CITY OF EL CERRITO
2023 Utility Box Public Art Program
CALL FOR ARTISTS (CFA)

Project Description
The City of El Cerrito Utility Box Public Art Program is a beautification initiative designed to add to the vibrancy of the San Pablo Avenue corridor. We invite community artists to participate in this program to help our community transform drab and unsightly utility boxes into attractive and captivating works of art that will enhance the beauty of the City’s streets and sidewalks for years to come. There are 12 city-owned utility boxes, six of which have been painted as part of the 2021 and 2022 Utility Box Public Art Programs. To view the six completed boxes and learn more about the artists, please visit: https://www.el-cerrito.org/publicartbox. This third CFA is for two additional utility boxes this year (see locations and photos in Attachment A).

The program is sponsored by the El Cerrito Arts & Culture Commission (ACC).

Application Deadline
The application is due by 4 p.m. on Friday, June 16, 2023 online. If submitting online is not a feasible option, please make arrangements with Lina Huang prior to the deadline to submit an alternative way by contacting Lina directly at lhuang@ci.el-cerrito.ca.us or at (510) 215-4371.

Application Guidelines
• Application materials must be clear and able to read on a computer.
• Artists may submit a single application for one or multiple utility boxes. The City reserves the right to select a single artist for all two boxes or may select different artists for different boxes.
• All components of the application must be submitted at one time as a single package.
• All entries must be the original design and artwork of the applicant(s); artwork must not be plagiarized, stolen, or copied.
• Entries that use copyrighted or trademarked images are not eligible unless legal permission has been granted.
• Entries must not defame or invade the rights of any person, living or dead.
• The artist(s) name and a photo of the artwork may be featured on the City of El Cerrito website and other promotional materials.
• Make sure to include all items listed in the Application Checklist below (see Attachment B).
Applications can be submitted online at [www.el-cerrito.org/publicartbox](http://www.el-cerrito.org/publicartbox).

For questions, contact Alexandra Orologas at (510) 215-4302 or aorologas@ci.el-cerrito.ca.us.

<table>
<thead>
<tr>
<th>Project Schedule (subject to change)</th>
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<tbody>
<tr>
<td>Monday, May 1, 2023</td>
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<tr>
<td>Call for Artists released</td>
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<tr>
<td>Friday, June 16, 2023</td>
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<td>The application is due via online at 4 p.m. on Friday, June 16, 2023.</td>
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<tr>
<td>Monday, June 19 through Friday, July 14, 2023</td>
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<td>Application Review, Interview(s) with Selected Applicants by Selection Panel</td>
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<tr>
<td>Week of July 17, 2023</td>
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<td>Artist(s) Selected</td>
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<tr>
<td>Monday, July 24, 2023</td>
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<tr>
<td>Selected Artist(s) to be Presented to the Arts and Culture Commission</td>
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<tr>
<td>Monday, August 7, 2023</td>
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<td>Final designs to be Submitted by Artist(s), Contract(s) are Finalized/Executed, Work Begins</td>
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<tr>
<td>Friday, September 8, 2023</td>
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<td>Boxes Complete!</td>
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**Theme**

Artwork that celebrates the Arts of El Cerrito, including, but not limited to, visual, graphic, performance, literary, cinema and music arts. Submissions can also be focused on the history of arts and art makers in El Cerrito.

**Art Installation Process**

City Staff will coordinate with the artist, other City departments, and neighboring businesses or homeowners to select a mutually agreeable painting period between Monday, August 7 and Friday, September 8, 2023.

Artists are responsible for prepping the utility box, painting the design with appropriate paint, and sealing it with a clear anti-graffiti coating (for example, Rain Guard VandlSystem, MuralShield). Artists are responsible for purchasing their own painting, prepping, and sealing supplies.

Artists are expected to paint the entire utility box including the side boxes and pipes. The cement base must not be painted on, the City will place a sticker on the base with a QR code that directs to the Arts and Culture Commission website. Artists may not paint over key holes, meters or numbers.

Artists may enlist painting assistants. All painting assistants must sign a liability waiver and release. Underage painting assistants must have a parent sign the liability waiver and release. Upon completion of the box(es), City Staff will meet with the artist at the site to inspect/approve the artwork and take a publicity photo of the artist with their completed utility box.
COMPENSATION
The artist or artist groups will receive a $2,500 award for the creation of the final design for each utility box. 50% (or $1,250) of the payment will be issued prior to the start of the painting and 50% (or $1,250) will be issued upon satisfactory completion of the project.

Artists are not employees of City and shall not be eligible for any benefits, entitlements, or incidents of City employment, including but not limited to, eligibility to enroll in the California Public Employees Retirement System (PERS) as an employee of the City and entitlement to any contribution to be paid by City for employer contributions and/or employee contributions for PERS benefits.

ELIGIBILITY
1. This program is open to individual artists, teams of artists, or community groups with a designated lead artist. (The compensation for each utility box is $2,500 regardless of the number of artists or individuals who work on the visioning and creation of the design)
2. Applicants must reside in either Contra Costa or Alameda County (East San Francisco Bay Area). Proof of residency may be requested.
3. Selected artists will be required to sign a liability waiver/consent form in order to participate in the project.

