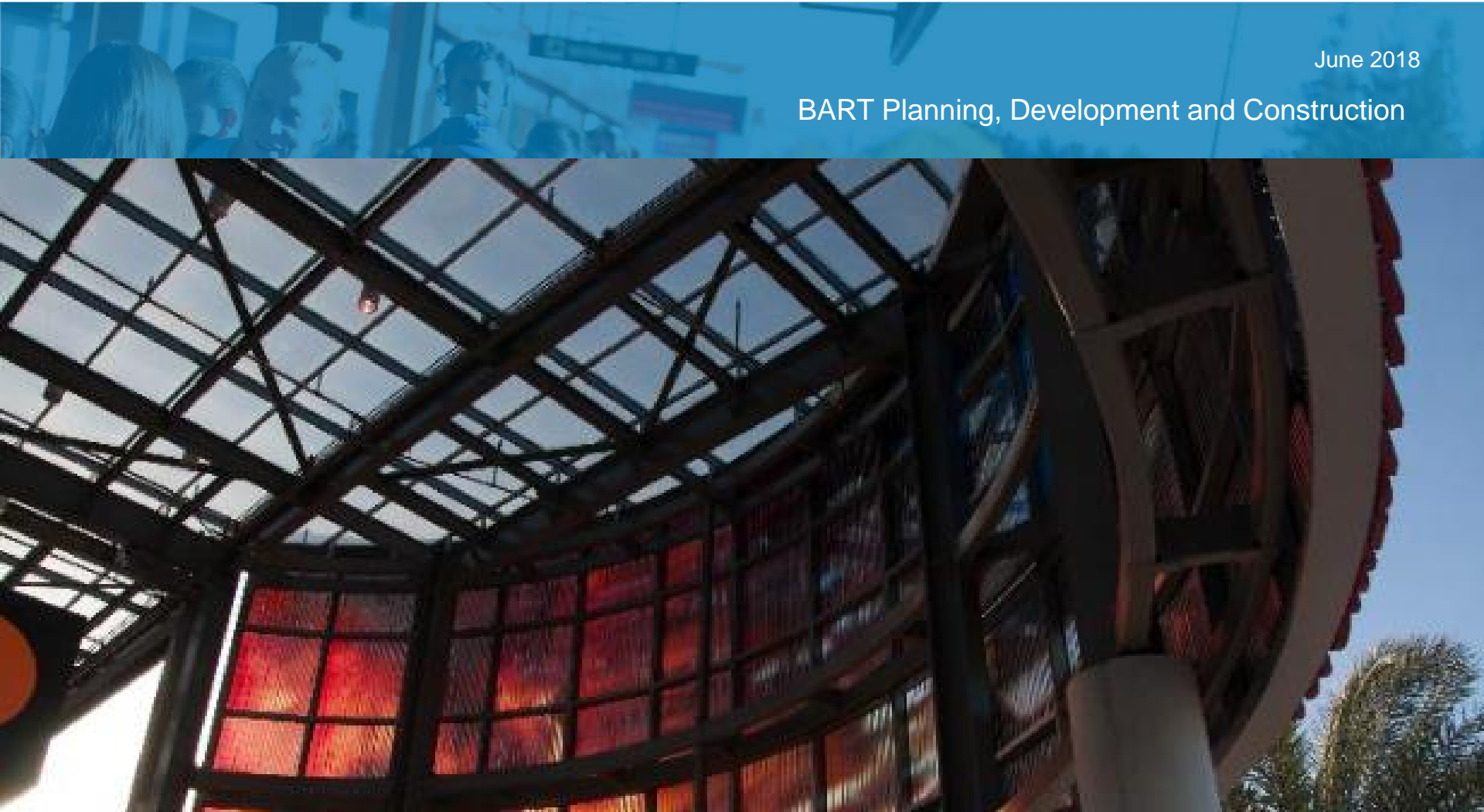


Art Master Plan Update



June 2018

BART Planning, Development and Construction



- 1. Master Plan – Methods**
- 2. Master Plan – Program Recommendations**
- 3. Master Plan – Program Funding Proposal**
- 4. Next Steps**

2015 Art Policy Vision



San Francisco Bay Area Rapid Transit District's arts program enriches rider experience, strengthens station identity, connects communities and supports a distinctive sense of place at stations and beyond.

