East Bay
Bus Rapid Transit (EB BRT)

Final Artistic Enhancement Strategy [July 2013 Update]

Integrating Artistic Enhancements with BRT Station Design

Deliverable No.: 55

Prepared for:

Alameda-Contra Costa Transit District

Prepared by:

Helene Fried Associates in cooperation with Community Design + Architecture

Artistic Enhancement Strategy [July 2013 Update]

Integrating Artistic Enhancements with BRT Station Design

Introduction

Consultant Helene Fried, principal of Helene Fried Associates (Fried), has prepared this Strategy for artistic enhancements of Bus Rapid Transit (BRT) stations associated with the East Bay BRT, a project of the Alameda-Contra Costa Transit District (AC Transit). Fried advised and worked in cooperation with Community Design + Architecture (CD+A) and Parsons Transportation Group (PTG) on the development of these recommendations. Fried conducted in-person and telephone interviews with key stakeholders, engaged in discussions with members of the BRT consultant design team, and participated in AC Transit sponsored public meetings to garner community input that frame the recommendations.

It should be noted that technical details related to the alignment of the BRT stop locations and station design elements reflect the status of their design at the time this report was written and are subject to potential change as the project is developed further.

Overview

The East Bay Bus Rapid Transit is a high quality, high capacity rapid transit system that improves upon traditional bus transit systems. Vehicles travel in dedicated lanes and passengers walk to comfortable stations, pay their fares at the station, and board through multiple doors. Safety and comfort are important goals and the service is fully ADA compliant. The 9.5-mile route will begin at the 20th Street Uptown Station in Oakland; follow Broadway to 11th and 12th Streets, and continue around Lake Merritt on E 12th Street. From there, the route will follow E 12th Street and International Boulevard to 14th Avenue and continues on International Boulevard through East Oakland. At San Leandro, it continues along East 14th Street to downtown San Leandro, then along Davis Street to the San Leandro BART station. The East Bay BRT is scheduled to open for service in 2016.

In preparation of the environmental documents and the associated locally preferred alternatives, AC Transit committed to including artistic enhancements in the project. This is the principal basis for inclusion of such enhancements in the Preliminary Engineering and Final Design phases of the BRT project. The integration of artistic enhancements with the design of the BRT stations will provide a significant public amenity for the cities of Oakland and San Leandro and future transit users of the BRT. Art enhancement is a demonstrated and proven opportunity for public engagement, positive community identity, greater civic pride, and long-term and increased use of public transit.

Framework

This Strategy makes specific recommendations to:

1. Integrate artistic enhancements with the design of the East Bay BRT, a transit improvement project.
2. Identify specific opportunities for the integration of artistic elements.
3. Allocate 1.5 % of eligible construction dollars towards the cost of art enhancement.

4. Conduct an open, equitable and fair process for artist solicitation and employ effective strategies for recruitment of a qualified pool of artists and artisans.
5. Engage the community in a meaningful outreach effort.
6. Comply with federal and, to the greatest extent possible, with state and municipal ordinances and practices related to artistic enhancements.
7. Maintain on-going communications and regular interface with third party partners including the cities of Oakland and San Leandro, Caltrans and the Federal Transit Administration (FTA).
8. Complete the work in a manner mindful of a limited budget and strict timeline.

AC Transit Third Party Partners for the BRT

The public art consultant conducted interviews with AC Transit's third party partners for the BRT to articulate the context and identify any legal requirement or possible impediments. Following is a summary of results from these conversations:

The City of Oakland

Under the public art program in the City of Oakland, the typical practice for public construction projects is for the City to commission original works of art for public spaces. These investments are mandated to visually enrich the public environment, integrate the thinking of artists in public construction projects, and provide a means for the public to experience and enjoy the rich cultural diversity. Adopted in 1989, the Oakland Public Art Ordinance (11086 C.M.S.) is funded by a 1.5% allocation of the eligible city capital improvement projects and grants.

In the case of the East Bay BRT project, City staff has requested that AC Transit follow Oakland's Ordinance and process while developing art enhancements for the project, to the extent possible. Further, the Oakland City Attorney advised staff that any project on city property must be reviewed through the established city process. Specifically, this step addresses the city's ability to maintain the consistency of the process as well as issues of open and equitable access. Therefore, AC Transit is advised to present their strategy for artistic enhancements to the Public Art Advisory Committee (PAAC) and in the future submit for review a draft of the AC Transit issued artist solicitation RFQs, the names of the selected artists, as well as invite PAAC members and others from the city to attend public outreach meetings during the design phase of the work by the artists and review of the final design concepts.

