
MOON DITCH MURAL PROJECT



Artist Briefing Session #1
12/5/25
Bell Arts Factory

Partners: County of Ventura Supervisorial District 1, Public Works- Watershed Protection, Arts and Culture, Behavioral Health, Probation), Studio Channel Islands

PROJECT TEAM

- Peter Tyas, Executive Director, Studio Channel Islands Art Center
 - David Yoshitomi, Arts and Culture Manager, County Executive Office
 - Sandy Harrison, Staff Services Specialist, Public Works Agency – Watershed Protection
 - Lourdes Solorzano, Board of Supervisors District 1 Representative
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Background

Location: Adjacent to Leland St. x Auto Center Dr., Ventura.
South channel wall – approx. 35,800 sq. ft. (~3,500 Linear ft.)

History: Originated Out of Supervisor Matt LaVere’s Office
(District 1) alongside Public Works Agency- Watershed
Protection District.

Vision: Design and Install a mural as a **beautification** and
vandalism deterrent measure on the Southwest wall of the
channel, visible from SB Highway 101 and Railroad Tracks

**A VibeWell Ventura County Project- Raising Mental Health
Awareness through the Arts**



Inspiration:

The Porchlight Project In Philadelphia
Pura Avenida Mural in Ventura

“Perhaps the singular power of murals then is to engage a community, defined geographically or through a common experience, to come together to find meaning and shared purpose, including action for social change.”



Moon Ditch Mural Theme:

Explore the connection between **public art**, **clean waterways**, and **community connections**, and how these elements can come together to support our collective **wellbeing and mental health**.

Moon Ditch is more than a mural project. It's about understanding how creating together can transform not only the physical space around us, but also our sense of community and wellbeing.



TIMELINE

NOW- JUNE 30, 2026



Phase 1

November 2025 –
January 2026

- Submission criteria and open call materials
- Selection of top 6 mural designs
- Community meeting and final artist selection
- Lead artist contract and supporting artist selection
- 5 – 10 youth selected to embed in artist team



Phase 2

January – February
2026

- Community input session
- Mural concept incorporating community input
- Design presentation to County
- Technical review with PWA-WPD
- Baseline data collection



Phase 3

March – June 2026

- Mural installation
- Community paint day
- Ribbon cutting and community recognition event



Design and themes

Highly visible from highway and railroad at high speeds

Large-scale, bold shapes and patterns and bright, high-contrast colors for clarity and impact

Clean water & watershed protection

Mental wellness & community wellbeing

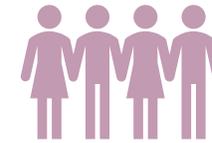


Environmental/Materials

Must withstand intense sun, rain, flooding, and temperature changes

All materials must meet County Public Works Agency standards (i.e. non-toxic paint, spill prevention)

45-degree slope and 300 ft of vertical wall



Community Collaboration

Artists must reside in Ventura County

Involvement of justice-involved youth as a core project feature

Community Paint Days

Open to volunteers and other collaborations.

ARTIST SELECTION & PROJECT BUDGET

Artist Selection:

- Open to Ventura County-Based artists
- Competitive selection process: six finalists, with one artist selected as lead artist, and about five supporting artists
- Total Artist Compensation: \$100,000
 - Lead Artist Compensation: ~\$40,000
 - Supporting Artists Compensation : \$5,000-\$10,000 each
 - Design finalists stipend (approx. 6): \$1,000 each
- The County will provide standard mural supplies* including primer, paint, anti-vandalism coating, brushes, rollers, and drop cloths, up to \$50,000
- **Total Artist Fee and Material Budget: \$150,000**

**Any specialized equipment or supplies remain the responsibility of Studio Channel Islands and/or the Artist.*

Artist Call Criteria

Vision (200 words)

For use to describe the proposal to the panel

Description of Design / Themes of the Work (500 words)

Describe how your mural reflects the themes of the project. Namely community connections with the environment and specifically the importance of clean waterways, community well being and mental health.

Upload a sketch of the design (to include an overall design concept, two details sketches)

Upload example of completed other works (must be completed artworks, to include close-up of work and wide angle of work on location). Minimum of 6 images of at least two different works.

Description of Safe System of Work (how you plan on completing the mural – actions taken to address identified risks and ensure community safety within the work environment)

Community Engagement

Describe the opportunities for community members to get involved in the design and delivery of your mural

Timeline for completion

Identify miles stones and duration of work required to complete each element, also note the time when community engagement would be required.

Team Members

Describe the number of people required to complete your design, identify any key personnel and describe their experience

Experience working as a Mentor

Particularly experience of working with system engaged youth

References

Two references for completed public art commissions

APPLICATION SCORING

- The weighting of answers reflects the priorities of the project sponsors
- A community centered mural which enhances the lives of the residents and improves the visitor experience of tourist
- A civic improvement project which displaces anti-social behaviors and adds value to the commercial spaces along the 101
- Note also the emphasis on timely delivery

Heading	Scoring
Vision (200 words)	10%
Description of Design / Themes of the Work (500 words)	20%
Community Engagement	50%
Time-Line & Materials	20%

HOW TO APPLY

- <https://studiochannelislands.org/publicart/applications/>

Notes:

- Applicants should create a file on their local drive and copy paste answers into the form.
 - We will confirm the receipt of the application. Incomplete applications will be held until additional materials provided or clarification provided.
 - Applications will be shortlisted by the Project Team
 - Applications will be scored by Montalvo Community Council and final decision will be made by the County of Ventura
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SCI COMMUNITY WORKSHOPS

- **Open Community Workshops**

- SCI will offer a series of workshops to engage the Montalvo community in learning about the themes of the project
- SCI will work with the Oxnard and Ventura Boys and Girls Clubs to engage young people in learning about street art

- **Education Based Programs**

- SCI will work with the High Schools in Ventura to explore the themes of community, environment and well being
 - SCI will work with CSUCI to recruit volunteers through their Alumni Association and the Center for Community Engagement
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APPLICATION

Vision

- A few sentences to describe what you want your mural to achieve
- Write as you are speaking to the community

Description

- Describe how your mural reflects the themes of the project.
 - Describe how you will make the mural

 - Please read the approved materials list and the environmental state guidelines
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COMMUNITY INVOLVEMENT

Within your design you should identify how the community will be involved and at what stages

1. Design stage
2. Groundwork
3. Detail Work
4. Embellishments



COMMUNITY SAFETY

- You should describe the method by which they will be involved.

E.G. Paint Events with large numbers of people or Timed-Tickets or Community Groups Invitations

- You should describe how you will manage community volunteers
- You should describe how you will keep them safe within your project



TYPES OF INVOLVEMENT

- Stencil
- Hand Prints
- Paint by Number
- You should also describe the location within which community involvement will take place. E.G. Designated sections of the mural, a strip along the whole length etc



TIME-LINE & MATERIALS

- You will need to identify the key tasks you will need to achieve to deliver the design
 - You must include how long you will spend on each task
 - You must include key milestones to allow to track delivery
 - You must identify any specialist equipment or materials that you might need to overcome the limitations of the space and the complications of the surface (including the slope)
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APPLICATION DEADLINE

JANUARY 31ST 2026

NOTE THAT THE MURAL MUST BE COMPLETED BY THE END OF
JUNE 2026
