

Art Policy Issues

Funding and Programming Alternatives



Presentation by:

Regina Almaguer, Art Consultant
Jeannene Przyblyski, Art Consultant
Abigail Thorne-Lyman, BART

BART Board of Directors Meeting
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Tonight's Agenda

- Review Goals and Vision for Art Policy
- Discuss Capital and Operating Funding Alternatives, Implications
- Evaluate How Program Options Achieve Draft Goals
- Review Next Steps with Engagement and Implementation Following Policy Adoption



Round Tables on Innovative Partnerships and Programming

Invited Participants so Far

Art Murmur, Oakland
Alameda County Arts Commission
Berkeley Art Museum
Civic Center Partnership
California College of the Arts
Gallery Wendy Norris

Exploratorium
Golden Gate National Parks Conservancy
Museum of the African Diaspora
Oakland Cultural Arts Division
Oakland Museum of California

Mexican Museum
N. California Public Art Administrators
SF Arts Commission
SFMOMA
San Jose Office of Cultural Affairs
Youth Radio, Oakland
City of Emeryville

Walnut Creek Arts Commission
Richmond Arts Commission
El Cerrito Arts & Culture Staff
Fremont Arts Council
Pleasanton Arts & Culture Staff
Cal State East Bay
City of Hayward



Art Policy Draft Vision

The San Francisco Bay Area Rapid Transit District seeks to implement an arts program that will enrich rider experience, 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 a more delightful, vibrant, and welcoming experience.



Art Policy Draft Goals

- **Cohesion.** Create a Single, Cohesive Art Program
- **Opportunity.** Proactively Seek Opportunities to Implement Art
- **Partnerships.** Leverage Investments Through Partnerships
- **Make Transit Work.** Use Art to Further BART's Functional Goals
- **Showcase Art.** Maintain and Interpret BART's Art Collection
- **Up-Front Design.** Identify Art and Design Opportunities Early in Project Development
- **Transparency.** Establish a Transparent Process for Collaboration
- **Engagement.** Engage with Communities



Art Policy Draft Strategy Categories

Funding

Staffing

Program
Elements

Review &
Selection
Processes

Community
Engagement
Processes



Funding: A Multi-Faceted Approach

1. Capital Project Allocations
2. Operating Budget Allocations
3. External funds from grants, sponsorship and underwriting
4. Community partnerships and collaborations
5. Micro-Philanthropy & Crowd-Sourcing



