City of Oakland | Department of Transportation

Paint the Town!

Pilot Program - Guidelines & Application

Greg Raisman, 2015-16

What is *Paint the Town!*?

The Oakland Department of Transportation (OakDOT) is excited to announce the *Paint the Town!* pilot program. After receiving over 150 responses to our Request for Community Interest, OakDOT is now seeking applications for temporary street murals. *Paint the Town!* will allow communities to paint murals on Oakland's streets.

Why *Paint the Town!*?

Streets murals can brighten and represent a neighborhood and help strengthen community spirit. They can also potentially slow traffic and are fun to make! A street mural designed and painted by community members brings people together *and* adds life and surprise to our streets.

Where can street murals be painted?

Street murals can be painted entirely on asphalt at two locations:
- At intersections of low-volume streets.
- At the midblock of streets or potentially a whole block length.

What do you mean by temporary?

Street murals usually last about a year without maintenance. **Note: the City of Oakland will not be responsible for any maintenance associated with the street murals/ paintings**. The City has the authority to remove the mural, in part or in whole, at any time. Applicants are responsible for maintenance if the City deems it necessary (see page 7 of this application).

I want to apply! Now what?

Great! To paint a street mural, you must submit the application in this packet by **November 30, 2017**, and receive approval from OakDOT. Be sure to read the rest of this guide and follow the instructions carefully. OakDOT will contact selected applicants on **January 5, 2018**.

How many street murals will OakDOT approve?

For the *Paint the Town!* pilot program, OakDOT will select up to **30** applications.

How do I get assistance for my application?

OakDOT has organized application clinics at Oakland Public Library branches. During these application clinics, community members can learn about the program and receive assistance on applications. Attending a clinic is not required to apply, but we encourage you to come!

- September 30, 10:30 - 12:00pm, Golden Gate, 5606 San Pablo Ave
- October 3, 5:00 - 7:00pm, 81st Ave Branch, 1021 81st Ave
- October 10, 4:00 - 5:30pm,West Oakland Branch, 125 14th St
- October 11, 6:30-8:00pm, Main Library, 125 14th St
- October 14, 2:00 - 3:30pm, Melrose Branch, 4805 Foothill Blvd

Select applicants may be [provided a grant for budgeted costs or may be reimbursed for budgeted expenses]*and/or offered in-kind support, such as a designer, paint and supplies. The cost of the special event permit for installation will also be waived. There is no need to fill out a separate application. Artists fees are not eligible.

*Not all applications will receive funding. For more information contact paintthetown@oaklandnet.com

Application Checklist

How will OakDOT select Paint the Town projects? Community members must meet the following criteria and submit all application materials:

	Description	Application Should Include:
Applicant Information	Applicant should provide a description of their organization/individual background.	Form A: ☐ A1: Contact Information ☐ A2: Description of Applicant
Project Goals and Design	Applicant should describe their project's goals and the site's current conditions. Applicant should include a description and/or picture of proposed design.	Form B: ☐ B1: Project Location ☐ B2: Description of current conditions at project location ☐ B3: Picture and description of street mural design
Budget and Fundraising Plan	Applicant should show how they plan to raise funds to paint the street mural. Applicant **does not need funds secured before application submittal**.	Form C ☐ C1: Budget: Expenses and Revenue Table ☐ C2: Written Explanation
Outreach Plan	Applicant should demonstrate how they plan to build neighborhood support around the proposal.	Form D: ☐ D1: Description of outreach plan

Please Note:
- There is no fee associated with this application. OakDOT staff will review all complete applications received.
- If the application is chosen, the applicant is responsible for installation costs, including paint, supplies, and street closure permits (see Form C1).

Application Criteria and Responsibilities

How will OakDOT select *Paint the Town!* projects? In addition to your application, OakDOT will review site context and site equity.

OakDOT Staff will also review:

Site Context

- OakDOT will review the proposed project locations to see if there are other street improvements—such as curb ramp upgrades—that can be made by the City.
- If there are additional street improvements, OakDOT may install and fund these projects.

