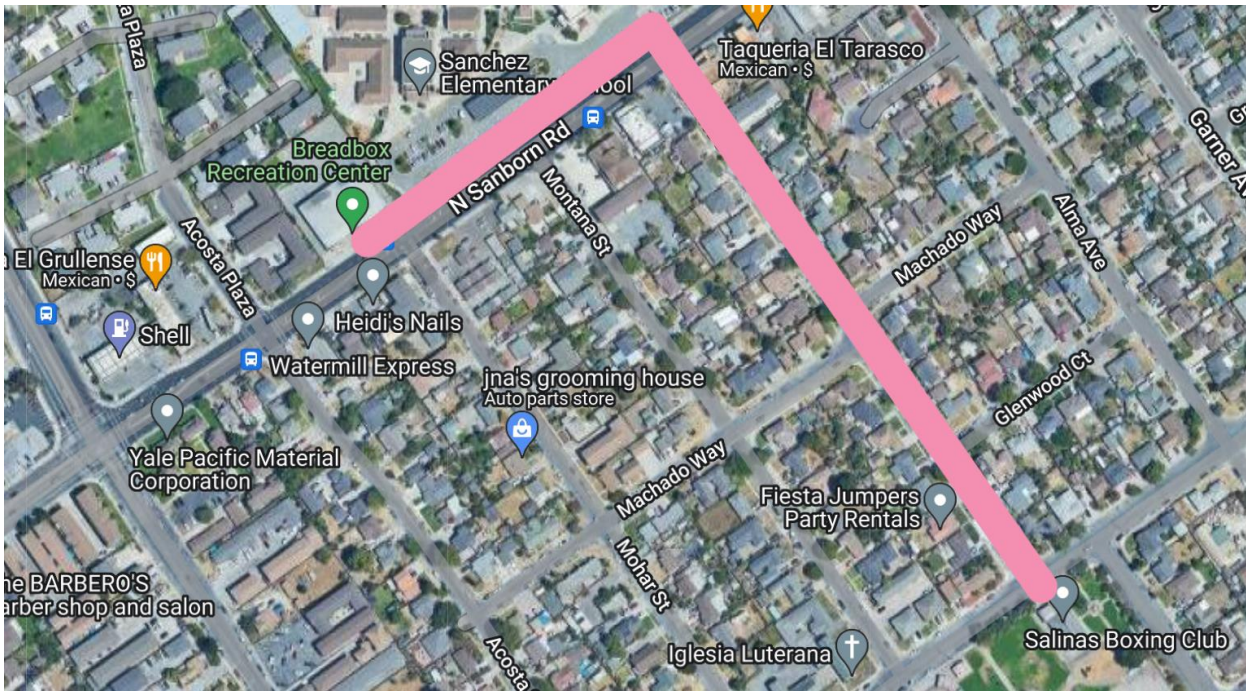


Figure 4: Jesse Sanchez/Breadbox/Closter Park Route

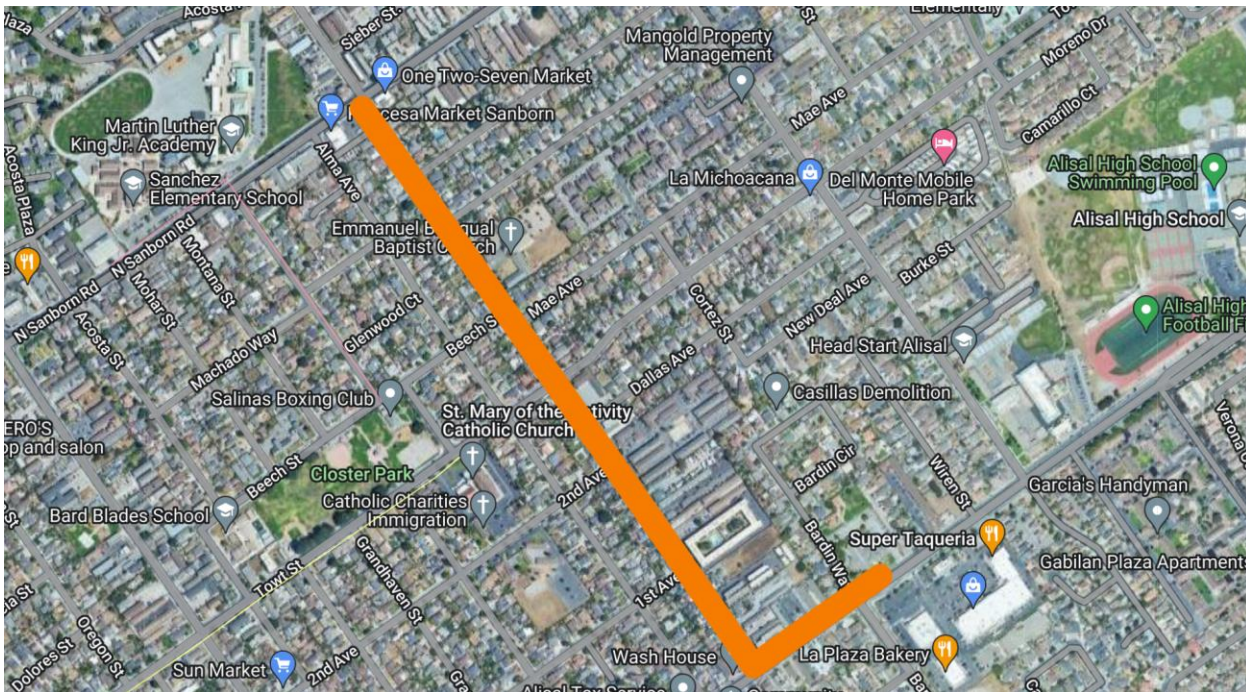


Figure 5: Cesar Chavez Library Route

The Materials:



In order to create a longer-lasting investment in the community, this project will use a thermoplastic material instead of paint. Artist drawings will be used as stencils and translated into a thermoplastic material and applied by a specialized vendor/contractor via a separate contract (See Figure 6) . Thermoplastic is expected to last much longer than paint and is non-slip and safe to walk & roll on.



NOTE: Artists will not be responsible for creating or installing the thermoplastic material.

Below are some examples of the colors, detail and design achieved with thermoplastic. Although the examples below show art in the crosswalk, for this project all art will be contained to the sidewalk area only and no artwork will be allowed in the street or crosswalk area.



Figure 6: Thermoplastic Installation

THERMOPLASTIC EXAMPLES			
Type	Size	Description	Example
Doodle	Small: 2'x2'	One color, very simple design.	
Simple	Small: 2'x2' Medium: 3'x4' Large: 3'x6'	One to three colors, simple design, moderate detail.	

Complex	X-large: 6'x14' X-large: 6'x30'	Three or more colors, complex shapes and detailed design.	
Themed Combination	Small: 2'x2' Medium: 3'x4' Large: 3'x6'	A cohesive/themed collection of small, medium and large Doodles and/or simple designs. Width must not exceed 3' so it can fit on the sidewalk.	

Art Parameters

