



STORM DRAIN ART INFORMATION

The use of art around storm drains is an excellent way to involve the public and your local art community in a stormwater education project that will draw attention to storm drains and the waterways they drain to. The following information describes what the City of Goshen has learned over the years as storm drain art has been used as a public education tool (2016, 2019, & 2022). We hope this information is useful to you and your team as you work to implement a storm drain art program. If there are any questions, please do not hesitate to reach out to the Goshen Stormwater Department. You can reach us at stormwater@goshencity.com.

Information on the City of Goshen's Storm Drain Art Program can be accessed through the following link: [Storm Drain Art](#).

City of Goshen Storm Drain Art Webpage: <https://goshenindiana.org/storm-drain-art>.

1) How was the project funded?

- a. The funding for the project came out of Goshen's Stormwater budget, however, the artists were volunteers and received \$150 in 2016 & 2019, and \$200 in 2022, through local sponsorships from local businesses and community members.

2) What was the total cost of the project?

- a. The total cost of the project revolves around several variables: the number of storm drain murals painted; is a consultant/contractor hired or city staff time used to organize the project, prep the pavement areas, talk with the artists, and to seal the artwork after the painting is completed; the type and amount of paint and painting supplies purchased compared to what is donated (if seeking donations start asking 3-6 months in advance); promotional materials (print and electronic); and others will come up as you work through the project.
- b. \$1,655.84 in 2016 – City Staff completed the work
- c. \$5,200 in 2018 – a consultant was hired
- d. \$1,767.05 – City staff completed the work
- e. Please note the costs in 'b' and 'd' do not account for the employee's hourly rate so it is difficult to compare the true costs.

3) What was the timeline for the project, from idea to implementation?

- a. The project timeline for us is around 9 months as we begin planning in October and the painting and sealing are done by mid-June. Beginning in the fall the following steps are taken:
 - i. We look at potential storm drain locations
 - ii. We talk with local businesses and property owners to see if they have any concerns regarding a location selected near them.
 1. An example of this is the local downtown business owners who were opposed to having murals painted on the pavement in the downtown area as it would impact the "historic" look of the area. It was not an issue I had thought about so I am glad we talked with them early in the process as it helped guide our decisions on final painting locations.

- iii. If a potential location is located within the right-of-way of a county highway or state DOT you will want to ask for permission as a yes or no answer will impact the selection of a painting location.
 - 1. We had this happen to us where the Indiana DOT denied us permission to place a mural within their right-of-way.
- iv. Ask for donations of project supplies (e.g., painting materials, etc.) and reach out to local businesses and community members to see if they would like to sponsor an artist.
- v. We use a selection committee to select the murals to be painted and you will want to reach out to people early in the process to invite them to participate and to get commitments to serve on the committee.
 - 1. The selection committee included representatives from the Mayor's Office, City Council, Street Department, local artist guild, a teacher, a youth leader, Stormwater Staff, the local Chamber of Commerce and/or local business community, etc.
 - a. You do not want the group to be big but at the same time, you want good representation, which adds to the community's buy-in to the program.
- vi. Stormwater Staff meet to come up with a theme for the artists to follow when considering what to submit.
 - 1. The theme for 2022 was *Dreaming of Clean Water* in recognition of the 50th Anniversary of the Clean Water Act.
- vii. Put out a call for art submittals.
- viii. In January the Selection Committee met to go over the submittals and to select the appropriate number of art idea submittals for the number of storm drain locations selected.
 - 1. The Selection Committee can pair each mural concept with a specific location based on any number of factors, for example, the sponsor's location of business or type of business, the relatability of art to a waterway's history or name, the Selection Committee's desire to tell a story throughout the route, etc.
- ix. Artists are notified within a week of final selection and then a training session(s) is held with each artist in February or early March.
 - 1. You can see an example of the prospective artists training by clicking on the YouTube link on the following page. It also includes a timeline for what an artist can expect if they are selected.
 - a. A copy of the PowerPoint presentation is available in the Storm Drain Art OneDrive link provided above.
 - 2. It is important to provide proper guidance to all of the selected artists before the beginning of painting on the steps they need to take to avoid creating a situation where paint is impacting stormwater runoff. This can be done by meeting the artist at the storm drain they have been given to paint. During this meeting, you can provide them with painting and safety supplies (e.g., brushes, safety vest, paint, etc.), talk to them about where their storm drain flows to, remind them they are an ambassador to the public now, and provide them

with enough background information that they can talk with those people who stop and ask them what they are doing.