Transit Agency Case Studies: Art in Transit Program Capital Allocations



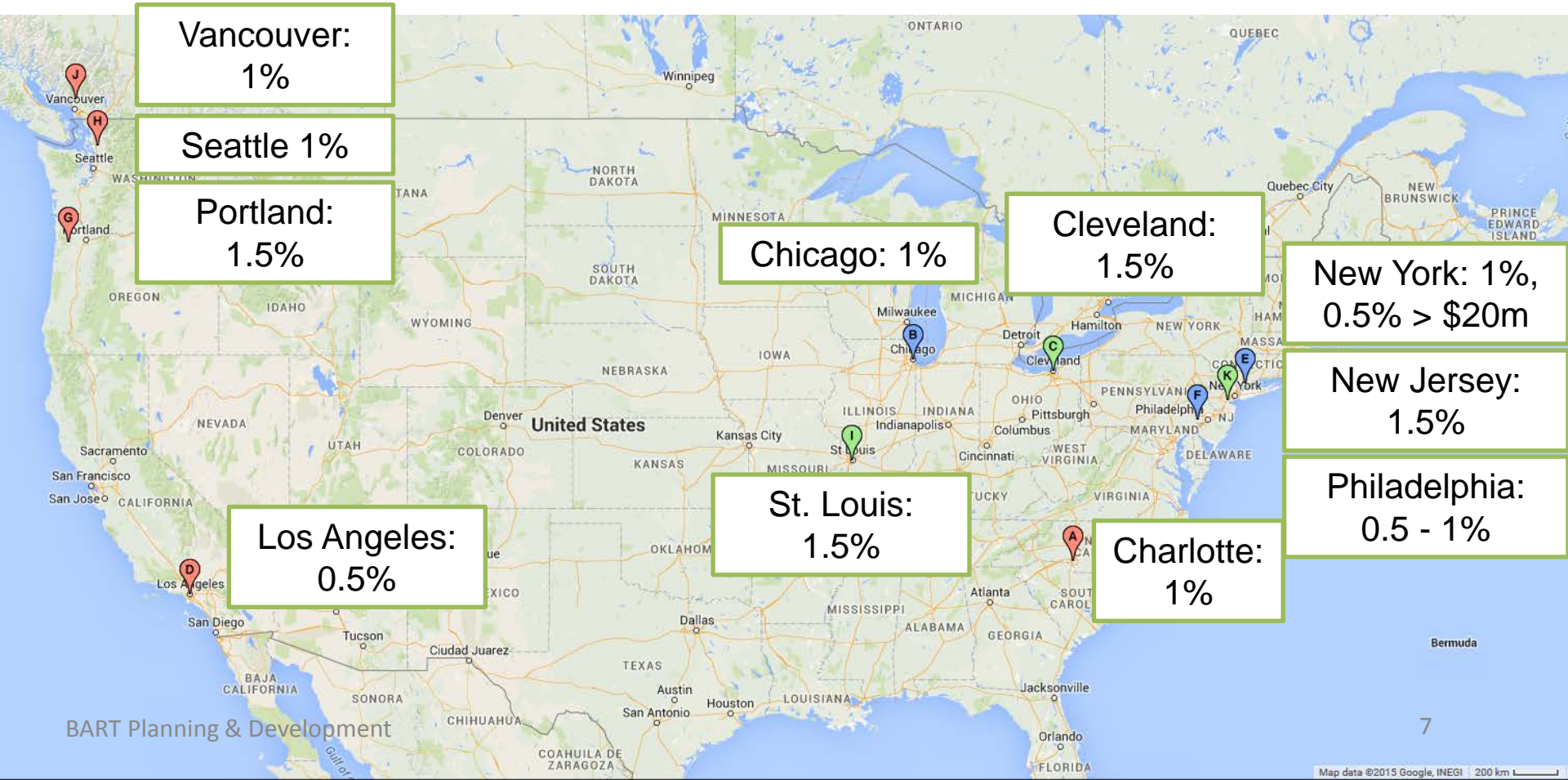
Expanding Systems



Extensively Sized Systems
(by # of stations)



Slow Growing, Smaller
Sized Systems





Transit Agency Case Studies: Staff and Program Funding

Agency	Capital % Set Aside	# of Staff & Funding Source	Annual Operating Allocations for Arts Programming
Translink Vancouver	1%	1: 100% operating	Yes - Variable
Sound Transit Seattle	1%	1: 100% operating	Yes - Variable
Tri-Met Portland	1.5%	2: operating/capital	Yes – Variable
Los Angeles Metro	0.5%	6: operating/capital (\$400k operating)	Yes - \$100k/year
St. Louis Metro Transit	1.5%	1: operating/capital	Yes - \$25k/year
Cleveland RTD	1.5%	1.25: 100% operating	Yes - \$3k/year
NY MTA	0.5 – 1%	8: 100% operating	Yes - \$35k/year
Charlotte CATS	1%	2.5: 100% operating	Yes - Variable