The Mayoral appointed PAAC advises the city on matters relating to public art and is currently comprised of seven (7) members who are art experts, art administrators, or practicing artists.

Recommendations

- Follow the request from the City of Oakland to submit proposed plans and artist selection process to the PAAC for review and comment. The PAAC meets monthly and agenda items are calendared and materials distributed in advance. Staff to review on behalf of PAAC and advise Committee as necessary.
- Engage the city in the artist selection process; invite elected officials, staff and/or PAAC members to serve as a member of the Artist Selection Panel and/or Technical Assistance Committee (TAC) described later in this strategy document.
- Broaden the project's community outreach and artist solicitation effort to involve individual artists, arts and cultural organizations, and art-related businesses.
- Regularly update Oakland staff on the progress of these aspects of the project.

City of San Leandro

The city's experience with public art is limited, as the city does not have an art commission, public art ordinance, or public art advisory group. To date, the city addresses matters of public art individually and in an ad-hoc manner.

San Leandro however recognizes two local nonprofit organizations that are led by community volunteers to promote art and cultural activities. The San Leandro Arts Association and the Arts Council of San Leandro each offer programs promoting art education and primarily serves youth.

Therefore, AC Transit is advised to present their Strategy for artistic enhancements to city staff and in the future, submit for review a draft of the AC Transit issued artist solicitation RFQs, the names of the selected artists, as well as invite city representatives and others to attend public outreach meetings during the design phase of the work by the artists and review of the final design concepts.

Recommendations

- Enhance civic identity by visually distinguishing the stations located in San Leandro from those stations located in Oakland through customization of artistic elements integrated with the overall station design.
- Engage city in the artist selection process; invite elected officials or staff to serve as a member of the Artist Selection Panel and/or Technical Assistance Committee (TAC) described later in this Strategy.
- Broaden the project's community outreach and artist solicitation to involve individual artists, volunteer led community arts and cultural organizations, and art-related businesses.
- As requested by the city, maintain on-going communications with staff to update them on plans for artistic enhancement, as there is no specific pubic art ordinance for AC Transit to comply with.
- As requested by the city, inform the City Council of the recommendations of the Artist Selection Panel prior to review by the AC Transit Board.

California Department of Transportation (Caltrans)

Caltrans recognizes the effects of transportation systems on local communities and encourages integrating these transit systems with their surroundings to enhance and reflect the aesthetic, environmental, scenic, and cultural values of the community. Community identity and values may be enhanced through artistic treatments. These art enhancements may be integrated with the other design elements.

Recommendation

- As this is not a Caltrans project, there is no requirement for it to comply with Caltrans' public art ordinance; however, maintain regular communications to update Caltrans staff.

Federal Transportation Agency (FTA)

A main benefit of incorporating art into transit projects is the role planning for artistic enhancements can often play in involving the community in the development of the transit project. This increased community participation is often positive and may include an opportunity to resolve issues during the planning, construction, and eventual usage of a transit system.

The new surface transportation legislation MAP-21, effective October 1, 2012, eliminates public art as an eligible item under current federal law. (See MAP-21 link in Reference Section at end of this Strategy).

Art can, however, "be incorporated into facility design, landscaping, and historic preservation"; for example, through the use of floor or wall tiles that contain artistic designs or patterns; use of color; and use of materials, lighting, and the overall design of a facility. In addition, eligible capital project costs include incidental expenses related to acquisition or construction, including design costs. Therefore, the incidental costs of incorporating art into facilities and including an artist on a design team continue to be eligible expenses. Funds are available for art enhancement of elements integrated with the facility design such as the recommended public art opportunities that are an integral component of the *kit of parts* for the station design of the BRT project. Examples include integrating artistic treatments with station design elements such as the canopy, paving, railings, furnishings, and landscaping. Artistic designs or patterns, the use of color, and artist-selected materials including lighting are eligible expenses. The incidental expenses that are related to acquisition or construction including design costs are also eligible for funding. Therefore, the incidental costs of incorporating art into facilities and including an artist(s) or artist team(s) on the design team continue to be eligible expenses. On-going further interpretation of the new legislation's impact on the project may be needed and requires direct consultation between AC Transit and the Office of Planning and Program Development, FTA Region 9. (Also see most recent information provided by the Office of Planning, Region 9, FTA at the end of this document – Appendix A.)

