

San Rafael Leadership Institute

A Program of the **San Rafael**  **Chamber**

HOW TO GUIDE

If you were inspired by the emPower Project and would like to help enhance the beauty of San Rafael by painting more utility boxes, here is a step-by-step guide to start your own emPower Project.

1. Do a site visit to identify which box(es) you want to paint. Here are some good questions to consider when selecting a utility box for painting:
 - a. *Is the box in a safe location for the artist to paint?* Check that there is sufficient space in between the box and the curb to paint all sides, and whether pedestrians can still get by on the other side.
 - b. *Is there good visibility for passersby to admire the finished work?* Vehicle visibility is also good to consider.
 - c. *Is it a new utility box?* The City is in the process of replacing the older, smaller utility boxes (half of them are on 3ft concrete stands) with new, larger 5ft full ones, so to make sure your project has longevity be sure to choose a new utility box like the one pictured below. If in doubt, inquire with the San Rafael Department of Public Works to ask if the box you want to paint is old or new.

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| New boxes (5ft tall, full metal to base) See attached map for all locations of new boxes in Downtown Area | Most of the boxes along fourth street west of Lincoln are the older style boxes, and will be replaced in the next few years |

CONTACT: Thomas Wong, Junior Engineer, Public Works. 415-485-5360

2. Decide if you have a budget for this project or if you will ask artists to work Pro Bono. If you are able, do some fundraising in order to pay the artists a stipend to cover their supplies and labor. Fundraising can be fun, and the artists will appreciate it! Businesses that are eager to see the boxes outside their doors may also be a good fundraising source.
3. Put the call out to local artists and collect design submissions. Contacts are included below for ArtWorks Downtown, the Dominican University art department, and Youth in Arts. These are great sources to tap into our local community of artists. Feel free to use the enclosed Painting Guidelines and Artist Contract to help guide you:
<https://drive.google.com/open?id=1U87nkFmZvgovHChYJ-1Q-8QUckARtxv0>
4. Remember to get the designs approved by the City before painting begins!
CONTACT: Danielle O’Leary, Economic Development Director (415) 485-3460
5. Determine a schedule for painting and do some outreach to the surrounding businesses to notify them of your project.
6. Contact the Department of Public Works to obtain an encroachment permit. Artists must display encroachment permit if asked by City personnel while working on boxes. For the permit, the City will need: the painting schedule and the nearest parking meter to the box that the artist will need for their personal vehicle while painting. The meter number is written on the parking meter.
CONTACT: Thomas Wong, Public Works, Encroachment Permit (415) 726-4430
7. Coordinate with the Department of Public Works to have the box(es) primed prior to painting. The City will also provide an anti-graffiti coating after the artist has completed painting. Artist must notify City when painting is projected to be finished.
CONTACT: Omar Garcia, Public Works, Facility Repair (415) 686-4666
8. Plan your big reveal! The [2nd Friday Art Walk](#) is a terrific event to debut your painted utility box(es) to the public.

HELPFUL CONTACTS

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| Thomas Wong | Public Works | Encroachment Permit | (415) 726-4430 |
| Omar Garcia | Public Works | Facility Repair (prepping/priming and protective covering coordination) | (415) 686-4666 |
| Mark Wright | Public Works | Operations & Maintenance Manager | (415) 485-3373 |
| Danielle O'Leary | City of San Rafael | Economic Development Director | (415) 485-3460 |
| Stan Gibbs | Artworks Downtown | Program Manager | (415) 451-8119 x701 |
| Suzanne Joyal, Shirl Buss & Cathy Bowman (Mentor Artists) | Youth in Arts | Main Office | 415-457-4878 |
| Lynn Sondag | Dominican University | Associate Professor of Art | lynn.sondag@dominican.edu |
| | Chamber of Commerce | | |