- a. We have heard many good stories about the good conversation an artist had with someone who just stopped to watch and see what they were doing.
 - x. Artists begin painting in April and finish by the end of May for a public unveiling of the artwork during the first week or two of June and to benefit from the optimum weather conditions.
- 4) Who were the artists selected, and what were their guidelines for creating the art?**
- a. We decided the artists needed to have some kind of connection to Elkhart County, which is where Goshen is located, to be considered as a potential artist. The guidelines for creating the art are explained in the prospective artists video on YouTube, specifically the 14:15 minute mark.
 - i. <https://www.youtube.com/watch?v=ui1qAz3rn38>
 - ii. We were very clear the mural could not cover the entire sidewalk.
- 5) How were the locations/placements chosen?**
- a. When selecting the locations for the murals we considered how would the public interact with all of the murals. The first time we did a walking route where people could walk a mile-long path to look at all of the murals. The second time the murals were spread out further and a bike was the preferred mode of transportation.
 - i. I encourage you to think about how community members would interact with the final murals.
 - b. We also considered the age of the concrete. Newer concrete continues to cure and release moisture (the moisture gets trapped under the paint causing it to separate from the pavement and peel) even a year or so after it is poured so we have decided not to use any concrete that is less than two to three years old. We also considered if an area of pavement will be replaced in the coming two years and if the answer is yes then we did not use that location.
 - i. We tell artists the murals will be in place for at least six months but in some cases, the murals have remained in good shape for up to three years.
 - c. In 2022, we selected a location with asphalt pavement for the first time. It was on a pedestrian path/trail right next to a creek flowing through the city and so we decided to try it out. The mural held up well on the asphalt.
 - d. As you begin this project consider what will be a manageable amount of locations, artists, etc. The project can start small and then grow larger in the coming years if it is a success.
 - e. Currently, Goshen is doing storm drain art once every three years and our next group of artists will be painting in 2025.

The following information is about the products we used to prime, paint, and seal each mural:

- 1. What product was used to prime the surface area and who was responsible for that?**
 - a. Once the drain locations are selected, I work with the Goshen Street Department to sand/bead blast each area to clear away grime to allow for better bonding between the paint and concrete. We made sure the prepped area was larger than the final

mural as well. Make sure the sand/bead material is cleaned up afterward to ensure it does not become a stormwater pollutant.

- b. The paint we chose to use was self-priming in most situations.
2. **What paint product was used and where did you get it?**
- a. We used paint from Benjamin Moore called AURA® Waterborne exterior paint flat finish 629 and purchased it from a local store. I have attached the fact sheet for the paint to this email.
 - b. The local store we purchased the paint from is Snyder Paints located at 412 W Lincoln Avenue, Goshen, IN 46526, with a phone number of 574-533-5995. Their website is <https://www.benjaminmoore.com/en-us/store-locator/10002753/snyder-paints>.
3. **What product was used to seal the murals?**
- a. The product we used to seal the murals afterward was Pitthane Epoxy matte finish with shark grip additive for a non-slip finish. (It consists of two parts the ultra-neutral base k in clear/untinted PLUS ultra-component B AND the shark grip additive.)
 - i. When considering how much shark grip additive to use in the epoxy coating consider how much grip you want to provide and be aware the grit does change the look of the underlying paint slightly as it makes it look slightly bumpy.
 - ii. We found the epoxy coating to be slipperiest during rain and when covered in snow.
 - b. We used two coats of the epoxy sealant but it takes at least 72 hours to dry if not a bit more. The consultant we worked with offered the following notes for consideration as they prepared to apply the sealant:
 - i. If you know the schedule of days that you will have heavy foot traffic, please send us that.
 - ii. We will again try for 72 or more hours of dry time before that traffic.
 - iii. Save the cones and we will pick them up from you when we prep for the second coat.
 - iv. The second coat will have slip-resistant grit in the sealer as did the first.
 - c. However, after the first coat of epoxy in 2019, a discoloration issue arose and it had to do with moisture. It is important to not mix more water than necessary into the epoxy.
 - d. If a mural begins to look dingy or dirty a good scrubbing with a soft bristle brush to remove any accumulated dirt should help.

As part of the outreach for the 2022 Storm Drain Art Project, a coloring book was prepared containing pieces of each mural for kids of all ages to color and then to go and find within the full mural on the sidewalk. The coloring book can be found at the OneDrive link above. It was a fun addition and we continue to use it as a giveaway at events along with crayons.

Lastly, a GIS map showing the location of each mural along with a picture, artist description, sponsor name, etc. is an excellent way to preserve the artwork that has been created even after the paint has been removed from the pavement. The City of Goshen saw other communities doing this and created a map as well: <https://bit.ly/GoshenSDartmap>.

We hope this information is helpful to you and your team as you reach out to your community.

Good Luck!



Clean Water Starts With You, painted by Katarina Antal, 2019