

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT ART IN TRANSIT POLICY

VISION:

The San Francisco Bay Area Rapid Transit District (BART) seeks to implement an arts program that will enrich rider experience, strengthen station identity, connect to communities, and support a distinctive sense of place at stations and beyond. BART's art program will build on best practices, lead the field in community participation strategies, engage with arts and cultural organizations and artists, and make riding BART more delightful, vibrant, and welcoming.

GOALS:

- A. **Cohesion.** Create a cohesive and consistent art program.
- B. **Opportunity.** Proactively seek opportunities to implement art across the District, and leverage general capital investments by incorporating art and design elements into public-facing infrastructure.
- C. **Partnerships.** Maximize art in the system by leveraging BART's investments through partnerships with other organizations and agencies, and through grant writing and fundraising.
- D. **Make Transit Work.** Use arts programming to further BART's functional goals and enhance public perception of BART as a transit system that works well for its riders.
- E. **Showcase Art.** Maintain and make BART's art collection accessible through effective asset management and interpretive strategies.
- F. **Integrated Design.** Utilize art to elevate the design of stations and affirm the distinct identity of the surrounding community.
- G. **Transparency.** Establish a transparent and effective process for developing and implementing collaborative projects and programming.
- H. **Engagement.** Engage with communities throughout the BART system to enhance customer relations, support BART's positive impact in communities and create visible expressions of the unique characteristics of neighborhoods around stations and along tracks.

STRATEGIES:

Funding:

1. **Capital Funds.** Allocate a share of the construction cost of capital projects for the integration of art, consistent with the requirements of individual fund sources.
 - a. 2% of construction cost of capital improvements to stations and areas adjacent to stations (including parking and transit intermodal facilities) that have a visual impact to riders or communities.
 - b. 0.25% of construction cost of capital improvements for at- and above-grade guideways; shops and yards; above-grade vent structures; substations either above-grade or that require closures of previously publicly accessible areas; and other locations with passenger, community, or employee visibility.
 - c. 0.25% of new train car procurement.
 - d. Omit capital projects related to life safety, system critical (e.g., train control), ADA-required compliance, or are lacking public visibility (e.g., tubes and tunnels).
 - e. **Pooling Funds:** Where the funding source allows, funds allocated for art may be pooled for use at a future project. An annual art plan will be developed to determine the redistribution of the pooled funds based on the areas of greatest need or impact per the Art Policy and Art Master Plan.

2. **Operating Funds.** Provide a minimum of \$200,000 annual allocation from the Operating Budget, with approximately \$100,000 prioritized for temporary and performance arts; and the balance for art conservation and maintenance, and collection management, and curated programming. Additional funding, if necessary, will be considered as part of the budget process.
3. **Partnerships.** Develop a partnership program with annual funding targets to engage partner agencies and organizations to maximize funding opportunities from outside sources including community, private, government, and foundations.
4. **TOD.** Require BART TOD in cities with existing private percent for art requirements to retain those funds onsite to enhance the TOD or adjacent BART station in accord with city's policy. For cities without a private percent for art requirement, 1% of TOD construction cost is required to implement public art or art amenity onsite or in the adjacent BART station.

Program Elements:

1. **Master Plan.** Create a 15-year system-wide arts master plan, focusing on the art vision for stations and the system as a whole, including the identification and prioritization of arts opportunities. The plan will serve as a valuable tool to guide the allocation of resources as they are available.
2. **Implementation Plan.** Create a five-year art program work plan to identify short-term project workload, establish fundraising goals, and create a phasing and implementation plan for building up the program.
3. **Permanent Works.** Continue to add permanent works to the BART system, including station art works in the stations as well as murals on BART infrastructure visible in public areas, to add visual appeal and abate graffiti.
4. **Integrated Art.** Maximize visual impact of arts funds by identifying opportunities to integrate art and artistic elements into the design of capital improvements.
5. **Temporary Art.** Offer temporary art programming opportunities that appropriately activate public spaces and engage BART riders. This may include visual arts, rotating displays, performance, media, music, literature.

Process Guidelines and Procedures:

1. **Acquisition.** Establish guidelines to ensure that artworks are acquired and maintained in accordance with recognized standards and best practices in the field of public art.
2. **Engagement.** Design effective programs of ongoing engagement for the arts community and the community at large.
3. **Internal Protocols.** Establish an internal protocol to support BART staff in integrating art opportunities early in capital project development, and create tools to educate staff about the appropriate treatment of artworks in BART facilities.
4. **Internal Review.** Establish an internal BART review process to ensure that all works of art are compliant with BART policies, maintenance, safety and operational needs.
5. **Community Generated Projects.** Establish guidelines for the submittal and review of community-generated projects.
6. **Partnerships.** Establish an ongoing plan for cultivating collaborative partnerships with other public agencies, non-profit groups, and private organizations.
7. **Committee.** Establish an external committee to engage the community, support the development of Program Elements, the work plan and art budget, and review the success of the Art Program.