Site Equity

- Equity is a core value OakDOT's Strategic Plan and is part of this pilot program.
- For every 1 application received in a low-disadvantaged community*, OakDOT will approve 2 applications in a disadvantaged community (medium - high in the map below) keeping a 1:2 ratio.
- To view if a location is historically underserved follow this link: http://oakbec.s3.amazonaws.com/MapLanding/maps/DOTDashboard.html
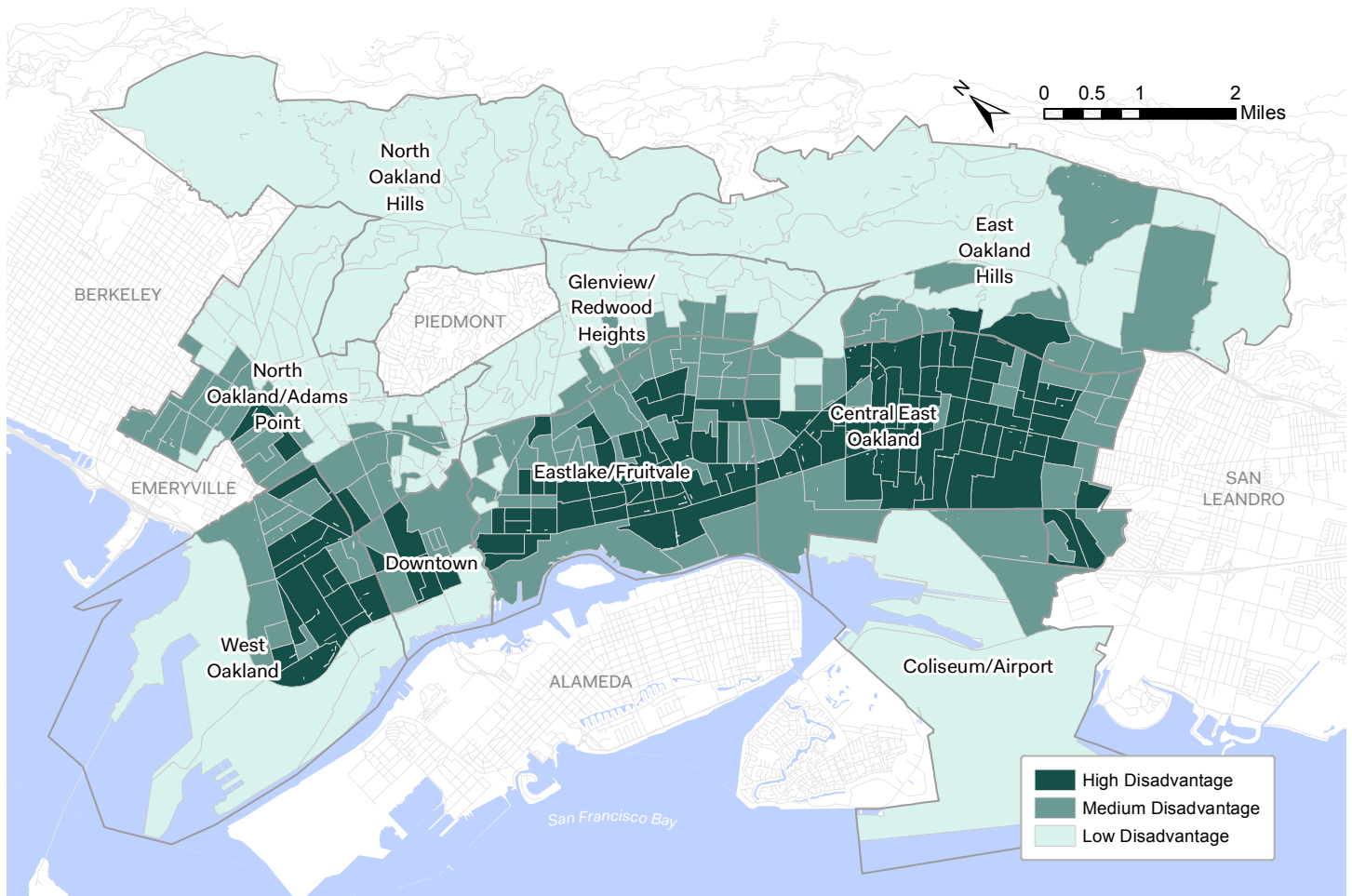
*As determined by Metropolitan Transportation Commission Communities of Concern index

Who Does What?