Recommendation

- Comply with FTA contract procurement standards, the Buy America program, and MAP-21 (as effective October 1, 2012) and maintain regular communications to update FTA staff.

Other Pertinent Public Agencies

Alameda County Arts Commission

The Alameda County Arts Commission is a division of Alameda County whose charge is related to the project. The Commission is a civic organization established in 1965 by ordinance of the Alameda County Board of Supervisors to advise on the arts and cultural environment in the county. The Alameda County Arts Commission has a professional staff dedicated to public art within the county and provides opportunities for public artists and serves the people of the county by providing public art and art programs in the public environment .The Public Art Ordinance (Chapter 13 Public Art Program) specifies that an amount equal to two percent (2%) of each county capital project budget (construction or renovation with budgets over $100,000) is allocated for the acquisition, design, creation, installation and maintenance of public art and related expenses.

Arts Commission staff has offered to provide support, if needed, for efforts related to the recruitment of artists and artisans, artist solicitation, and community outreach efforts.

Recommendation

- There is no requirement for the project to comply with the Alameda County public art ordinance, however, maintain regular communications and provide updates to the Alameda County Arts Commission staff.

Artistic Enhancement Allowance – Station Average

The proposed art enhancement allowance amounts to 1.5% of the eligible construction costs of approximately $100M for a total budget of $1.5M. Note: This 1.5% allocation is in keeping with local practices and the same as required by the City of Oakland, Public Art Ordinance (11086 C.M.S.).

In order to calculate the budget available for artistic enhancements at each station, the following station and platform count information was used (the number of stations/platforms is as of this Strategy's date, provided by PTG; station/platform quantities are subject to change).

- Total Number of Stations throughout the BRT corridor: 34
  - Twenty-one (21) center median stations/platforms;
  - Twelve (12) curbside station pairs with 24 platforms;
  - One (1) station at San Leandro BART.
- The estimated proposed funding for artistic enhancements would average approximately $32,600 per station platform, and include artist design fees and capital costs for artistic enhancements. Please refer to the section *Recommended Allocation of Station Art Enhancement Funding* for a more detailed description of how funds could be allocated to account for the difference between median stations with one platform and canopy and curbside stations with two platforms and canopies.

Examples follow of artistic enrichment programs throughout Northern California that are helpful to better understand the San Francisco Bay regional context as one that celebrates its unique sense of place and rich cultural diversity. The following municipal or county public agency's allocation for similar purposes illustrate that the proposed recommendation is within the range of regional practices. Numerous major transit improvement projects are presently being planned and managed by these agencies.

- City and County of San Francisco — Art Enrichment Ordinance, Section 3.19 City and County Administrative Code is the enabling legislation for the Public Art Program. The ordinance mandates 2% of total gross estimated construction costs of a wide-range of civil constructions shall be allocated for the acquisition of public art.
- City of San Jose, Santa Clara County, Department of Cultural Affairs Public Art Program — operates the Public Art Program in accordance with Title 22 of the Municipal Code. Funds to support the program are provided by municipal ordinance specifying that 1% of the city's capital improvement projects and 1% of certain eligible private development projects be set aside for the program including the commissioning of artworks.
- City of Sacramento, Sacramento County, Metropolitan Arts Commission — operates the Public Art Program for the city and through a Memorandum of Understanding, Sacramento County. The program is funded by a city and county ordinance that specifies that 2% of eligible city and county capital improvement budgets is allocated towards the commissioning or purchase of public art.

Recommendation

- Allocate 1.5% of eligible construction costs of approximately $100 million for artistic enhancements integrated with the design of the stations for the project.

Recommended Allocation of Station Art Enhancement Funding

In order to account for the fact that artistic enhancements for curbside stations have to occur at two platforms as opposed to one platform for center median stations, the assumed budget of $1.5M for artistic enhancements could be split between center median stations and curbside stations as indicated below. Please note that the figures are average per-station budgets and do not reflect the difference between "Standard" and "Enhanced" stations (see next section for definitions of these terms). The specific distribution between "Standard" and "Enhanced" stations still remains to be determined.

