

**To: ART IN PUBLIC PLACES COMMITTEE**

**From: Santa Rosa Junior College Student Life, Equity & Engagement, SRJC Sustainability, & Student Government**

**RE: SRJC EARTH DAY STREET MURAL PROJECT PROPOSAL**

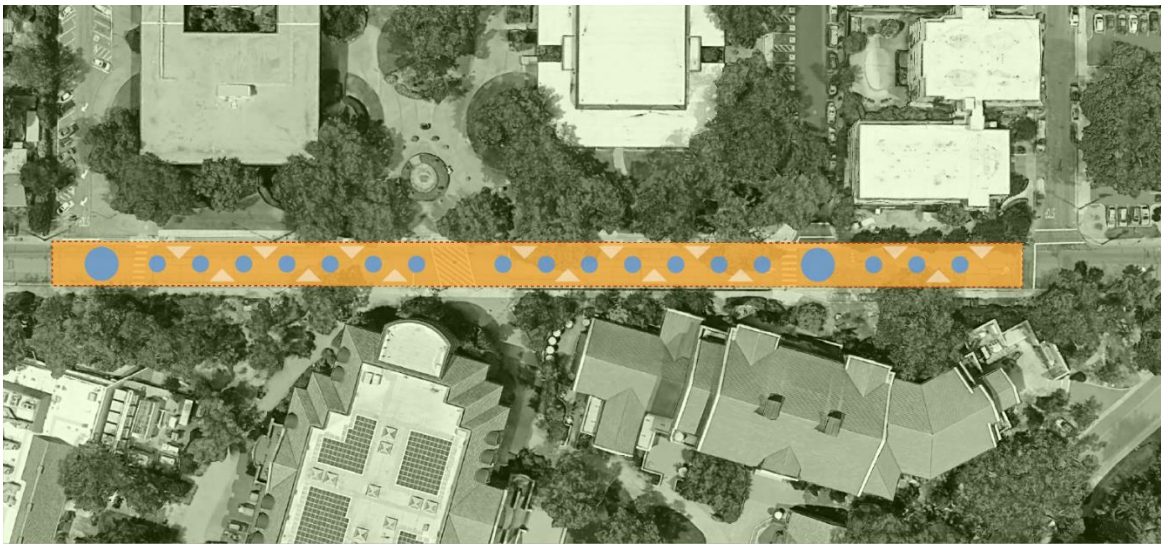
**Date of Event:** Friday, April 22, 2022, | 7am – 2pm

**Location:** Elliot Ave between Mendocino Ave. and Armory Dr.

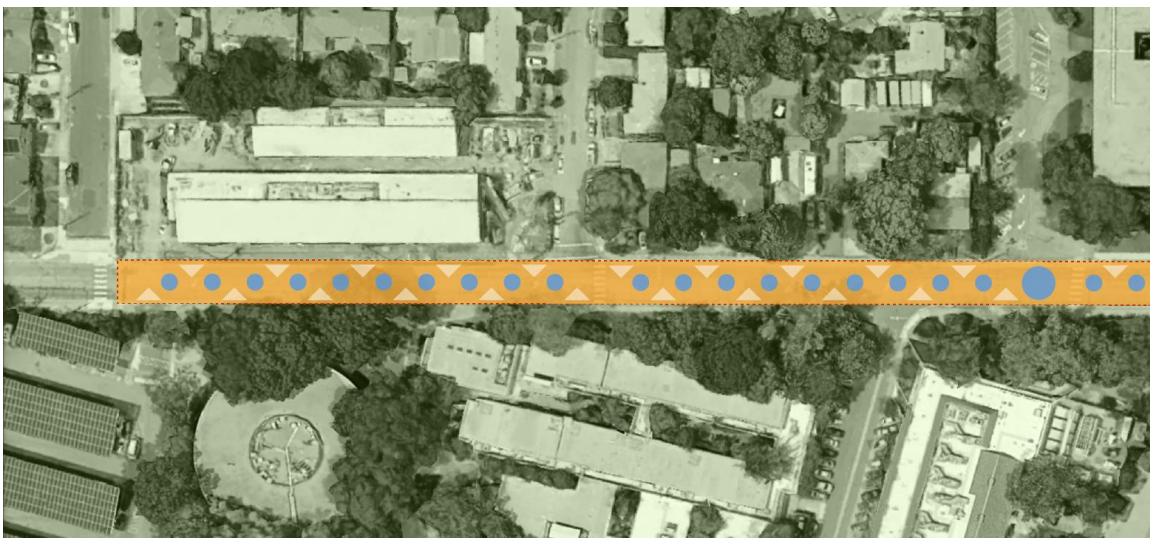
- Phase I: Emeritus Parking lot exit and Albany Dr.
- Phase 2 Extension (proposed): Emeritus Parking lot exit to Illinois.

