



San Francisco Public Utilities Commission STORM DRAIN MURALS PILOT PROGRAM

PROJECT PLAN

Dated September 2, 2014



One of the storm drains in the pilot program area

The San Francisco Public Utilities Commission (SFPUC) has engaged the Arts Commission (SFAC) to develop a plan for a pilot series of temporary murals on the sidewalk adjacent to six storm drains within the Mission Bay neighborhood. The goal of the pilot program is to commission visually impactful artistic treatments at the six select storm drain locations in order to promote public awareness of storm drains that are separate from the sewer system and ultimately to help reduce pollution draining into the San Francisco Bay. Based upon the results of the pilot program, the SFPUC may implement similar temporary murals at other storm drain locations throughout the City. The murals implemented through the pilot program and any subsequent storm drain murals will not be accessioned into the Civic Art Collection and will not be maintained by the SFAC.

BACKGROUND

Urban stormwater runoff carries pollutants such as oil, dirt, chemicals and construction debris directly to the Bay and Pacific Ocean, where they have the potential to impact receiving waters. Most of San Francisco has a combined sewer system that combines and treats both wastewater and stormwater in the same network of pipes prior to discharging into receiving waters, thereby treating

any pollutants carried by the stormwater. However, parts of San Francisco are served by separate sewer systems where wastewater and stormwater are not combined - wastewater is transported and treated in one system and stormwater is transported through a separate system directly into receiving waters without treatment. These separate sewers serve Ocean Beach, Lake Merced and Mission Bay, and require a greater amount of public awareness than combined sewers and inlets. Since stormwater in these areas is untreated, the SFPUC is focusing public outreach efforts to educate the public about their roles in protecting the City's receiving waters.