- Approximately $54,000 per curbside station or $27,000 per curbside platform (12 curbside station pairs with a total of 24 platforms).
- Approximately $38,000 each of the 21 median platforms.
- Approximately $44,000 for the San Leandro BART station single curbside platform.

Final per station funding is to be determined and will take into account any specific site conditions and station design parameters, the final number of stations to be included, as well as accommodate funding for additional artistic elements for up to six stations selected for further (enhanced) artistic enhancements; the selection process and selected enhanced stations are discussed below. Further study is being conducted on possible matching funds.

Allocating funding in this fashion achieves artistic enhancement at all platforms and recognizes the fact that there are several stations (i.e.; Downtown Oakland or Fruitvale) that stand out with respect to their transit and community activity levels.

Artistic Enhancement Elements Integrated with Station Design

The BRT consultant design team, in cooperation with the public art consultant, considered numerous artistic design elements as potential opportunities for the integration of art enhancement with the AC Transit BRT project. These proposed integrated design elements were measured against specific criteria including visual impact, contribution to overall design, ease of fabrication, cost implication, and compatibility with Americans with Disabilities Act (ADA) standards. In addition, AC Transit will establish a broad conceptual theme for the artistic enhancement initiative, informed by comments received on the earlier draft Artistic Enhancement Strategy from the cities of Oakland and San Leandro, and in part, from other community input as well as considerations for branding the BRT service. This broad conceptual theme will be communicated to prospective artists and artisans in the solicitations that will be issued by AC Transit for lead artists' and the pool of pre-qualified supporting artists/artisans' participation in the East Bay BRT project.

Among the artistic design elements initially considered and assessed, but not recommended, are: artistic lighting, banners, bike racks, changing exhibits, flagpoles, landscape treatment, paving, planters, artistic seating, customized furniture, and trash receptacles. These elements are not recommended due to budget or schedule constraints, issues related to ADA standards, or the estimated need for future maintenance, repair, or replacement of parts.

During the Final Design phase of the project, the BRT consultant design team will develop recommendations for the selected artists with respect to the range of suitable materials in which the artistic enhancements may be executed; it is recommended however that each material be assessed for long-term durability in a harsh exterior environment while simultaneously seeking materials that prevent or reduce possible vandalism or theft.

The artistic design elements are integrated with other station design features, which include interchangeable design and amenity elements such as the station architecture, furnishings, railings, and landscaping features. From a range of station design elements, a specific few were selected as opportunities for artistic enhancement (see detailed evaluation table in the December 2012 issue of the Artistic Enhancement Strategy). This selection was guided by the professional judgment of the public art consultant in consultation with other members of the design team, including AC Transit. In their judgment, the selected elements will have the greatest artistic impact on the station design in light of the

available overall funds for enhancements, the strict timeline, and the interest in such treatments expressed by the community.

Following consultation with AC Transit's third party partners for the BRT project, the following design elements have been selected as opportunities for "Standard" and "Enhanced" artistic enhancement treatments. (See Figures 1 and 2) The opportunities are not listed in order of preference and the final decision on which to advance in the artistic process will be determined through consultations between the lead artist(s), the design team and AC Transit. See Figures 3-6 for examples of selected artistic enhancement treatments.