Relative Scale of Possible Projects

*Bike Lockers /
Station Bench
Replacement
(\$200-500k)*

*Paid Area
Barriers, Plaza
Improvements*

*Entrance
Enclosure*

*Station
Modernization*

*Operations Control
Center*

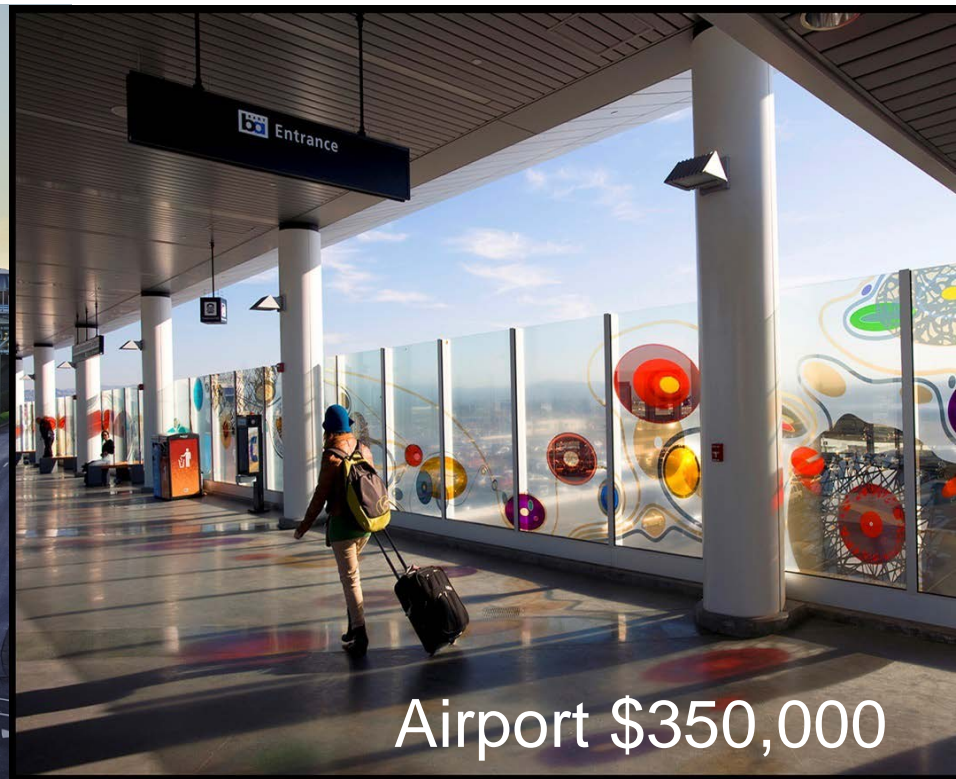
Percent Allocation	Ballpark Project Budget				
	\$1 million	\$2 million	\$10 million	\$15 million	\$50 million
0.5%	\$5,000	\$10,000	\$50,000	\$75,000	\$250,000
1.0%	\$10,000	\$20,000	\$100,000	\$150,000	\$500,000
1.5%	\$15,000	\$30,000	\$150,000	\$225,000	\$750,000
2.0%	\$20,000	\$40,000	\$200,000	\$300,000	\$1,000,000



Projects & Price Tags

BART to OAK (0.5% of station construction costs)

Smaller than other BART stations, enables larger visual impact for budget





Projects & Price Tags

Central Subway: San Francisco Arts Commission and SFMTA
(\$14,500,000 / 3 Stations | 2% of overall construction costs)

Art on all three station levels at Chinatown





Projects and Price Tags

LA Metro: MacArthur Park

(\$98,000 / 13 murals)

Reflective of the community

Leveraged construction project by using station materials

More up-front staff work involved





Projects and Price Tags

Sacramento Arts Commission
(\$12,500 / 5 murals)

Incorporates both literary and visual art
Designed to be temporary
Private buildings



In Scarcity, We Bare the Teeth

In scarcity, we bare the teeth
selling them off one by one
appetites in search of the highest
price no longer able to smile at or
chew on what it means to live the
good life.



Boulevard, Del Paso

You silver spark the sapphire-bouquet
mind
You fire-forth weeds of stars from
asphalt cracks Opening art's tender
heart, sparkling arks
See your bones rise those orange-
iron, air paths