PROGRAM & DESIGN REQUIREMENTS
- The design must be suitable for viewing by all ages in a public space. Generally, this rule means that the art may not contain advertising, religious art, violence, sexual content, or political partisanship. Designs that do not comply with these standards will not be approved by the City and/or eligible for the award.
- Dark colors over large areas should be avoided, as this may cause the utility box to absorb heat and damage equipment.
- All entries must be the original design and artwork of the applicant(s); artwork must not be plagiarized, stolen, or copied.
- Artists are responsible for the reasonable upkeep of the artwork at the discretion of City staff if it is damaged/defaced.
- Artwork created under this program will be considered temporary artwork and the sole property of the City of El Cerrito. As such, the City retains the right and sole discretion to remove, modify, or replace the artwork. Situations in which the City may exercise this right include, but are not limited to, those in which the image or utility box is damaged where the City is unable to locate the artist, or the box needs to be accessed by an authorized agency, organization, or individual.
- Upon completion of artwork, artists must submit a photo of all sides of the artwork with a numbered list of materials used per side of box to the City (including actual paint colors).
- Artwork may include the artist’s signature, no larger than 5” x 7.”
Artwork must be an original design and the artwork of the applicant.
• Artwork must be painted in fade-resistant acrylic paint.
• Artwork must be suitable for all ages and in keeping with community values.
• Artwork must reflect the City’s diversity, historic heritage, or show a connection to El Cerrito in some way.
• Entries must not defame or invade the rights of any person, living or dead.
• Entries that use copyrighted or trademarked images are not eligible unless legal permission has been granted.
• The artist(s) name and a photo of the artwork may be featured on the City of El Cerrito website and other promotional materials.

Evaluation Criteria (not in order of importance)
• Residency
• Applicant examples of previous work
• Creativity and originality
• Compatibility of the design with the immediate location of the utility box as well as the general scenery and urban design of the vicinity
• Adherence to the project theme of Arts in El Cerrito, as described above
• The relationship of the proposed artwork to the social and/or cultural identity of the El Cerrito community
• Bold and bright colors and graphics tend to work well on utility boxes so they can be seen from a distance
Review and Selection Process
City Staff will review applications for completeness. The ACC’s Utility Box Public Art Program Selection Panel will review submissions and recommend to the ACC an artist or artists based on the eligibility standards and evaluation criteria listed above. The Selection Panel may consist generally of one (1) member from the ACC, one (1) member of El Cerrito’s Art Community, and one (1) member of City Staff from the Community Development Department. Following the ACC’s approval of the design concepts and selected artists, staff will work with the artist(s) to execute any and all contracts and agreements. Then artist(s) will transition the approved design concepts into final artwork.

Applicants may be invited to present their conceptual designs to the ACC and the City Council and, if selected for this project, invited again to present their final designs.
Attachment A
Utility Box Locations & Photos

Artists are responsible for taking final measurements of the box before commencing work.

<table>
<thead>
<tr>
<th>Utility Box #</th>
<th>Location</th>
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<tbody>
<tr>
<td>5</td>
<td>Liberty St./Fairmount Ave. (across from the Plaza Starbucks)</td>
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<tr>
<td>8</td>
<td>Elm St./Key Blvd./Hill St. (across from Summit Public Schools)</td>
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Box 5 - Liberty St./Fairmount Ave. (across from Plaza Starbucks)
65” height X 32.75” width X 24”
CITY OF EL CERRITO

2023 UTILITY BOX PUBLIC ART PROGRAM

CALL FOR ARTISTS

Box 8 – Elm St./Key Blvd./Hill St. (across from Summit Public Schools)

Main Utility Box: 53” height X 30” width X 44”

(Box #8 has an adjacent Traffic Signal Box five inches apart that can be incorporated as part of the art and painted on – 43” height X 11” width X 19”)
CITY OF EL CERRITO
2023 UTILITY BOX PUBLIC ART PROGRAM
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Attachment B
Project Guidelines and Application Form

Application Deadline
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Costs Incurred in Responding to the Call for Artists:
The City of El Cerrito shall not be liable for any costs incurred by the artist(s) in responding to this request for a design.

Application Checklist
☐ Application Coversheet
☐ Lead Artist Biography/Qualifications
☐ Examples of previous work that are relevant to this Call for Artists:
  ❖ No more than five examples of previous work should be included. Artists need not have painted utility or signal boxes before.
  ❖ Each example should include information such as descriptions of the work, location, type of surface, materials used, and who the work was commissioned by or created for.
Electronic files should be at a resolution appropriate for viewing.

- Design Rendering(s) — Provide color renderings of your proposed design(s) for the box(es), showing all four sides and the top of each box. Artists may submit up to two designs. However, each proposed design must have its own separate page. If you wish to be considered for a specific box location or locations, please label the rendering with the utility box number. If you have no preference, label the rendering “Any.” Label each rendering with your name.

- Design Description(s) — up to 300 words for each utility box. This is an opportunity to explain your design and indicate how it is related to the preferred theme and/or its connection to El Cerrito.
### Application Coversheet

*must be filled out by the Lead Artist*

<table>
<thead>
<tr>
<th>Lead Artist First Name and Last Name</th>
<th>Date</th>
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<table>
<thead>
<tr>
<th>Home Address (Street #, Street Name)</th>
<th>City</th>
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<table>
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<tr>
<th>Home Phone</th>
<th>Cell Phone</th>
<th>Email</th>
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#### Assistant Artist(s) First Name(s) and Last Name(s)

Artists may enlist assistants, but all assistants must be named here. Use additional pages if necessary.

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<td>4.</td>
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#### Title of Artwork

*if submitting designs for more than one utility box, include all the artwork titles here and list the utility box # that corresponds to each artwork title*

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#### Name of community group or organization

*if applicable*
Lead Artist Biography/Qualifications (up to 300 words):
CITY OF EL CERRITO
2023 UTILITY BOX PUBLIC ART PROGRAM
CALL FOR ARTISTS

Design Description(s) - up to 300 words for each utility box:

Lead Artist Printed Name

Lead Artist Signature

Date

Date