



# NOAA FISHERIES

West Coast Region

## Why Salmon?

Salmon are much more than essential elements of a healthy ecosystem; they are cultural icons woven into the fabric of West Coast communities and economies.

Their annual migrations—up to 1,000 miles—are a miracle of nature. Pacific salmon fuel a \$3 billion industry, supporting tens of thousands of jobs and local communities around the coast. Millions of people rely on salmon as a healthy and reliable source of protein.

Salmon are the key to protecting a way of life rooted in the West Coast: protect salmon and you protect forests, food, water, communities, and economies.

Unfortunately, salmon are facing unparalleled challenges from habitat destruction to dams, droughts, and climate change. You can help support their recovery by keeping watersheds clean.

NOAA Fisheries aims to install salmon murals around the West Coast to raise awareness of our role in supporting salmon and watershed health.

## Summary

NOAA Fisheries, the Environmental Protection Agency, and the Pacific Northwest College of Arts have joined forces to advance a shared vision: bridging environmental conservation with art to create social change. This vision has been brought to life through the [Science in the Studio award](#). One of the 2015 winners of Science in the Studio, Esteban Camacho Steffensen, designed a salmon-shaped mural that illustrates the relationship between toxic runoff—which can kill an adult salmon in less than three hours—and the health of watersheds.<sup>1</sup> The mural displays sources of toxics for people to be mindful of the individual choices they make in daily activities to support watershed health. NOAA Fisheries is looking for locations to display the mural and partners to sponsor the costs of the mural.



*A mockup of the mural designed for Sacramento. The artist can customize the mural for different cities.*

## Community Building

This mural is designed as a community-building project. The mural can be projected on a wall and traced by anyone—no matter their artistic ability. With a team of volunteers, an 8x8 foot mural can be completed in about 4 days. A community painting event can be a great way to kick off Drinking Water Week, Earth Day, Endangered Species Day, World Fish Migration Day, World Water Day, and many other environmentally-themed events.

## Logistics

The mural can be scaled to many different sizes, can be placed inside or outdoors, and painted on walls, canvasses, or banners.

<sup>1</sup> Spromberg, J. A., Baldwin, D. H., Damm, S. E., McIntyre, J. K., Huff, M., Sloan, C. A., Anulacion, B. F., Davis, J. W., Scholz, N. L. 2015. [Coho salmon spawner mortality in western US urban](#)



Esteban and Jessica Carroll, 7, paint the salmon mural in Corvallis, OR. Credit: Andy Cripe Gazette-Times

## Learn more

### About NOAA Fisheries

[www.westcoast.fisheries.noaa.gov](http://www.westcoast.fisheries.noaa.gov)

### About the mural

<http://bit.ly/SalmonMural>

### About Science in the Studio

<http://bit.ly/ScienceInTheStudio>

### About the Corvallis mural

<http://bit.ly/CorvallisMural>

### About the artist

<http://ecs.tumblr.com>

## Questions?

If you have questions about the mural, are interested in funding the mural, or want to paint the mural in your community, please contact Alicia:

Alicia Keefe  
Education and Outreach Coordinator  
[Alicia.Keefe@noaa.gov](mailto:Alicia.Keefe@noaa.gov)  
206.526.4447

## Locations

In order to raise awareness about the importance and plight of salmon, NOAA Fisheries aims to paint this mural in cities around the West Coast. As of April 2016, one mural has been completed in Corvallis, OR. In May 2016, another mural will be completed at the Ballard Locks in Seattle, WA. The artist is available to customize the mural based on different geographic locations.

## Pricing

The mural design is free for the public to use. It can easily be projected on to a wall and traced. If you are interested in completing the mural yourself, please contact Alicia Keefe for the design and instructions. Check with your community arts council to see if grants are available to help cover your costs.

If you would like Esteban, the artist, to paint the mural with groups of volunteers, please see the estimates below. Estimates include labor, supplies, and a modest lodging allowance for the artist. Depending on the location, you may also need to purchase a canvass and rent ladders or a lift.

**Small** (5x5 feet): \$1,000 (\$40 per square foot)

**Medium** (8x8 feet): \$2,275 (\$35 per square foot)

**Large** (13x13 feet): \$5,100 (\$30 per square foot)

**Extra large** (40x40 feet): \$48,000 (\$30 per square foot)

**Giant** (100x100 feet): \$200,000 (\$20 per square foot)

**Customize the mural for your community:** \$400

## Education and Outreach

NOAA Fisheries is able to provide education and materials to display near the mural and during unveiling events. Depending on the location, NOAA Fisheries may be able to send staff to your unveiling event to talk about salmon, conduct activities with kids, and discuss habitat restoration projects.

If you need help finding volunteers to complete your mural, NOAA Fisheries may be able to send out a call for volunteers to our networks and partners.

## Sponsors

If you are interested in sponsoring or co-sponsoring a mural, please contact Alicia Keefe. Sponsors will be recognized in unveiling events, press releases, outreach materials, and web stories.

## Press

If you complete a mural in your community, NOAA Fisheries may be able to notify the press and share your project on our website and social media channels.

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watersheds: bioinfiltration prevents lethal storm water impacts. *Journal of Applied Ecology*. doi: 10.1111/1365-2664.12534