- All artwork will be installed on the sidewalk which has a usable width of 4'.
- Art may be submitted for the following categories:
 - Small (2' x 2')
 - Medium (3' x 4')
 - Large (3' x 6')
 - X-Large (6' x 30', 6' x 14')
 - Themed Combination (combine small, medium and large sizes to create a linear masterpiece! Width must not exceed 3 feet.)

Color Palette:

Artwork must be submitted in full color and use colors from the color palette. The design must use solid colors (no gradient of colors like watercolors). If needed, the closest color in the color palette will be used to create the design in thermoplastic.



LT GREY PMS 420C	FIELD GREY PMS 418C	SALMON PMS 486C	KHAKI PMS 7529C		
LILAC PMS 7440C	COCOA PMS 7596C	SONOMA SAND PMS 479C	TAN PMS 727C	BLACK	GREY PMS 423C
TEAL PMS 7474C	COLONIAL BRICK PMS 483C	CINNAMON PMS 7591C	SAND PMS 7501	BLUE PMS 654C	PURPLE PMS 259C
OLIVE GREEN PMS 5757C	BRICK RED PMS 7624C	SIENNA PMC 7587C	SANTA FE CLAY PMS 174C	WHITE	LT BLUE PMS 7688C
KELLY GREEN PMS 347C	DARK RED BRICK PMS 7610C	HERITAGE RED PMS 7593C	CHESTNUT PMS 7601C	LT GREEN PMS 361C	SYG PMS 389C
SKY BLUE PMS 278C	TERRA-COTTA PMS 7595C	BURNT ORANGE PMS 173C	PINK PMS 190C	YELLOW PMS 7408C	GREEN PMS 334C
		TRANSIT RED PMS 7622C	LEMON YELLOW PMS 102C	RED PMS 200C	ORANGE PMS 7579C



Eligibility

This art competition is meant to be as inclusive as possible and showcase local talent as much as possible. Artists must live in Monterey County and preference will be given to artists who live in East Salinas or have a close personal connection to the area.