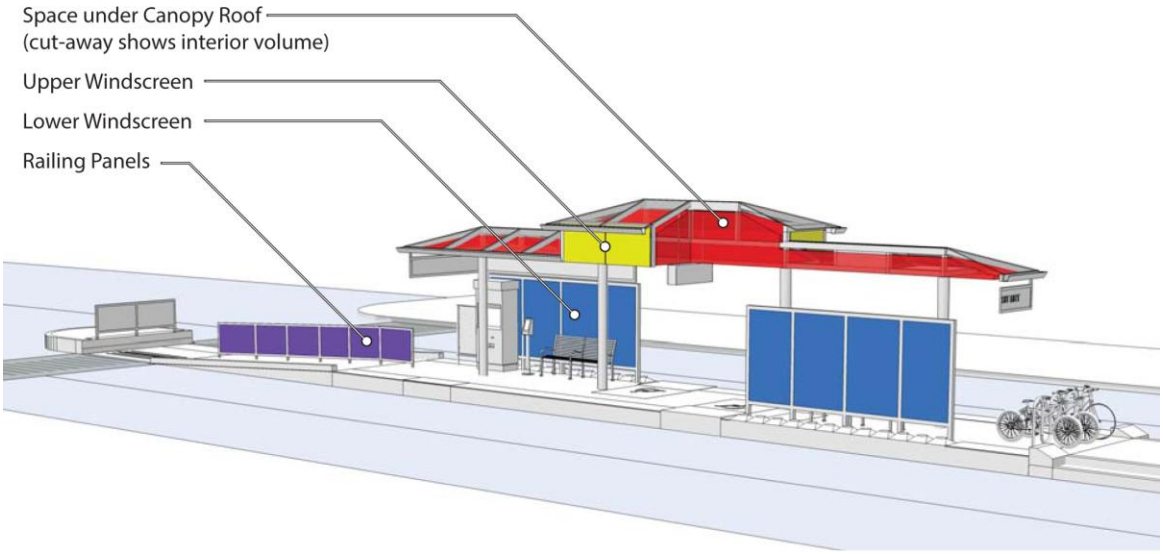
Design elements selected as *Artistic Enhancement Opportunities* include:

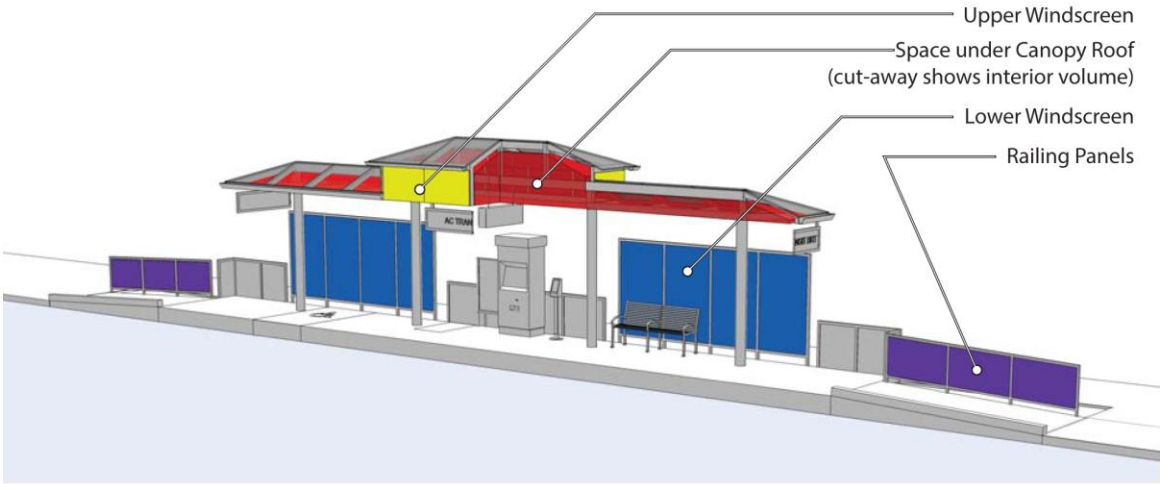
- Standard (applied to all stations/platforms corridor-wide): Railing panels attached to railings along sloped paths to median and curbside platforms.
- Enhanced (applied to selected stations as noted further in this Strategy): Standard treatment PLUS artistic enhancement of upper windscreen (attached to the station canopy). Additional – optional – artistic enhancements of the lower windscreen and/or space under the canopy roof are also acceptable.

The use of color may also be an effective artistic treatment for either the Standard or Enhanced opportunity, however this would have to be closely coordinated with the BRT branding or identity effort for the East Bay BRT. AC Transit may wish to reserve the use of color applied to canopies and other station amenities to reinforce the branding of the system.

Recommendations

- In order to meet the strict project timeline and budget limitations, a single opportunity for a standard artistic enhancement is recommended for all stations along the corridor, and up to three artistic enhancement elements at selected enhanced stations, as defined elsewhere in this document.
- Consider maximizing the budget impact by combining the cost of a specific architectural design feature with the cost of the same element for artistic enhancement. This will result in necessitating greater collaboration between the selected artist(s) and the design team and will need to be reflected in the engineering and construction schedules.
- To the extent feasible, coordinate the integration of station art enhancement and AC Transit's branding initiatives to ensure a compatible result.