BART's art program builds on the best practices, leads the field in community participation strategies, engages with artists, arts and cultural organizations, and makes riding BART more delightful, vibrant, and welcoming.

Why An Art Program?



- BART is modernizing, brightening and expanding.
- Art improves the rider experience through an enhanced sense of place, connectivity and safety.
- Art connects with the many different communities living near stations and in transit oriented developments.
- Critical need to mitigate the risk of loss of significant investment in BART's existing artworks through conservation and maintenance.

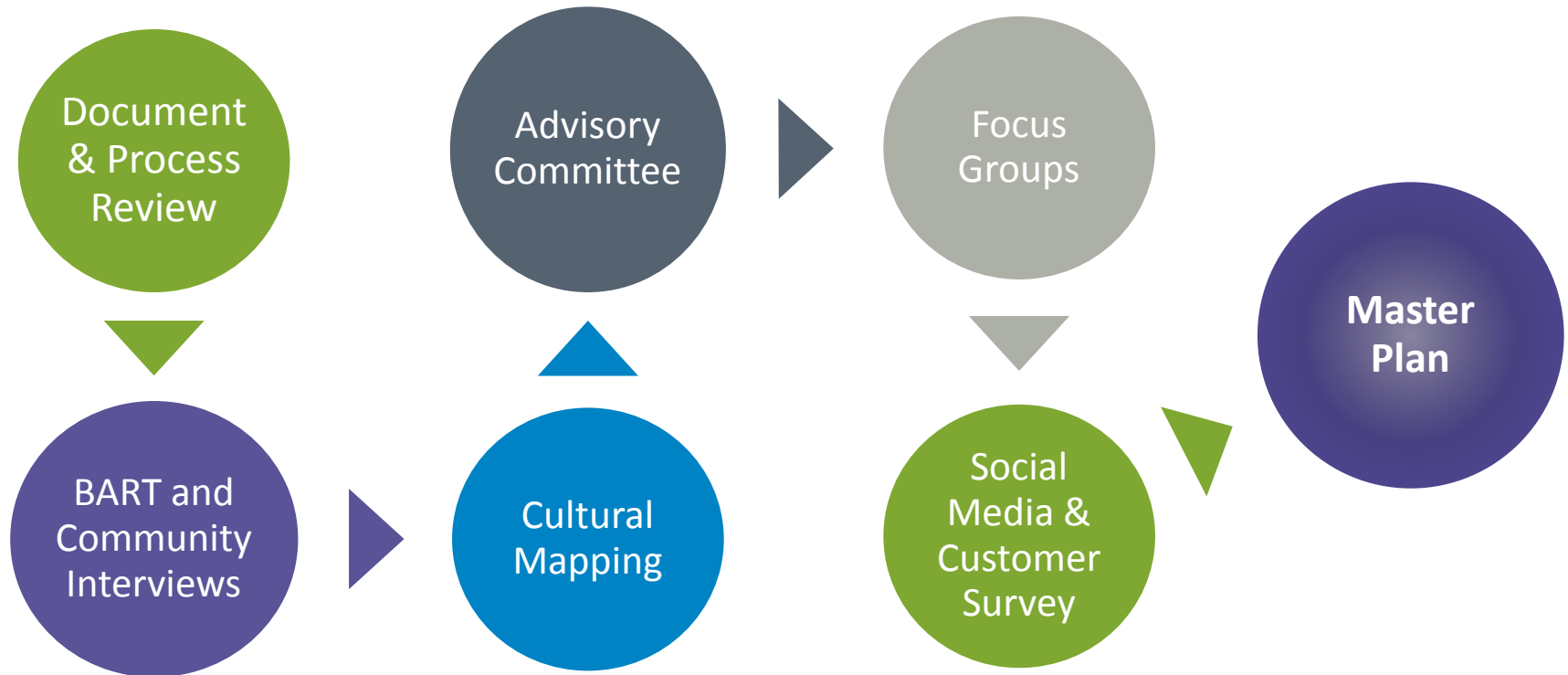
What's In The Art Master Plan?