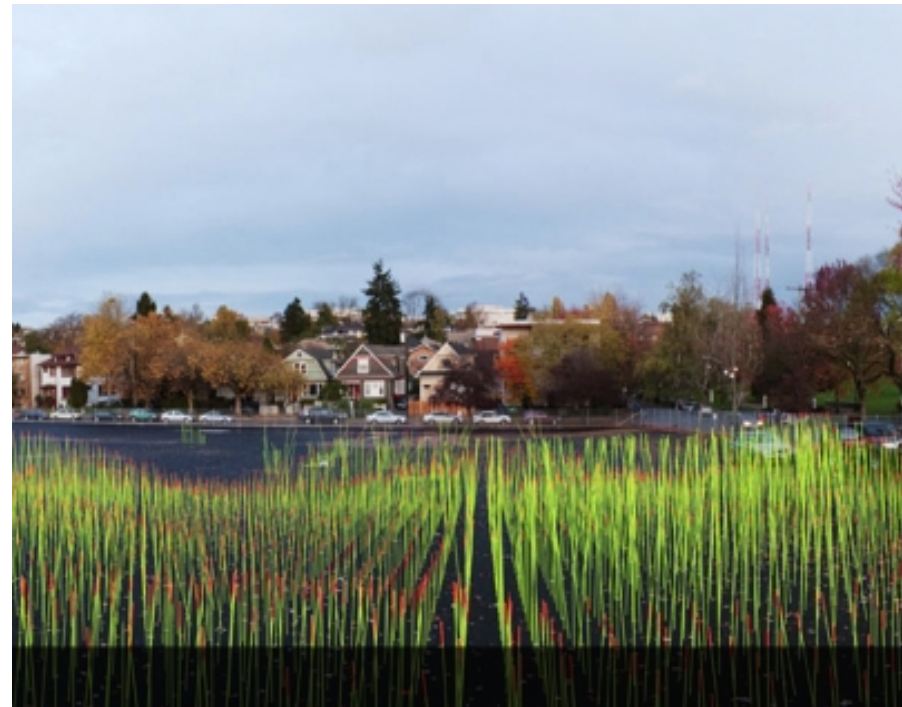


Projects & Price Tags

Sound Transit: Temporary Installation (\$30,000)

Mitigated visual impact of construction

Temporary nature enables lower budget

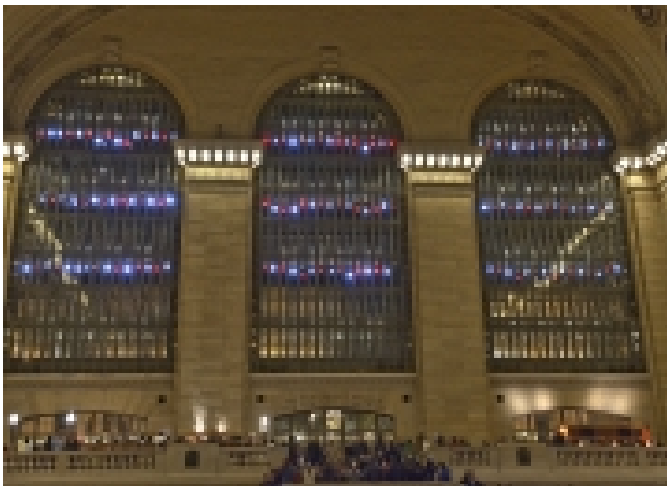




Projects and Price Tags

Grand Central Centennial (\$7,000 Temporary Performance)

Equipped with flashlights and cameras, the group illuminated the windows of the historic building with simple choreography. The surprise performance engaged thousands of passersby below.





Program Alternatives

Program Type	% of Capital Projects	Staff	Non-Labor Operating
Present Day	Negotiated: 0 - 0.50%	0 FTE / As needed	None
Sustained	1%	1 FTE	10 - 25% Capital Set Aside Reserved for Maintenance, Programming
Robust	2%	1 FTE+	Annual Operating Budget for Maintenance, Community Programming



Program Alternatives

Draft Goals	Present Day	Sustained	Robust
Cohesion	●	●	●
Opportunity		●	●
Partnerships		◐	●
Make Transit Work	◐	◐	●
Showcase Art		◐	●
Up-Front Design	◐	●	●
Transparency	◐	●	●
Engagement	◐	◐	●



Partially Achieves Goal



Fully Achieves Goal



Summary Recommendation

Recommended Scenario:

- Publically Visible Capital Projects
- 2% if Project is < \$20 million, 1% if Project is > \$20 million
- 1+ FTE, Operating Funds for Maintenance & Programming

Why 2% + 1%?

- Modeled on New York MTA Example
- Forthcoming Capital Projects are Smaller Scale
- Desire for Impactful Projects that Create Sense of Place

Why Staff and Operating Funds?