OAKDOT'S ROLE
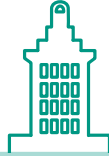
APPLICANT'S ROLE

PROPOSAL

Application Opens ·········· • Compile Application
(See Application Checklist)

Questions on Application? ·········· •
Check out our application clinics at
Oakland Public Libraries Branches:
Golden Gate: 9/30, 10:30 - 12:00pm
81st Ave: 10/3, 5:00 - 7:00pm
West Oakland: 10/10, 4:00 - 5:30pm
Main: 10/11, 6:30-8:00pm
Melrose: 10/14, 2:00 - 3:30pm

SUBMIT APPLICATION
Due on NOVEMBER 30, 2017

REVIEW & SELECTION

·········· Your application is being
processed. Thank you for
your patience.
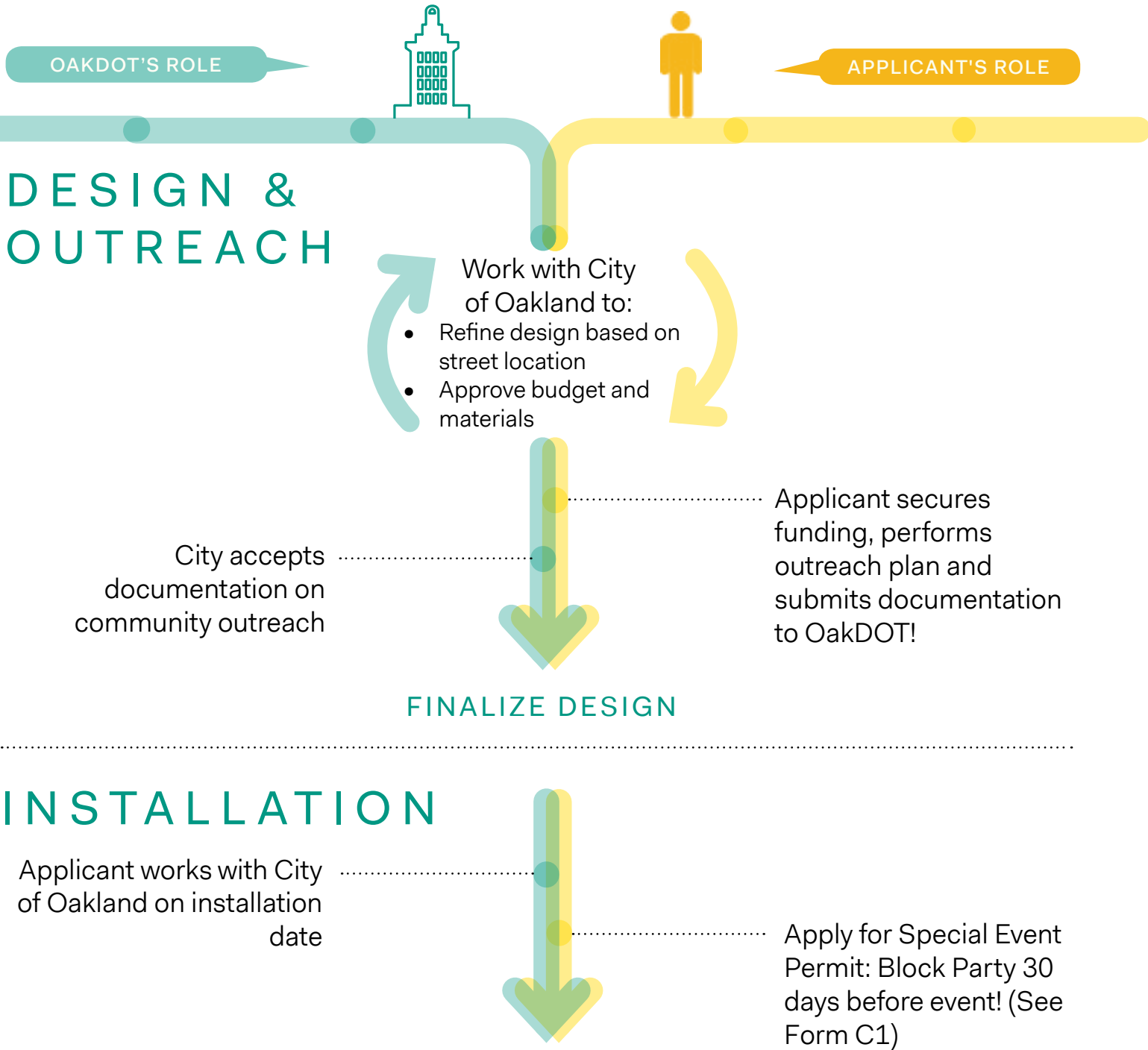
OakDOT Reviews ·········· •
Applications