Design Elements for Artistic Enhancement Opportunities

Standard (All Stations, Including Selected Stations)

Railing Panels

Enhanced (Selected Stations)

Upper Windscreen

Lower Windscreen

Space under Canopy Roof

Figures 1 and 2: Artistic enhancement opportunities at Median Stations (upper) and Artistic enhancement opportunities at Curbside Stations (lower)

Figures 3 and 4: Etched windscreen with historic information - Tacoma, Washington (left) and windscreen, A Continuous Thread, created by Artist Susanna Starr for the Metropolitan Transit Authority, New York City, NY. (right)

Figures 5 and 6: Stainless steel custom railing and railing panels Nature Rail, created by Artist Andrea Dezso for the Metropolitan Transit, New York City, New York. (left) and Canopy roof panels treated with artistic pattern at a VTA light rail station in San Jose (right)

Enhanced Station Selection

The public art consultant in consultation with the design team recommends that the standard artistic enhancement should be applied corridor-wide with up to six selected stations to receive enhanced treatments. Stations to receive enhanced artistic treatments have been selected based on a variety of factors including anticipated ridership levels, linkages to important destinations, and proximity to proposed transit oriented development (TOD) and other redevelopment opportunity sites.

Following consultation with AC Transit's third party partners for the BRT project, the stations below were found to rate high on the criteria described above:

- Uptown Oakland - 20th Street between Broadway and Telegraph
- 14th Avenue - International Blvd. at 14th Avenue
- Fruitvale - International Blvd. at 34th Avenue

- 82nd Avenue – International Blvd. at 82nd Avenue
- Seminary - International Blvd. at Seminary
- San Leandro – at San Leandro BART

Lead Artist and Station Grouping Determination

Following consultation with AC Transit's third party partners for the BRT project, the maximum number of lead artists and location groupings are both recommended to be three. This is intended to maximize the impact of the selected lead artist(s) or team(s) while simplifying the process for the integration of artistic enhancement and accommodating the fast track schedule.

The proposed model attempts to strike a balance between the community's desire for artistic enhancements that reflect the neighborhoods and districts along the corridor, corridor-wide BRT branding, and jurisdictional issues such as Council districts boundaries, the desire to distinguish between Oakland and San Leandro, and recognize Caltrans controlled areas. (See Figure 7). Up to three station groupings are proposed, being:

1. City of Oakland 1: Downtown, Chinatown and East Lake (all stations are curbside station pairs)
2. City of Oakland 2: all remaining districts/neighborhoods (all stations are median stations)
3. City of San Leandro (one median and six curbside station pairs; one platform at San Leandro BART)

The final number of lead artists or teams will be determined after responses to AC Transit's request for qualifications for lead artists are reviewed by the Artist Selection Panel and Technical Assistance Committee. As a result of the final selected lead artists, between one and three lead artists or teams would be charged with providing artistic enhancements for a station grouping, some combination of station groupings, or all of the stations.