- ✓ **Long Term Program Plan**
- ✓ **Program Financing Strategy**
 - Administrative Guidelines
 - Five-Year Goals and Metrics



How the Plan Was Developed



What We Heard



Sense of Place

Engage the Public with Safe, Clean and High Quality Environments

Arts to Connect Transit Oriented Development to Stations and Communities

Market Arts and Culture as a Key Part of Customer Experience

Diversity and Equity

Celebrate and Support Diversity

Bring Awareness Diverse and Dynamic Histories – Connect Stations to People & Places

Promote BART as a Cultural Corridor Fostering Ridership & Economic Development

Make BART Work

Build Stable Funding Into the Art Program

Increase BART's Overall Design Quality

Streamline and Make Transparent Processes for Implementing the Art Program

Connections To BART Policies & Initiatives



STRATEGIC PLAN VISION: Rider experience / Economy / Equity / Environment

ACCESS: Art builds customer satisfaction and can increase ridership by connecting BART with surrounding towns and neighborhoods.

SUSTAINABILITY: Art uses sustainable practices and increases patron satisfaction by providing a pleasant alternative to driving.

STATIONS: Art creates a strong sense of place at stations, building on the history and culture the surrounding area.

TOD: Art will create connections between transit oriented developments, their surrounding neighborhoods and BART riders.

DESIGN GUIDELINES: Art can be fully integrated into the station experience design guidelines.

Align With BART Art Policy Goals



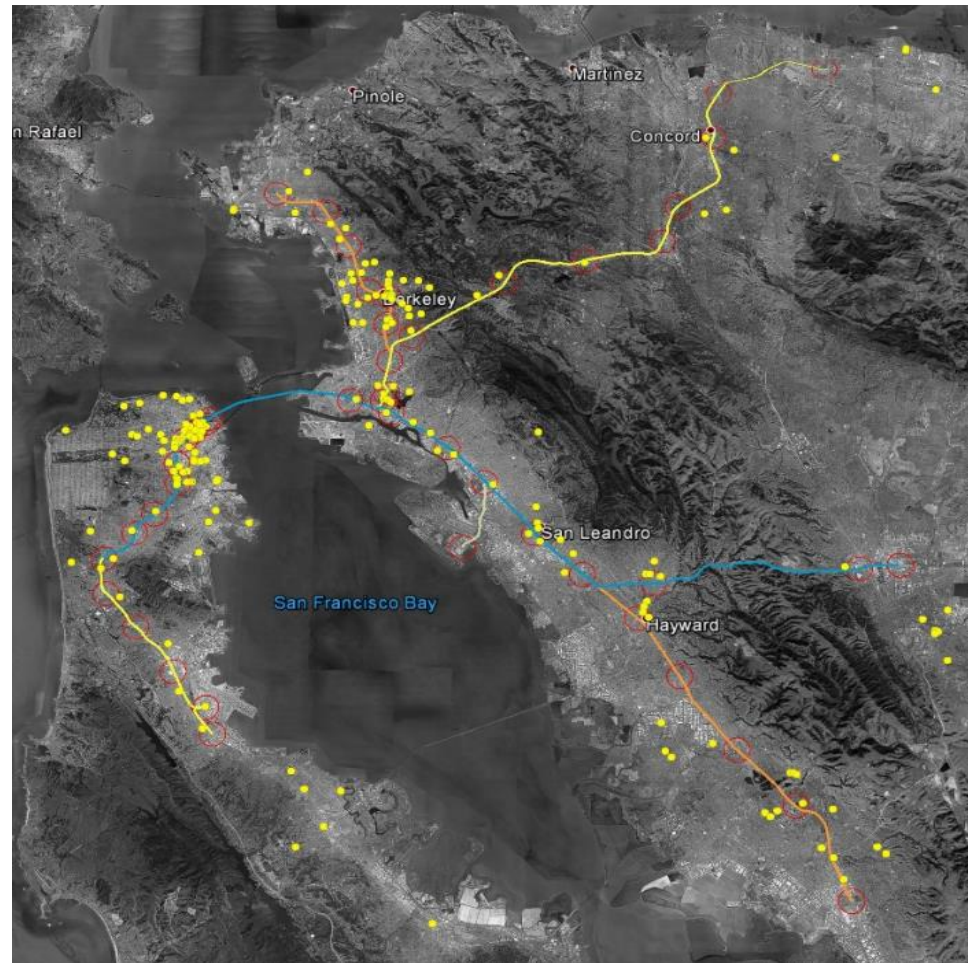
- Cohesion
- Opportunity
- Partnerships
- Make Transit Work
- Showcase Art
- Integrated Design
- Transparency
- Engagement



Cultural Equity & Mapping



- Mapping informs us about the region's many arts and cultural venues.
- BART can promote the arts as a tool that creates connections and introduces people to new experiences.
- Promoting diverse, BARTable arts adventures will encourage ridership and improve the regional arts economy.



