



Transformer Box Wrap Program

Guidelines and application process for wrapping SMUD transformer boxes

Custom Art

Powering forward. Together.



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SMUD's Transformer Box Wrap Program - Custom Art | smud.org/Wraps

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About

What is a SMUD transformer box?

SMUD transformer boxes are the green utility boxes you see along sidewalks, in courtyards and often on business properties. They take higher voltage electricity from SMUD's distribution system and transform it to lower voltages appropriate for residential and commercial use.

Why wrap a transformer box?

Wrapping transformer boxes in decorative wraps can help deter graffiti as well as enhance the aesthetic environment of surrounding areas. We're pleased to offer this program to qualifying businesses, commercial property owners, municipal agencies and community organizations.

What are some of the benefits of using original artwork from local artists to wrap transformer boxes?

- Develops artwork that is integrated into city building projects and is compatible with their settings.
- Produces a vibrant public gallery that celebrates the talent and creativity of our local artistic communities.
- Provides a range of creative opportunities for local artists.
- Enhances opportunities for all citizens, neighborhoods and local organizations to participate in the planning and creation of artwork.

Residential transformer boxes are currently not eligible for this program.

Before



After



Anti-graffiti/decorative wraps on equipment can help beautify neighborhoods.

Eligibility & prerequisites

Eligible applicants

- Commercial property owners/managers
- Businesses and community groups
- Local public agencies
- Community arts councils and commissions

Residential areas and individual homeowners are not eligible.

Design submission and requirements

- For an existing work of art, applicants must provide a clear photograph of the work that shows everything that will be visible on the wrap.
- For original artwork not yet created, applicant must provide a detailed sketch or representation of the finished work, including notation of any colors that are not yet portrayed in the design. NOTE: the final artwork that is printed onto the wrap must be identical to the representation submitted in the application. No alterations or additions are allowed between design approval and printing/installation.
- Wraps cannot be changed or modified to include any advertising messages, names, logos or signage.
- Wrap design cannot mimic traffic control devices or street signage.
- Artwork may not cover or mimic any warning labels or ID labels on surface of box.

Location review

- SMUD will review the location of the transformer box, its maintenance records and any identified replacement plans, prior to providing approval for wrapping the selected transformer box.

Prerequisites

Before beginning any wrap manufacturing or installation, applicants must have the following:

- Written approval of the design by SMUD, the city and any other applicable local agency.
- Documentation showing applicant's rights and permission from the artist for applicant's use of the artwork, including permission for SMUD to use the artwork on its transformer box and to copy the image for SMUD's marketing or other purposes.
- A signed wrap agreement with SMUD for the specific transformer box being wrapped.
- A contract with a certified wrap vendor approved by SMUD.



Responsibilities for Transformer Box Wrap Program

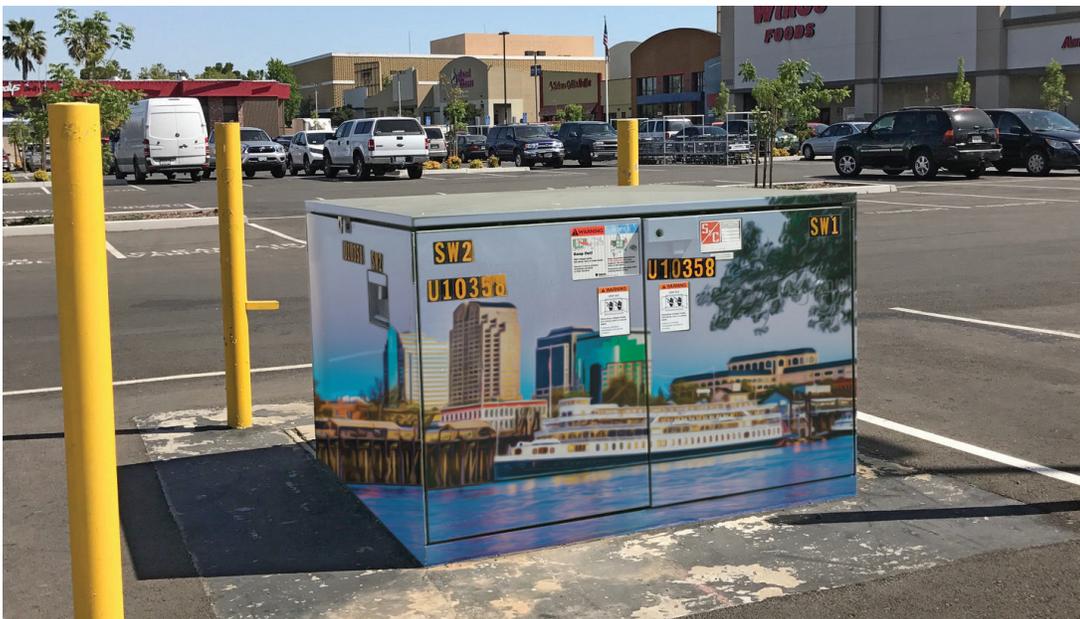
Cost

Applicant

- **The applicant is responsible for all costs associated with decorative wraps, including:**
 - Commissioning and obtaining rights to the artwork from the artist.
 - Submittals
 - Approvals
 - Production
 - Installation
 - Maintenance of the wrap. This includes, but is not limited to, any necessary graffiti or wrap repair/removal.
- The applicant is responsible for securing or obtaining permissions required from the artist for the applicant and SMUD to use, display publicly, reproduce, publish, distribute, copy, and prepare derivative works based upon the artwork for at least five years from the installation of the wrap.