APPLICANTS NOTIFIED
JANUARY 5, 2018

REJECTED
This is a pilot program. Not every proposal can be
accepted for various reasons. DOT staff are happy to
talk with you about your application.

SELECTED!
CONTINUE TO NEXT
PAGE

Who Does What?

OAKDOT'S ROLE

APPLICANT'S ROLE

DESIGN & OUTREACH

Work with City of Oakland to:

- Refine design based on street location
- Approve budget and materials

City accepts documentation on community outreach

Applicant secures funding, performs outreach plan and submits documentation to OakDOT!

FINALIZE DESIGN

INSTALLATION

Applicant works with City of Oakland on installation date

Apply for Special Event Permit: Block Party 30 days before event! (See Form C1)

Let's *Paint the Town*!

Make sure to document the day with before and after photos!

Important Information

Important information that you should know (and that will help your application).

1. Filling out the application does not mean you are approved! All artwork designs must be approved by an OakDOT representative before permission is granted to proceed with the project. Please include your design or description with this application.

2. Applicants can apply for more than one location, but each location must have a separate *Paint the Town!* application.

3. If selected, OakDOT will work with applicants on materials. Applicants must abide by the specifications that OakDOT provides. Generally, all materials must be non-toxic /non-corrosive and adhere to the surface in a manner that prevents them from eroding or shedding into the storm water system and should conform to the Best Management Practices for Alameda County for paints and solvents.*

4. The City of Oakland will not be responsible for any maintenance associated with the street murals/ paintings. The City has the authority to remove the mural, in part or in whole, at any time. If the community wishes to re-paint the mural, they must apply for the necessary special events permit.

5. A utility company may also remove the painting if needed and the City is not responsible for replacing the mural. If the community wishes to re-paint the mural, they must apply for the necessary special events permit.

6. The pavement mural can be maintained (cleaned, repainted, repaired, etc.) by the applicant during a neighborhood event for which all pertinent City permits will be required. The mural may not be maintained (cleaned, repainted, repaired, etc.) during any time other than the permitted street closure by the City. If the applicant wishes to maintain the mural, they can, as the paint will likely fade after one year, but it is not a requirement, unless the City deems it necessary.

7. In the case that the City deems it necessary for the applicant to maintain (clean, repaint, repair, etc.) the mural at any time, the applicant shall complete the requested maintenance work, including obtaining all required City permits, within one month of written notification by the City.

8. The City is not responsible for the upkeep and repair of any artwork. The mural may be repainted by the City at any time for any reason and may be removed if it is not maintained in a manner that reflects positively on the City and the community.

9. If a professional artist is used, they must waive all claims under federal and state laws that protect the integrity of works of art (waiver of California Art Preservation Act (Cal. Civ. Code §§987 and 989)("CAPA")/Visual Artists Right Act of 1990, 17 U.S.C. §§106A and 113(d) ("VARA")

10. If selected, the applicant or will have to sign an agreement with the City and may have the project presented at a formally noticed meeting.

* https://www.acgov.org/pwa/documents/final_construction_brochure_front%20page.pdf

Form A: Applicant Information

Applicant should provide a description of their organization/individual background and how they communicate decisions to the community. For all open-ended questions, please describe on a seperate page.