Master Plan Recommendations

How to Include the Arts



Integrate art seamlessly into the design of new stations and station modernization



Create opportunities to show changing art at stations and construction enclosures, and encourage different types of performances



Feature community arts in the system – artwork with or by community stakeholders



Continued engagement with the existing art collection

Employing Arts
& Cultural
Experiences to
Make BART a
Better System



Integrated Art



- Create standard material specifications consistent with BART Facility Standards
- Identify key locations for art to enliven the BART experience aligned to Station Experience Design Guidelines (SEDG)
- Build a roster of diverse artists to collaborate on station design
- Integrate artists to design teams to collaborate in creating a unified station experience





Changing Art: Performance



- Create standardized display systems for changing artwork and locations for performances
- Outsource curation of diverse displays and cultural programming in a variety of media to regional arts organizations
- Work with Marketing and BARTable to develop sponsorships and partnerships to support these activities.





Changing Art: Weekend Events



Performances, pop-up markets and events can enliven plazas and public areas of stations on weekends, attracting people to travel by BART.



Changing Art: Quick Wins



- Commission artists to enhance construction enclosures installed by BART M&E and BART contractors
- Commission guided cultural tours by BART to entice exploration of Bay Area's rich culture via public transit.





Community Arts



- Identify places for artist-led community projects
- Partner with local cities to commission art adjacent to BART as part of larger TOD and station access projects





Collection Management



- Assess and conserve art in BART's existing collection (Nat'l Endowment for the Arts grant).
- Make BART's art collection accessible through effective asset management and interpretive strategies.