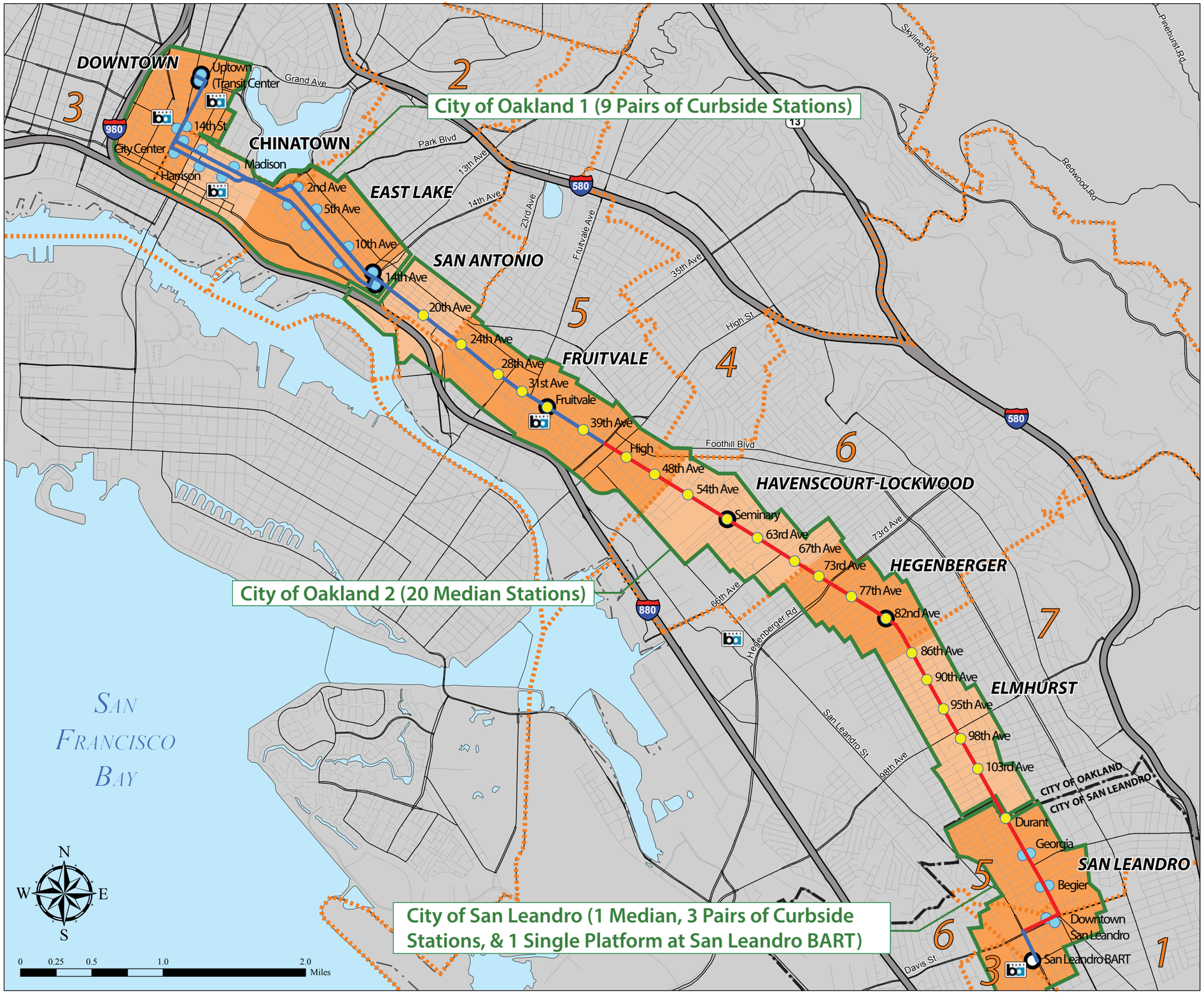
Artist Solicitation and Process

The Artists Solicitation will be a national call and conducted in an open, fair and equitable manner and in compliance with federal guidelines. The solicitation process will be transparent, and deadlines will be strictly adhered to, i.e.: any and all responses to a request for qualifications (RFQ) received after the published deadline will not be accepted. A set of deadlines and other pertinent dates will be published in advance. All applicants will be asked to provide examples of or an approach to their previous experience interfacing with communities where they have worked.

The artist solicitation process proposes two distinct levels of artist participation; first, opportunities that serve to attract professional artists experienced in public art, and second, opportunities for professional artists and artisans who may be new to public art or not have had the opportunity to participate in projects such as this. These distinct levels of participation and experience are reflected in the two different RFQs to be released.

Figure 7

Station "Groupings" for Artistic Enhancement Opportunities



- Median Station (21)
- Curbside Station (12 pairs + 1 single platform)
- San Leadro BART Station
- Station Grouping for Lead Artist or Lead Team
- Station for Enhanced Artistic Treatment
- Neighborhood Districts
- Oakland/San Leandro Boundary
- City Council District Boundary
- 7 City Council District Number
- Route on City Street
- State Route 185 (Caltrans right-of-way)

Artist Participation Opportunity – Lead Artist or Lead Team

Between one and three lead artist(s) or team(s) will be selected from qualified Lead Artist RFQ submittals. Lead artist(s) or team(s) are envisioned to assume responsibility for the artistic treatments (both standard and enhanced) and serve as artist-curator to identify and oversee other artists or artisans (see Artist Participation Opportunity - Pool of Supporting Artists/Artisans) who may be invited by the Lead Artist to contribute to the overall artistic treatment of the stations.