- APTA Recommended Practice & Other Best Practices
- Large Maintenance Needs Among Current Artworks
- Desire for Robust Community Engagement
- Ability to Fundraise, Build Lasting Partnerships

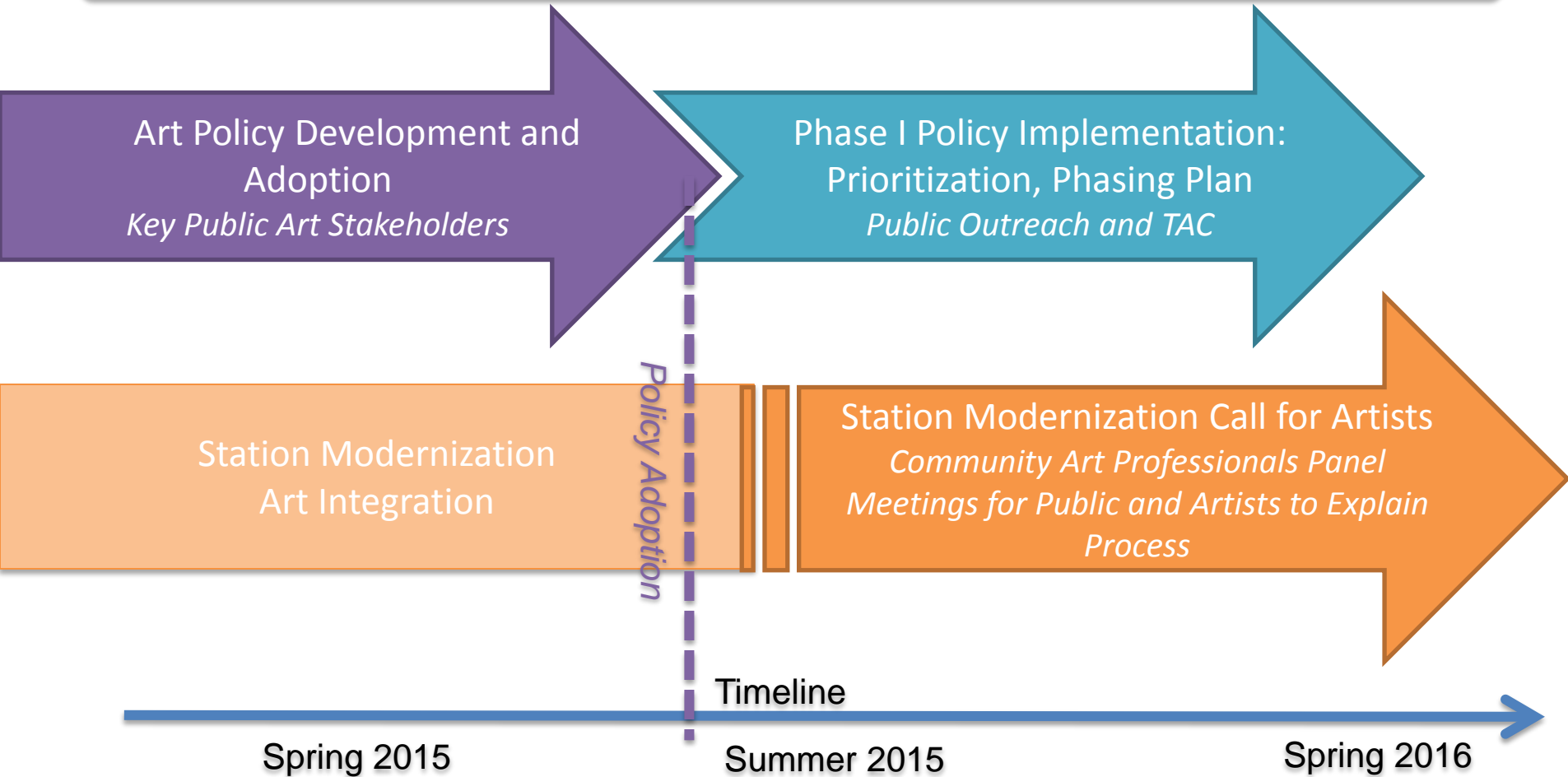


Issues for Discussion

- Confirmation of Goals, Vision
- Input on % for Art
- Input on Staffing and Operating
- Input on Programmatic Elements to Prioritize



Next Steps after Policy Adoption





Questions?