Art Program Funding

Capital Investments By Other North American Transit Agencies



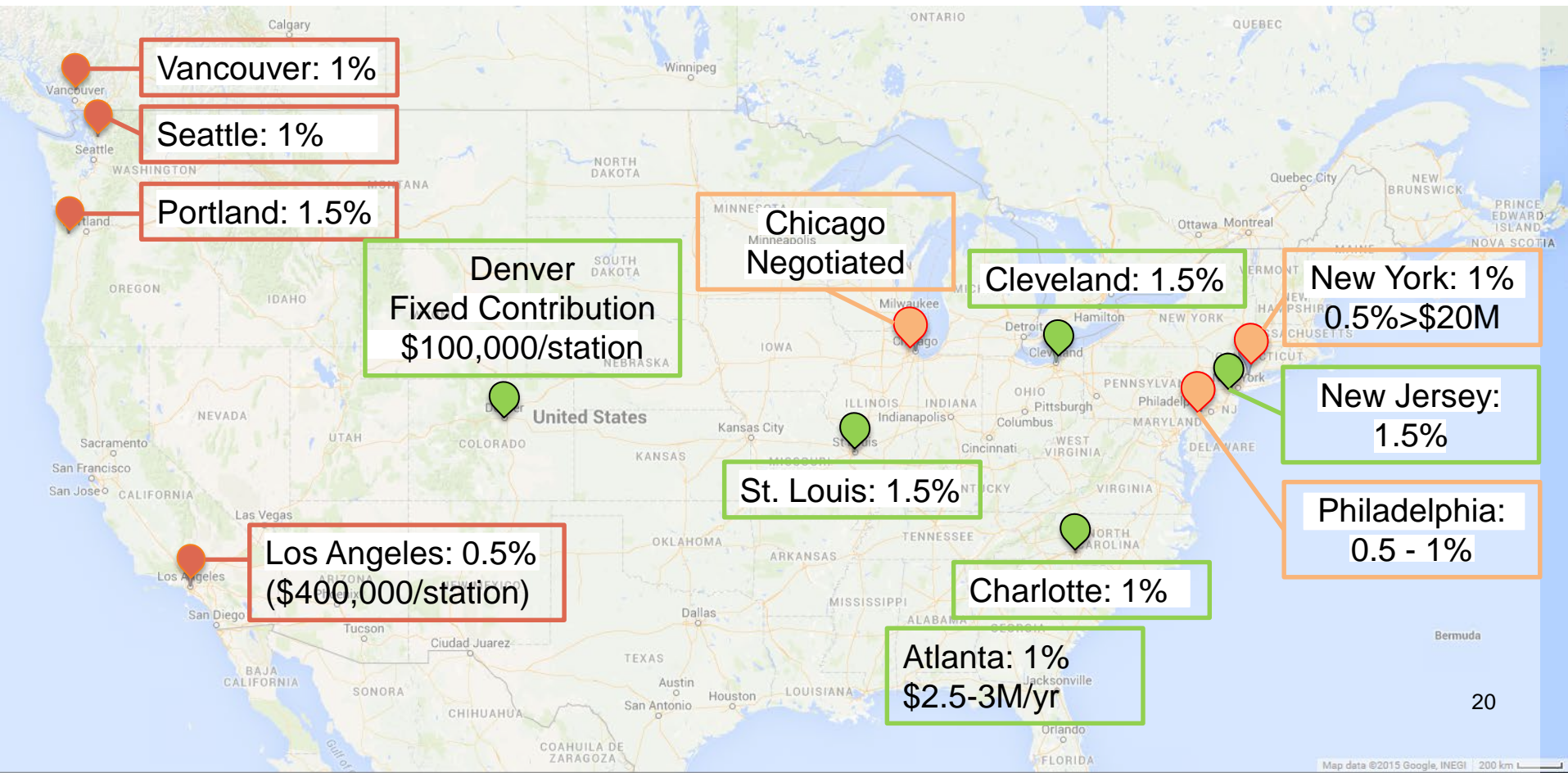
Expanding Systems



Extensively Sized Systems (by # of stations)



Slow Growing, Smaller Sized Systems



NYC 2nd Ave Extension

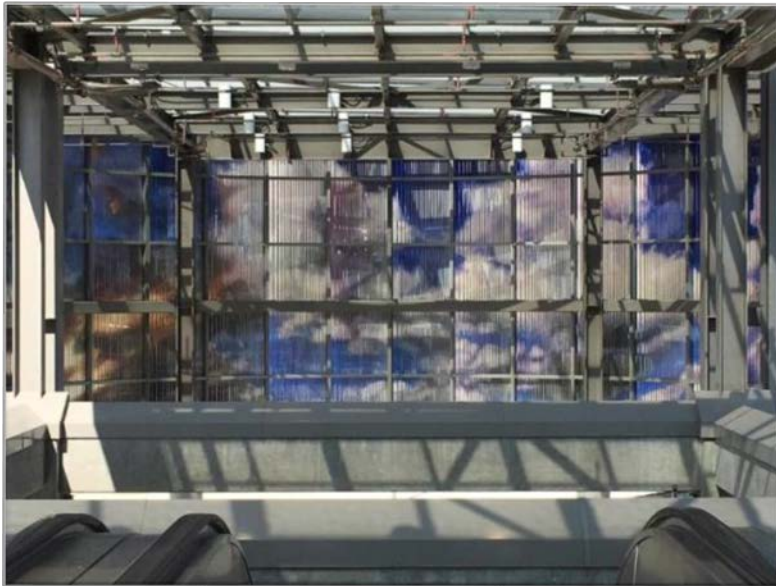


With every public works project, I believe there is an opportunity to elevate the everyday, to build a public space where community can gather and where culture and shared civic values are celebrated. - Governor Andrew M Cuomo

\$4.5 M – 4 stations (1%)



Past Projects: Warm Springs



* 1.2M art project cost – including base glass cost (approximately 1.3% of total construction cost)

Past Projects: OAC



Coliseum Station \$350,000



Oakland Airport Station \$350,000

* Art budget paid for glass at station

Recommended Art Program Funding Sources



Capital Funds:

- ✓ Applied to projects with visibility to community or customers.
- ✓ Not applied to life safety or system critical (train control), or ADA required compliance.
- ✓ Calculated at 35% design with no escalation.
- ✓ Allow for pooling of funds to reach stations and communities where no capital work occurring
 - 2% of construction cost in and adjacent to stations
 - 0.25% of construction costs for visible trackway projects (guideways), shops & yards, substations & vents (above grade), train car procurement (306), and other locations visited by riders or seen by community

Operating Funds: Establish annual funding for artwork maintenance, outreach, temporary programming, and partnership development.

Developer Funds: Specify developer art requirements in TOD projects. Require city regulated % for art stay on project. 1% for projects without city ordinance

Partnerships: Seek sponsors and partners to support changing art and programming in stations.