This call for art includes four categories to accommodate both amateur and professional artists:

Competition Category	Doodle (sizes 2' x 2', 3' x 4', 3' x 6')	Simple (sizes 2' x 2', 3' x 4', 3' x 6')	Themed Combination (Width must not exceed 3 feet.)	Complex* (size 6' x 30'; 6'x14')
Elementary School	X	X	N/A	N/A
Middle& High School	X	X	X	N/A
Amateur Adult (18+)	X	X	X	N/A
Professional Artist	X	X	X	X

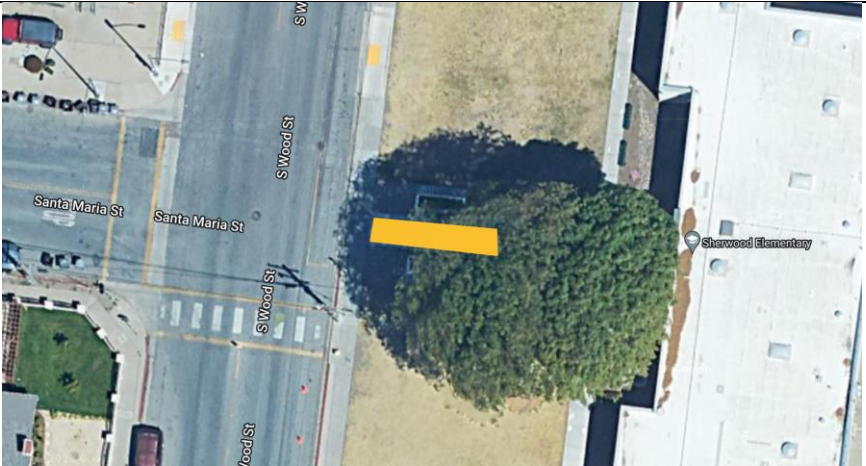
****Complex (size 6' x 30' and 6'x14') – Due to their larger size and greater impact, artists (or art programs) will be compensated \$4,500 for each of the 7 winning complex designs.***

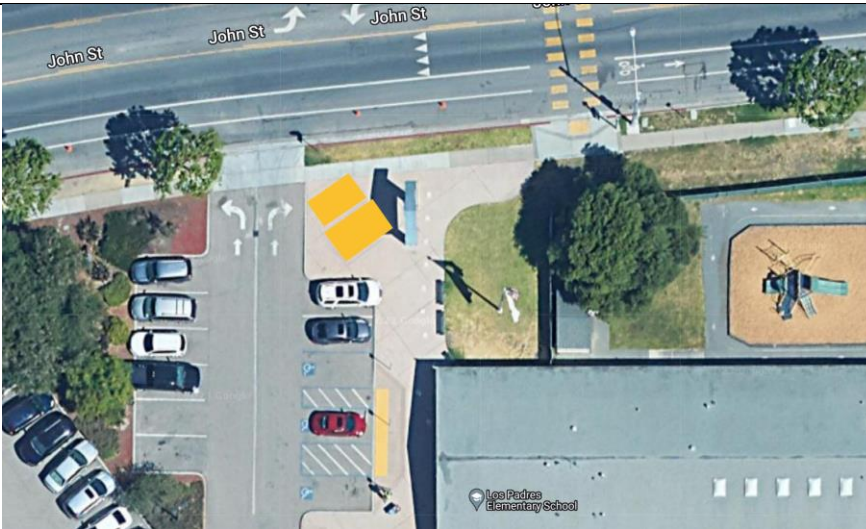
Project Locations

Sidewalk Route Artwork – Artists may suggest/request a specific location for their artwork in the application. Final placement of artwork will be recommended by the Steering Committee, the City of Salinas Public Art Commission, and considered for approval by the Salinas City Council.

7 Extra Large Complex Designs – complex art (locations in front of Sherwood Elementary, Los Padres Elementary, Jesse Sanchez Elementary, Fremont Elementary, Closter Park, Bread Box and Cesar Chavez Library). A 6' x 30' installation will not fit in front of Los Padres Elementary or Cesar Chavez Library, but there is a space that will accommodate two 6' x 14' pieces. Locations of artwork are subject to change, but the intent is to be as close to the following locations as possible.