SMUD

- SMUD does not assume ownership or any costs associated with the wraps.
- SMUD is not responsible for reimbursement of wrap costs due to removal or replacement of the transformer box, or damage to wrap during maintenance on or near the transformer box.



Responsibilities for Transformer Box Wrap Program

Eligibility and application process

Applicant

- Go to **smud.org/Wraps** web page, click on the application form and fill in all required fields, including the approximate street address and city/town of the transformer box.
- Upload photos of the transformer box from all four sides that clearly show all warning labels and ID labels. Also upload a wide-shot photo of the box that includes its surrounding area.
- Upload image of artwork:
 - For an existing work of art, upload a clear photograph of the work that shows everything that will be visible on the wrap.
 - For original artwork not yet created, applicant must upload a detailed sketch or representation of the finished work, including notation of any colors that are not yet portrayed in the design.
- Submit a copy of documentation that clearly shows the full transfer of rights for the applicant and SMUD to use, display publicly, reproduce, publish, distribute, copy, and prepare derivative works based upon the artwork for at least five years from the installation of the wrap (maximum time wrap is allowed to remain on a transformer box unless renewed by SMUD).

Please note: applications are accepted year round, but SMUD only allows installation from April through end of September to avoid work during inclement weather.

SMUD

- Once the application, documentation and photos are received, SMUD will review the materials to determine whether the applicant, artwork and the transformer box selected are eligible for the program.
- SMUD will provide the applicant with contact information for the appropriate local agencies (if necessary) to finalize permissions for the use, production and installation of the wrap.
- Once all materials are approved and all permissions received, a Wrap Agreement will be sent to the applicant, which must be signed by the applicant and SMUD prior to installation.

Please note: The wrap agreement does not guarantee the transformer box will not be replaced within the term due to unanticipated equipment damage or failure. SMUD-owned transformer boxes may be removed, replaced or relocated by SMUD as necessary without notification to the applicant.

Responsibilities for Transformer Box Wrap Program

Installation

Applicant

- Applicants shall NOT proceed with purchase or installation until final version of artwork is approved and the wrap agreement is completed, signed and approved by SMUD.
- Applicant is responsible for selecting and contracting with a certified vendor for printing and installation.
- Applicant is responsible for the payment to vendor.

SMUD

- SMUD will work with vendor on surface defects or warning label replacement issues.
- SMUD will thoroughly inspect, clean and prepare the surface of the transformer box prior to application of the wrap.

Public safety (during installation)

Applicant

- Applicant is responsible for obtaining all permits needed to work on the sidewalk and in the parking or traffic lane adjacent to the transformer box during preparation, application and clean-up.
- Installation must occur during periods of low traffic activity, such as weekdays, 9 a.m. to 3 p.m. No installation work is allowed on weekends, holidays or outside SMUD's normal business hours.

SMUD

- SMUD reserves the right to terminate the agreement at any time at its sole and absolute discretion by giving written notice to the applicant.
- SMUD reserves the right to remove the wrap upon termination of agreement or for any safety or reliability requirement.

Maintenance

Applicant

- Applicant shall abide by the wrap agreement, including maintenance and repair of the wrap. All wraps must be kept in a clean presentable condition. Timely removal/repair of graffiti or vandalism is required. Local agencies have requirements for graffiti removal (less than 10 days in most cases) and the applicant is responsible to abide by these rules. No maintenance work is allowed on weekends, holidays or outside SMUD's normal business hours.

SMUD

- SMUD is not responsible for cleaning, funding or replacing wraps.
- SMUD reserves the right to access its equipment at any time or for any purpose, and is not responsible for damage to wrap during access.

WARNING! Transformers contain hazardous voltage inside that can shock, burn or cause death. If any damage is observed, or if doors are open or unlocked, stay away and call SMUD immediately.

Application checklist

Residential transformer boxes are currently not eligible for this program.

- 1** Fill out online application at smud.org/Wraps
- 2** Provide the following equipment identification information
 - The location and approximate street address of the transformer box.
 - A photograph of each side of the transformer box (four total) that clearly shows all warning labels and ID labels on the unit (see example below).
 - A photograph of the entire transformer box and its surrounding area to help identify the location.

- 3** Upload image of original artwork
- 4** Submit documentation of the permissions granted to the applicant and SMUD by the artist(s)
 - See, e.g., the sample Artist Consent form available at smud.org/Wraps
- 5** Submit the completed application form

SMUD will use the photos provided to assess the condition of the transformer box and its surrounding environment. Field verifications may be necessary.

You will receive an email from SMUD within two weeks of submission, responding to your proposal of the requested transformer box.

If your submission is approved, SMUD will provide contact information to the appropriate local agencies for any specific municipal approvals.

Once all materials are approved by SMUD and all necessary local agencies, you'll be sent a wrap agreement detailing all your responsibilities.



Actual locations of labels may differ on each box. All labels must remain visible after wrap is installed.

For questions or more information, please email us at:
TransformerBoxWrapProgram@smud.org



6301 S Street
P.O. Box 15830
Sacramento, CA 95852-0830
smud.org