A1: Contact Information

Applicant Name: _____

Name of Organization (if applicable): _____

Type of Organization (check all that apply):

Arts & Culture	☐	Youth Development	☐
Seniors	☐	Business Improvement District	☐
Religious Organization	☐	Neighborhood Association	☐
School	☐	Other _____	☐
Community Development	☐		

Council District: _____

How can I find my council district? Visit the following website: http://gisapps.mapoakland.com/councildistricts/

Main Contact(s): _____

Main Contact Title(s): _____

Email:_____ Phone:_____

Mailing Address: _____

A2: Description of Applicant

Please describe organization/individual.

64th and Marshall, Oakland CA
PLACE For Sustainable Living, Council Member Dan Kalb
Artist: Suaro Luis Cervantes

Form B: Project Goals and Design

Applicant should describe their project's goals and the site's current conditions. Applicant should include a description and/or picture of proposed design.

B1: Project Location

My project is located on a street (check one)   Intersection ☐   Mid-block ☐

Project Location (Fill out one):
- Intersection Street Mural located at _____ and _____.
- Mid-block Street Mural located on _____ between_____and _____.

B2: Project Goals and Current Conditions

Describe your project's goals and current conditions on a separate page:
- Describe the project here. Why are you looking to *Paint the Town* at this location?
- Are there schools, shops, or homes nearby?
- Is there historical significance? Describe.
- Anything else you want to tell us?

B3: Project Design

Please describe your design on a seperate page or attach an image/design to your application.

The design does not need to be final. But we have some draft guidance:
- Only the driving area can be painted, not curb, gutters or sidewalks
- Designs should **not** include traffic control images (see below), promotional, advertisement, branding imagery, or any design that could be confused with or function as a crosswalk.

Form C: Budget and Fundraising Plan

Applicant should demonstrate how they plan to raise funds to paint the street mural. Applicant does not need funds secured before application submittal.

C1: Budget

Please fill out your proposed budget. See sample budget below to get an idea for how much a painting project could cost.

	Sample Expenses*	Expenses
Artist/Designer	A wide range, could be as little as $0	
Paint	Up to $1,000 (Preferred Paints: Quickrete, Acrylic, Latex Anti-Skid Textured Coating)	
Paint Supplies	Up to $300 (paint brushes, rollers, trays, stencils, etc.)	
Other Supplies	Up to $250 (printed flyers for outreach, drinks, food, etc. for volunteers)	
Special Event Permit	Up to $250 (required for street closure)**	
TOTAL		

Revenue	
Fundraising Event(s)	
Individual Donors	
Grants	
TOTAL	

C2: Fundraising Plan

How do you plan to raise money for the project? Some ways to fundraise can include creating a Indiegogo or Kickstarter page.

* Costs could be more or less than the range depicted here. This is just an estimate.
**OakDOT will help all selected applicants identify outside funding for paint and materials.
*** Budget must cover costs of the special events permit street closure for the actual painting and cost of materials. Information on special events permits can be found here: http://www2.oaklandnet.com/government/o/OPD/s/sefaqs/index.htm

Form D: Outreach Plan

Applicant should show how they plan to build neighborhood consensus around the proposal.

D1: Outreach Plan

Describe the project's outreach plan on a separate page:
- How will you get the word out about this project? How will you build support? This could include a community meeting, a neighborhood potluck, or a survey. Be creative! The more community members that are interested in the project, the better.
- If selected, OakDOT staff will ask for more formal documentation that there is support for the design.

Submitting Your Application

To submit your application do one of the following:

- Complete pages 9-13 and email your application to paintthetown@oaklandnet.com
- Mail or drop off a hardcopy to:

Paint the Town!
Attn: Great Streets Planning - Project Delivery
Oakland Department of Transportation
250 Frank H. Ogawa Plaza, 4th Floor
Oakland, CA 94612

After this form and all documents have been submitted, an OakDOT representative will contact you to if your project is selected. We're excited to see how you *Paint the Town!*.

Greg Raisman, 2015-16

Open Ended Questions

Use the space below to answer the applications open-ended questions. Please specify which question you are answering (i.e. A1 Description of Applicant). Applicants may use additional pages, if needed.