

Pilot Project for the Creation of

CREEK BRIDGE MURAL PROJECT



Because... Our Streets Are Our Creeks



And, they're ... Ours To Protect



Art on the Street for Clean Creeks



Public art, job training for youth, and environmental stewardship blend with colorful storm drain labeling to draw attention to the connection between streets and creeks. Artstart, the Creek Stewardship Program and Envirichment, three long-standing, successful programs in Sonoma County, CA, are providing aspiring young artists opportunities to create environmentally themed art. Hand-painted fish labels placed around inlets to the storm drain system inspire residents to help prevent pollution from entering the drains that flow into the nearest creek. This project is the first of its kind created for the 175,000 citizens, 18,000 storm drains and 100-mile network of creeks in Santa Rosa, CA.

Environmental Need: Storm drains carry rainwater from Santa Rosa's streets and parking lots to the closest creek. Often, water flowing down storm drains contributes pollution to that creek. Trash in creeks is a major pollution problem that threatens healthy wildlife habitat and water quality. Inspiring people to care for creeks through caring about what flows into storm drains is a proven method to decrease water pollution and improve creek health.

Project Installation: We are looking to find the best storm drains to install this art on. Storm drains that have a high amount of visibility and foot traffic are the most suitable for this project. Please contact us if there is a storm drain you would like to see this art installed on.

Information

Please contact Stephanie Lennox of Envirichment at (707) 206-5147

artstart

Artstart is an award-winning, 501(c)3 non-profit educational arts organization serving Sonoma County, California. Its mission is to provide job training, mentoring, and the fostering of life-changing breakthroughs by way of stimulating arts work experience for youth, while creating community public art. Visit their website at: www.artstart.us



The Creek Stewardship Program is a partnership of citizens, the City of Santa Rosa, and the Sonoma County Water Agency to create opportunities for people to learn about and care for Santa Rosa's 100-mile network of creeks.

*Visit their website:
www.srcity.org/1202/Creek-Stewardship*

Building on our successes 2017 - present:

- Over 20 drains in Santa Rosa
- Project expanding beyond SR
- Successful Covid pivots
- Seeing positive impacts

Pilot Project for the Creation of Creek Bridge Murals

Mission Statement

Partner with neighborhoods in the Santa Rosa area to create creek-themed murals on bridges over creeks to bring joy, beauty and inspiration for neighbors to care for their local creek.



Project Partners

- Artstart
- Enrichment
- Community partners
- Funding partners
- Gamay Neighborhood: representative Suzanne Saucy
- City of Santa Rosa, Creek Stewardship Program

Pilot Project Proposal

Creation of a mural on the west abutment of the Gamay Street bridge over Steele Creek near Jennings Avenue will serve as a pilot project to guide program partners and participants through the process of creating a Creek Bridge Mural. After incorporating the lessons learned, the process can be followed to brighten other neighborhoods with Creek Bridge Murals. The Santa Rosa Public Art Master Plan supports such projects. *All project aspects are designed to comply with COVID-19 health orders while providing our community a safe way to engage.*

Link to [Gamay Street crossing of Steele Creek – Pilot Creek Bridge Mural location](#)

Budget

The bridge abutment selected for the mural on the west side of Gamay Street is approximately 58 square feet, a mid-range sized mural. Artstart would incorporate a community outreach component to create and install the mural for \$4,500.

The Creek Stewardship Program will provide contributions from staff and consultants to support this project in accomplishing its goals.

Budget for Creek Bridge Mural on Gamay Street	
Lead Artist	\$1,500
Lead Apprentice x 2	600
Design	500
Supplies	500
"To Go" art supply kits	200
Outreach	300
Videos/Tutorials	300
Insurance	400
Overhead	200
Total cost for mid-size mural (58 sq. ft.)	\$4,500

Timeline

September 2020

- Create compelling mock-up of the Creek Bridge Mural
- Gain permissions/encroachment permits to install a creek bridge mural (Art in Public Places Committee/City of SR Transportation and Public Works)
- Create specific funding outreach goals and actions
- Create specific neighborhood outreach goals and actions

November 2020

- Presentation to Art in Public Places Committees
- Create funding outreach materials and seek funding
- Create community outreach materials and begin mural/public engagement
- Complete Creek Bridge Mural components
- Schedule Creek Bridge Mural installation day(s) with project partners

January or March 2021

- Install Creek Bridge Mural

Potential Funding Sources

- AL Trout, Redwood Empire Trout Unlimited
- Community Foundation of Sonoma County
- City of Santa Rosa,
 - Creek Stewardship Program
 - Streets to Creeks Program
 - Art in Public Places Committee

- iofundMe Campaign
- Local Rotary Clubs
- Local Homeowner Associations
- Center for Spiritual Living

Potential Community Partners

- Biella Elementary School
- Olive Grove, Burbank Housing
- Vineyard Meadows
- Zinfandel Senior Apartments

Project Notes

Installing Creek Bridge Murals on [Roseland Creek x Burbank Avenue](#) and [Roseland Creek x McMinn Avenue](#)
 Consider QR Codes on murals to direct community to [Streets to Creeks](#) information
 to [Santa Rosa Public Art Master Plan](#)

"7.1 Stream Corridor Crossing Markers"

Santa Rosa's riparian corridors cross under arterial roads and neighborhood streets at regular intervals. Most of the bridges at these crossings are owned by the City, and though the crossings are generally marked by road signs, they could be also highlighted by simple public art projects that bring additional visibility, such as mosaic panels inset into the parapets of the bridges, or special street markings. The Public Art Program could collaborate with the Utilities and Transportation and Public Works Departments to determine an easily applicable suite of improvements that could be created by artists working with nearby communities and install projects as funding allows on bridges that the City owns."

• Bennett Valley Vision's interest in joining the Pilot Project with a Creek Bridge Mural on [Matanzas Creek x Bethards Drive](#)

Pilot Project Proposal

Creation of a mural on the west abutment of the Gamay Street bridge over Steele Creek near Jennings Avenue will serve as a pilot project to guide program partners and participants through the process of creating a Creek Bridge Mural. After incorporating the lessons learned, the process can be followed to brighten other neighborhoods with Creek Bridge Murals. The Santa Rosa Public Art Master Plan supports such projects. *All project aspects are designed to comply with COVID-19 health orders while providing our community a safe way to engage.*

Mission Statement

Partner with neighborhoods in the Santa Rosa area to create creek-themed murals on bridges over creeks to bring joy, beauty and inspiration for neighbors to care for their local creek.

Pilot Project LOCATION for the Creation of Creek Bridge Murals



Gamay Street x Steele Creek, near 1531 Gamay Street, Santa Rosa CA







- **Tested and Proven Process**
- **Enlarged Version of Elements of Art on Street for Clean Creeks**
- **Community Sourced Art Elements**
- **Installation Opportunities for Youth Apprentices and Community Members**

Budget for Creek Bridge Mural on Gamay Street

Lead Artist	\$1,500
Lead Apprentice x 2	600
Design	500
Supplies	500
"To Go" art supply kits	200
Outreach	300
Videos/Tutorials	300
Insurance	400
Overhead	<u>200</u>
Total cost for mid-size mural (58 sq. ft.)	\$4,500

ArtStart is fundraising for this mural project in the coming months



Ours to protect

Partner with neighborhoods in the Santa Rosa area to create creek-themed murals on bridges over creeks to bring joy, beauty and inspiration for neighbors to care for their local creek.

Colgan Creek



Pilot Project for the Creation of

CREEK BRIDGE MURAL PROJECT

*Thanks you for your time
and consideration*