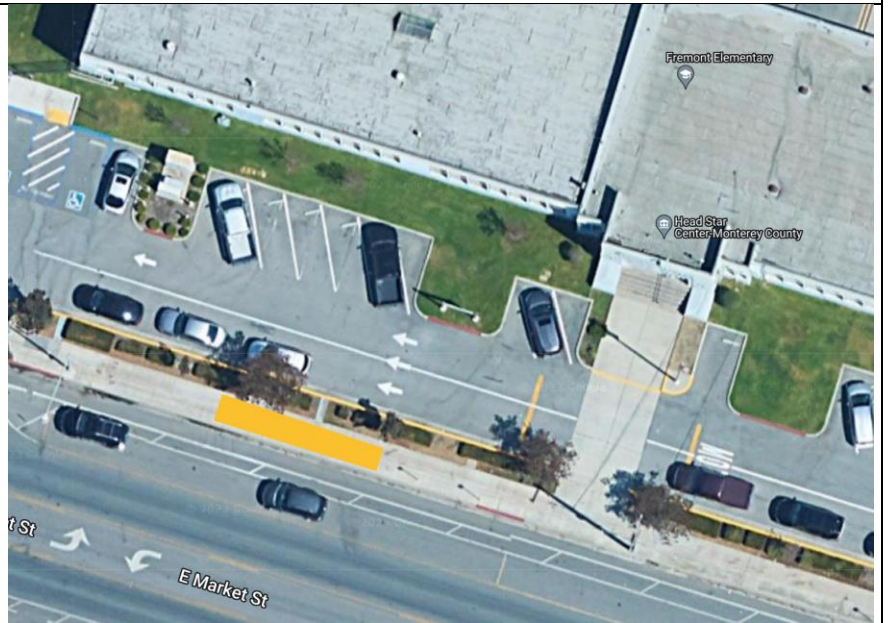
COMPLEX ART LOCATIONS DETAIL

Detail	Photo	Map
SHERWOOD ELEMENTARY		
<p>X-Large (6' x 30') Complex Design on the walkway up to the front door.</p>		

Detail	Photo	Map
LOS PADRES ELEMENTARY		
<p>2 - X-Large (6' x 14') Complex Design on the pavement in front of the school sign.</p>		

FREMONT ELEMENTARY

X-Large (6' x 30') Complex design on the sidewalk in front of the school.



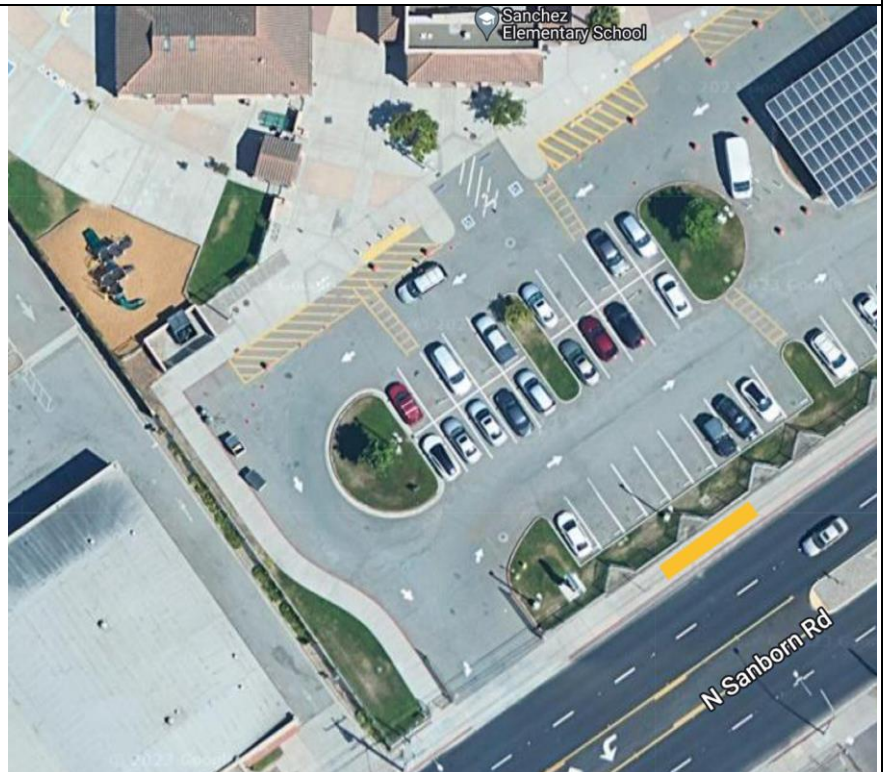
Detail







Photo

Map

JESSE SANCHEZ ELEMENTARY

X-Large (6' x 30') Complex design on the sidewalk in front of the school.