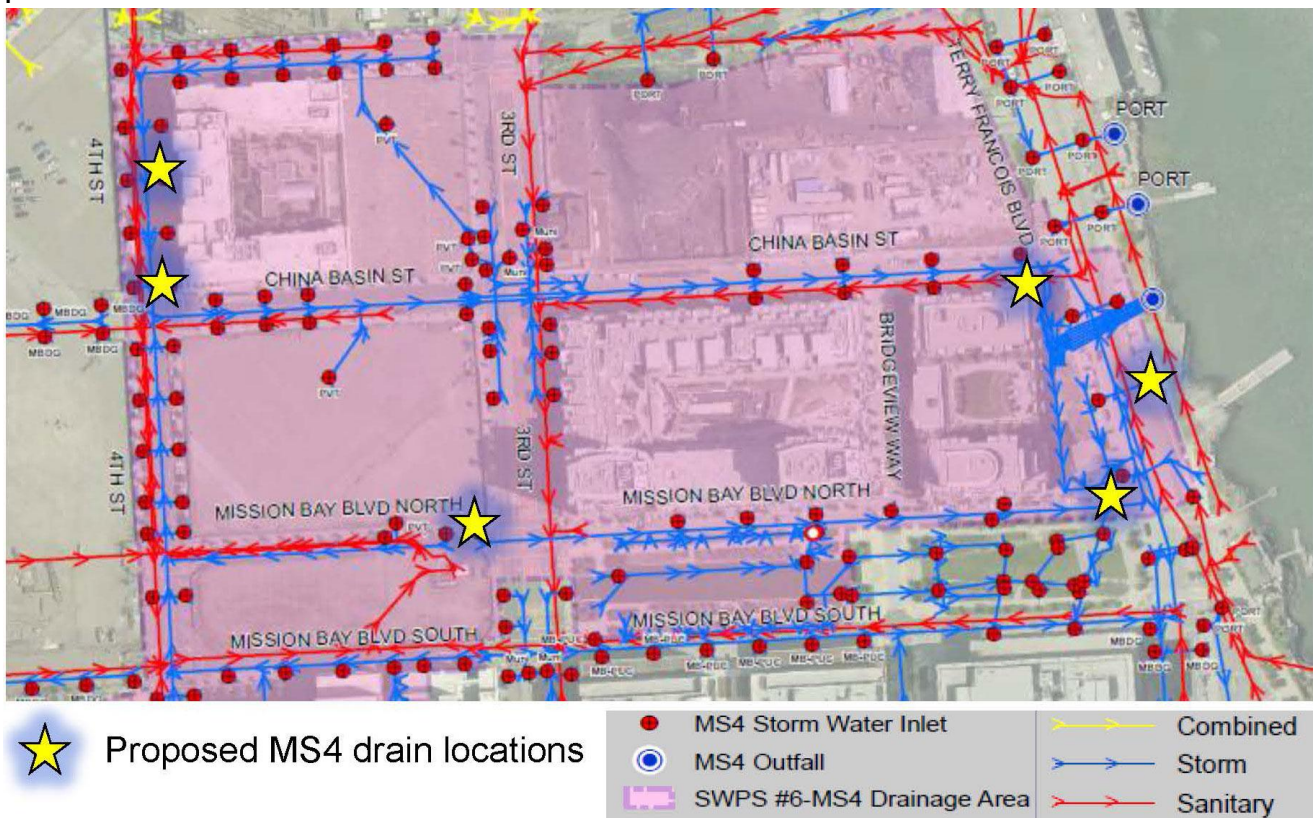
PILOT PROGRAM GOAL

The goal of the storm drain mural pilot program is to implement and evaluate the feasibility and effectiveness of the proposed temporary artwork approach through the implementation of an artist selection and community engagement process resulting in temporary murals installed at six storm drain locations for approximately one to two years.

- The selected mural materials must provide a high-quality translation of a variety of art imagery including the full range of color with good color saturation and contrast.
- The mural materials need to be durable enough to withstand the wear and tear of being installed on a sidewalk location exposed to pedestrians, sun and weather. The materials should be UV and graffiti resistant and cleanable.
- Because the project is temporary, the mural material needs to be removable without damaging the sidewalk beneath. However, the installation must not be so easily removed that the murals will be vandalized or stolen.
- Because the SFPUC envisions the mural program as an opportunity for public education, the effectiveness of community engagement throughout the artist selection process, as well as the mural design and implementation phases will be evaluated.

PILOT PROGRAM SITES

The storm drain mural pilot program will be implemented in the Mission Bay neighborhood at six sidewalk locations indicated by a yellow star in the diagram below



PROPOSED ART MATERIALS AND APPROACHES

Based upon preliminary research, SFAC staff recommends the use of the following temporary mural implementation approach:

- Artwork Design by Artist – Translated to digital format
- Digitized Artwork Printed onto a product like Asphalt Art Outdoor Floor Graphic by Print Vendor
- Outdoor Floor Graphic Installed by Installation Vendor

PROJECT BUDGET

Storm Drain Murals Budget	Planning	Pilot Program
SFAC Planning MOU - Funds Already Transferred	\$8,000.00	
SFAC Project Administration		\$10,000.00
Artist selection, signage and documentation		\$5,500.00
Artwork Design Contract		\$10,000.00
Mural Printing and Installation		\$11,000.00
Contingency		\$10,000.00
Total Budget	\$8,000.00	\$46,500.00

ARTISTS RECRUITMENT APPROACH

Arts Commission staff will use the SFAC Prequalified Artist Pools and will recruit additional artists as needed for consideration by the selection panel.

ARTIST SELECTION PROCESS

Arts Commission staff will establish a short list of qualified artists to be considered for the mural project opportunity. The short list will be presented to the PUC Storm Drain Mural Project Selection Panel consisting of two representatives of the PUC, one Arts Commissioner, two community members and two arts professionals.

The panel will identify three finalists who will be invited to develop conceptual site specific proposals after attending an orientation session with the project team and key stakeholders. These finalists will be paid an honorarium of \$750 (travel reimbursement inclusive) for development of a proposal. The finalists’ proposals will be on display for public comment near the project site and on the SFAC website prior to the final selection panel meeting. The PUC Storm Drain Mural Project Selection Panel will reconvene to consider the finalists’ proposals in an interview format and will select one artist and an alternate for the project for recommendation to the PUC and design approval and contract authorization by the Arts Commission.

COMMUNITY INVOLVEMENT

- SFAC and PUC staff will present an overview of the mural project to the community – ideally at a regularly scheduled community meeting.
- Two community representatives will serve on the Selection Panel and will participate in the Artist Orientation.
- The finalists’ proposals will be on display for public comment near the project site and on the SFAC website for two weeks prior to the final selection panel meeting.
- All selection panels, Visual Arts Committee (VAC) and Commission meetings are open to the public.
- Mural “unveiling” celebration

TIMELINE (Subject to change)

Notice to Proceed	Month 0
Project Outline Approval (VAC)	Month 1
Project Team Kick-Off Meeting	Month 1
Community Meeting	Month 1

Establish Artist Shortlist	Month 2
First Project Artist Selection Panel	Month 3
Artist Finalist Orientation	Month 4
Finalist Proposals Due	Month 6
Proposal Display	Month 6
Final Project Artist Selection Panel	Month 7
VAC Approval	Month 7
Arts Commission Approval	Month 8
Artist Under Contract	Month 9
Mural Design Phase	Month 10
Mural Printing	Month 11
Mural Installation	Month 12
Mural on Display	One to Two Years

FURTHER INFORMATION

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