Funding Resources by Program Elements



Integrated Art



Changing Art & Programming



Community Arts



Collection Management



CIP: % from Select Capital Projects

Partnerships:
Local Public &
Private % for Art

Partnerships:
Local Public &
Private % for Art

Operating Funds

Partnerships:
BIDs/CBDs,
corporate sponsors

Partnerships:
Advertising,
Communications, &
BARTable

Partnerships:
Community &
neighborhood groups

CIP:
Major
Conservation as
Capital Project

Partnerships:
Local Public &
Private % for Art

Partnerships:
Cultural institutions,
Colleges, Artists &
Grants

Partnerships:
Grants

Partnerships:
Grants

Developer Funds:
TOD

Operating Funds

Developer Funds:
TOD

Annual Capital Funding Forecast:

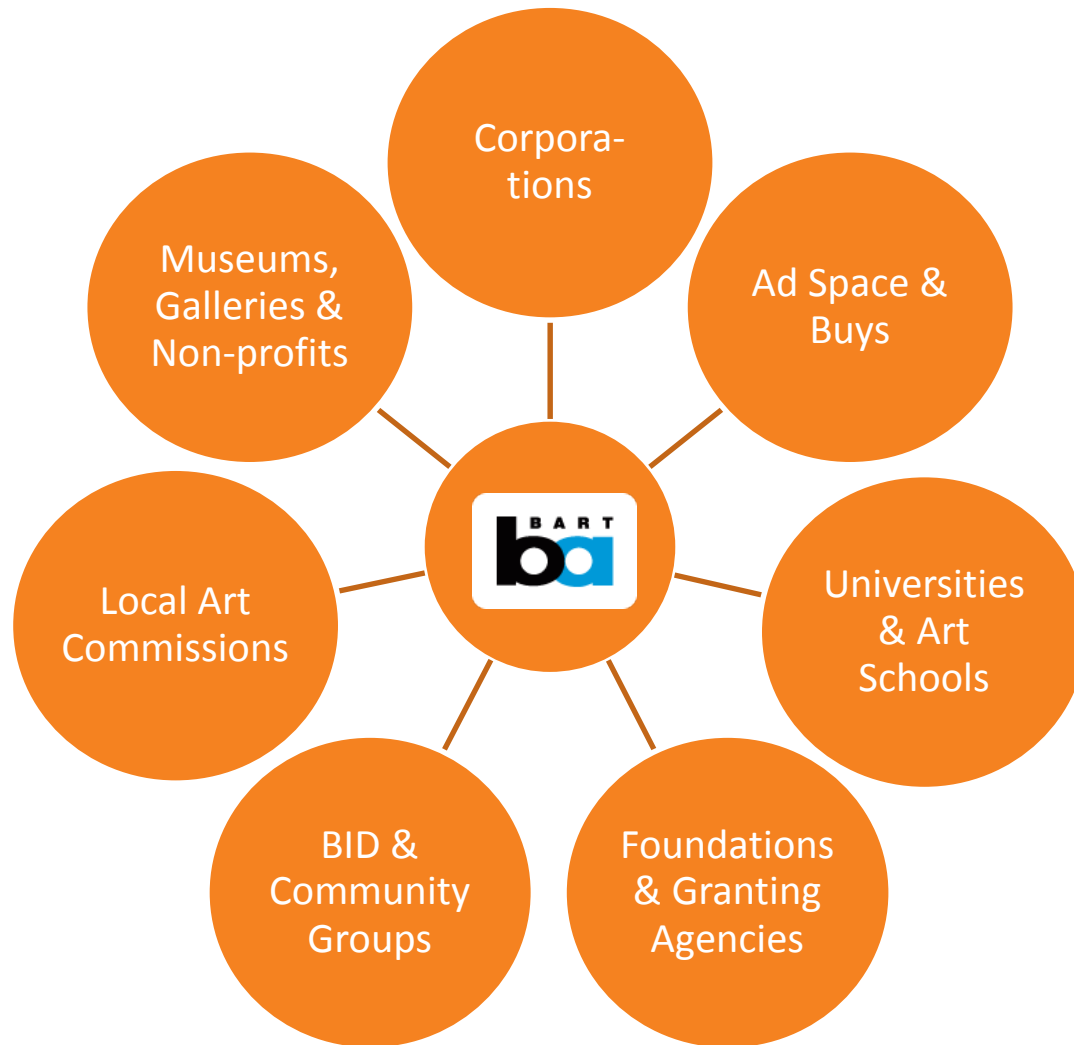


% Hard Costs CIP	Budgeted Projects	Potential Projects	Total Budgeted & Potential
2%	\$86,000	\$474,000	\$560,000
1.5%	\$65,000	\$355,000	\$420,000
0.25%	\$235,000	\$111,000	\$346,000