CLOSTER PARK		
<p>X-Large (6' x 30') Complex design on the Towt sidewalk around the park.</p>		
Detail	Photo	Map
BREADBOX RECREATION CENTER		
<p>X-Large (6' x 14') Complex design on the sidewalk in front of the Breadbox.</p>		
Detail	Photo	Map
CESAR CHAVEZ LIBRARY		
<p>X-Large (6' x 14') Complex design on the sidewalk in front of the Cesar Chavez Library; near MST bus stop</p>		
Detail	Photo	Map



Compensation of Selected Artwork & Recognition

All artists who participate in the Call for Art will be recognized by the community. Artwork that is selected for installation will also be featured in a program for the community celebration along with the name of the artist. The intent is to install over 100 unique designs to mark safe routes to schools and community spaces.

Artists may compete in one of four categories: Elementary School, Middle/High School, Adult Amateur Artist and Professional Artist. Compensation will be awarded only to the top Doodle, Simple and Themed Combination designs in each category. Professional artists and/or art programs may submit “Complex” designs for a chance to win \$4,500. Seven (7) “Complex” designs will be selected for compensation (see Compensation Summary table below). Artwork that is not selected for installation will be displayed on the Monterey County Safe Routes to School program website at saferoutesmonterey.org and shared with the City of Salinas and other community partners to display on their respective social media channels and websites.

Compensation Summary		
Category	Prize	Number of Prizes Available
Elementary School	Art supplies	3
Middle/High School	\$50 Cash Cards	6
Adult (Amateur Artist 18+ years old)	\$100 Cash Cards	3
Professional Artist/Program (must have tax ID #)	\$100 Cash Cards (Doodle/Simple/Combo designs); \$4,500 Checks (for X-large complex)	3 (\$100) 7 (\$4,500 each)

Application Process

To Submit:

Email PDF submissions to Aaron Hernandez (Transportation Agency for Monterey County): Aaron@tamcmonterey.org by 5:00pm on Friday, September 22, 2023.

If the file size is too large to send by email (over 30MB) – please contact Aaron Hernandez.

- [Application for Elementary School Kids](#)
- [Application for Middle and High School Students](#)
- [Application for Adult Amateur Artists \(age 18+\)](#)
- [Application for Professional Artists](#)

Or

To submit hard copy applications, call Action Council to coordinate drop-off at:

- 295 Main St #500, Salinas, CA 93901 (5th Floor)
- Office Hours: 9am-4pm
- Call for assistance if you cannot deliver during normal office hours: 831-313-2079

What should be included in the application:

- Contact Info (artist name, phone number and email address).
- Written proposal (what is the story of the art)
- Concept drawings (PDF format)

Can I submit multiple entries?:

Yes! There are no restrictions on the number of submissions.

Selection Criteria

Artwork will be judged based on how well the artwork answers the following questions:

- How well does it express the attributes of East Salinas in character, history and/or resources?
- Is it engaging and/or interactive?
- Will it bring a smile to a child's face?
- Is it an original design?
- Will it spark conversation?
- Is it of high aesthetic and creative quality?
- Is it appropriate for young children?
- Can the drawing be translated into thermoplastic material?

Artwork must comply with the City of Salinas Public Art Program. Artwork will be disqualified if it includes any of the following:



Words or text (including artists signatures)

Symbols or icons such as flags, logos, gang affiliation symbols, genitalia/intimate anatomy, or commercial symbols (including popular cartoon characters like mickey mouse, spiderman, etc...)



Regulatory markings (like a red curb or stop sign)





Disorienting (in a way that could cause someone to fall)

Contact Information

For questions about the Salinas Safe Routes to Schools Sidewalk Art Project please contact Ariana Green or Aaron Hernandez with the Transportation Agency for Monterey County:

<p>Ariana Green (English speaker) Email: Ariana@tamcmonterey.org Phone: 831-775-4403</p>	<p>Aaron Hernandez (English & Spanish) Email: Aaron@tamcmonterey.org Phone: 775-4412</p>
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Acknowledgements (applicants will be asked to agree to the following)

- Ownership of Materials. Waiver of proprietary rights for artwork. All documents submitted as part of the proposal will become the property of the City of Salinas upon submittal.
- Selected artist(s) agree(s) to being photographed and/or filmed as part of the design and installation process for purposes of publicity and project documentation.
- Selected artist(s) will be required to waive their rights of integrity to commissioned artwork as pertains to its removal or repair as set forth in the City of Salinas Public Art Program Ordinance.