This street runs through Santa Rosa Junior College SR Campus. It is primarily utilized by SRJC students and staff and has very little activity on Fridays due to limited classes or services. Currently, SRJC is closed due to Covid, but has approved this event. This street has been approved for [a pilot closure to improve pedestrian safety](#). This project will enhance that pilot project, beautify the neighborhood, bring awareness to street safety features, and provide a visual representation of ‘unity through community.’ The project will also highlight the many ways we can all contribute to a Livable Future. **NOTE:** Elliot Ave street closure for the event has preliminary approval from City of Santa Rosa and SRJC Police Department. A draft traffic control plan is in process and is available upon request.

Phase I: Plover Hall to Albany: 0.93 acres | 40405.32 feet<sup>2</sup>



Phase II Extension (tentatively proposed to accommodate broad participation) 1.17 acres | 50862.55 feet<sup>2</sup>



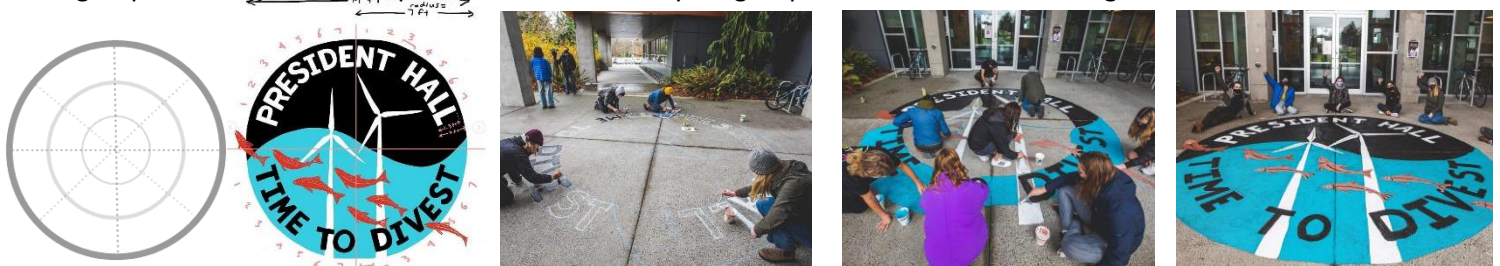
## Budget

Item	Quantity	Amount
Artist - Raizes Collectiva	1	\$ 500
Artist - Monarch Project	1	\$ 500
Artist / Consultant - David Solnit	1	\$ 500
Trainings	2	\$ 750
Supplies	various	\$ 1,250
Food		\$ 500
Staff		\$ 200
Tshirts	200	\$ 250
Street cleaning services		\$ 500
Misc.		\$ 50
<b>Total</b>		<b>\$ 5,000</b>

### Design Theme: A Livable Future for All

We are proposing a large, temporary street mural to be painted with grey ash paint and black charcoal paint made from ash and charcoal gathered from California's wildfire recovery areas, along with red clay paint from the Sierra foothills (Miwok territory) and non-toxic tempera paint. The theme of this art installation is **A Livable Future**. Student groups, community organizations, and academic departments will be invited to paint a mural depicting one aspect critical to a livable future from their perspective.