Total 2% + 0.25%	\$321,000	\$585,000	\$906,000
Total 1.5% + 0.25%	\$300,000	\$466,000	\$766,000

* Source BART FY17 CIP - Forecast Funding by Program, total budgeted & non-budgeted projects \$17,850,000,000.
 Railcars 15 year at 0.25% = \$3.2M

Partnerships



Operating Funds – FY20 and Beyond



- Collection Management – general program administration and outreach \$35,000/yr
- Conservation and Maintenance
 - Baseline maintenance funding and conservation backlog \$175,000/yr until backlog cleared

Upcoming : Mosaics at El Cerrito Del Norte



Total Project Cost: \$220,000.
(Artist fee for design & fabrication: \$180,000)
Artist: Kyungmi Shin

Upcoming: 19th St Oakland



Total Project Cost: \$135,000 (Artist fee for design: \$45,000 total)
Artists Phillip Hua, Lisa & Hailey Banks, Ron M. Saunders

Upcoming: Powell St.



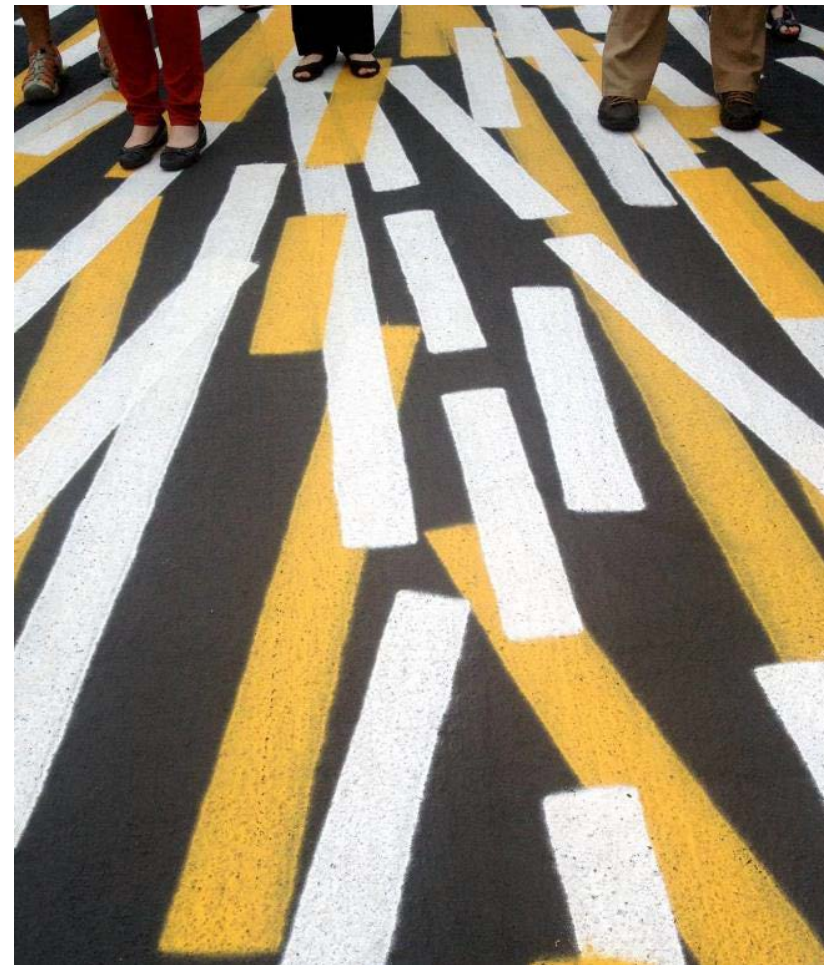
Total Project Cost: \$138,000 (Artist fee for design: \$28,000)

Illuminated ceiling mural, Artist: Stephen Galloway

Next Steps



- Incorporate Board Comments to Final Master Plan
- Return to Board for Action on Funding Recommendations - Summer 2018
- Publish Final Master Plan and Initiate Implementation of Administrative Guidelines



Comments & Questions?