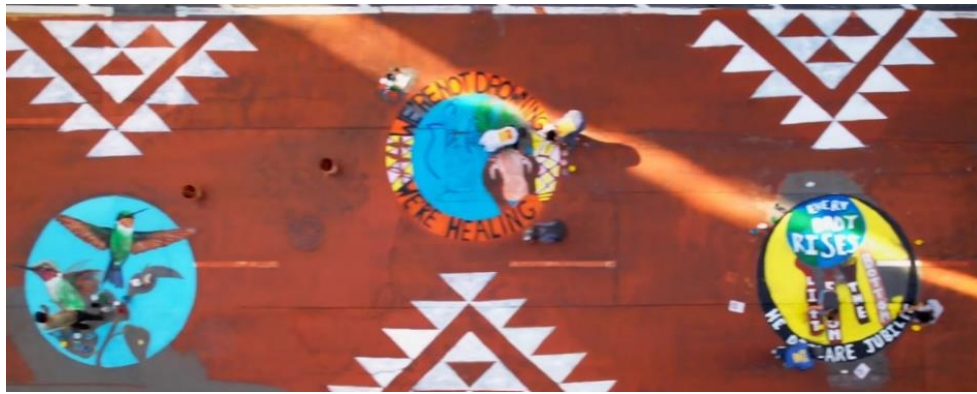
The street mural will include circular mini-murals within its design each painted by a different student/community group. We are inviting student clubs, academic departments, and community organizations to design and paint a 12-foot across circular mini-murals with their organization. A Native American basket design will provide continuity to the mural design. Groups will be encouraged to use “for everyone” in their design, such as ‘para todo’ or ‘para sa lahat’. Each group will be given a prompt such as “What does a livable future look like for your group?” or “What is one aspect of a livable future your group is committed to achieving?”



[Street murals and movement](#) art have been an important part of community mobilization in the post-pandemic social change efforts. They represent a literal “taking back of the streets” and unite groups from diverse perspectives around a shared purpose. Many [Black Lives Matter installations](#) have been installed following the George Floyd murder. And, we are working [with artists](#) that have extensive experience in street mural design and implementation (see links and images included here).

### Mural Paint & Removal

As noted, this is a temporary installation. We are using natural materials (clay and ash), but will also include non-toxic tempura paint. We have several options for cleaning the streets prior to the [first rain begins in September / October](#). We have an invoice estimate of \$1,000 from [Power Sweep Inc.](#) in Vallejo. They are available and prepared to provide this service. However, we are also simultaneously seeking donated services from Recycology. We will block storm drains and use commercial cleaning equipment to remove the mural by October 1<sup>st</sup>.



### Emeritus Quad Resource Fair

A resource fair in SRJC Emeritus Quad will have environmental resources, climate justice/action information, and student support programs/activities, including Vaccination/Covid testing, music and speakers, and free grab and go food sponsored by the Student Government, Student Life, and Clubs. However, the focus of the event will be the installation of the street mural on Elliot Ave.

### Approvals:

- SRJC PD – approved draft concept and plan; will be active on the planning team
- SRJC Cabinet – In progress
- City of SR Traffic Control – draft traffic control plan submitted; approval for phase I; discussions for phase II are ongoing, but no insurmountable issues have been identified.
- City of Santa Rosa Public Works – will require a complete proposal including a cleanup plan that removes the installation prior to the first rain in September.
- City of Santa Rosa Art in Public Places Committee – concept approval based on proposal; March 7<sup>th</sup> 3:30pm

### Partners & Artists

- [SRJC Interclub Council, SGA, and](#) many other student groups.
  - [SRJC Sustainability Committee](#)
  - [Roseland University Prep](#)
  - [Raizes Collective](#)
  - [Monarch Project](#)
  - SoCo [Sunrise Movement](#)
- Lead artist: [David Solnit](#) and Gemma Searle; [Street Mural Manual](#).

### Covid Protocols:

- Event will be all outdoors
- Free masks and hand sanitizer provided; mask wearing encouraged
- Sanitizer placed at each exhibit, researching hand washing stations
- Covid vaccinations, testing and info provided onsite