One to up to three location grouping(s) will be assigned to the selected lead artist(s) in consultation with the BRT project team. The overall lead artist(s) or team(s) will work closely with the consultant design team, the public art consultant, and the AC Transit's public involvement consultant, and will serve to engage the community in a meaningful and positive dialogue. The public art consultant will manage and guide the overall process toward a well-coordinated completion of artistic enhancement work.

The selection of the lead artist(s) or team(s) will be conducted in two phases. Phase I is based on the response to the RFQ and submittal of qualifications including artist statement, biography, and up to ten (10) visual and notated examples of pertinent past work for review by the Artist Selection Panel (Panel) and Technical Assistance Committee (TAC). No more than seven (7) semi-finalists will be selected as part of Phase II and invited to submit a visual interpretation/conceptual design (sketch or drawing) and written statement of a proposed approach to the project including community outreach. Artists may be invited for an interview.

As recommended following consultation with AC Transit's third party partners for the BRT project, recommendations that are made by the Artist Selection Panel will be reviewed with representatives of Oakland and San Leandro prior to final acceptance by AC Transit.

The artist solicitation will be written to identify lead artists or teams for one (1) to up to three (3) location grouping(s) of BRT station platforms along the corridor (see Figure 7).

The selected lead artist(s) will be:

- Responsible to orchestrate and create the overall artistic treatment for all stations within the assigned grouping(s) (or if one lead artist or team is chosen, their responsibility will be for all stations corridor-wide).
- Responsible for selecting which of the design elements identified as opportunities for artistic enhancement to pursue.
- Responsible for enhanced artistic enhancement of the selected station within their assigned location grouping(s).
- Required to select a team of one (1) to two (2) additional supporting artists or artisans from the pre-qualified pool (see Artist Participation Opportunity - Pre-qualified Pool of Supporting Artists/Artisans below) as may be needed to execute the overall artistic enhancements envisioned by the lead artist. Note: Candidates for lead artist are encouraged to urge other artists or artisans with whom they would like to team to submit their applications for pre-qualification for the pool of supporting artists/artisans.
- Responsible for all fabrication. Issues related to installation are not the responsibility of the artist and should be considered part of the overall construction project.

Artist Participation Opportunity – Pre-qualified Pool of Supporting Artists/Artisans

Artists or artisans will respond to the Pre-qualified Pool of Supporting Artists/Artisans RFQ for possible inclusion to a pre-qualified pool from which the lead artist(s) or team(s) will select additional team members. Only artists and artisans in the pre-qualified pool may be invited to join a team.

The Pre-qualified Pool of Supporting Artists/Artisans RFQ is also a national call and not limited to local or regional professionals; the aim of this, however, is to encourage the likelihood of participation by artists or artisans possessing relatively little prior experience with "art in transit". Between one (1) and two (2) artists or artisans may be chosen to support the efforts of each lead artist.

The artists or artisan(s) who pre-qualify may choose to self-fabricate or may be asked to create a design (intellectual property only) that is fabricated otherwise. In no case is the artist or artisan who responds to the Pre-qualified Pool of Supporting Artists/Artisans to be primarily considered as an independent fabricator whose role is solely to create the artistic enhancement of the lead artist.

Request for Qualifications (RFQ)

The public art consultant in cooperation with the design team will draft the two Request for Qualifications for review and issue by AC Transit and review by the Oakland Public Art Advisory Committee (PAAC) and the City of San Leandro. Wide distribution is envisioned with the cooperation of the cities of Oakland and San Leandro, the Alameda County Arts Commission, other regional and national public arts agencies, and non-profit organizations as well as to interested individual artists. "*Café*", an online application system, will be used for the 'calls for entry' and be provided at no charge to the artists. The public art consultant will work with AC Transit to ensure a wide distribution to national lists of individual artists as well as provide a list of artists maintained by the consultant.

Artist Resources

A free technical workshop on how to use "*Café*" will be offered by the public art consultant and is to be scheduled soon after the RFQs are issued. Other free forums or other resources may be offered by the public art consultant in partnership with local nonprofit arts or community groups intended to familiarize artists with opportunities for involvement.

Project briefings, a self-guided walking tour, and a self-guided bus tour will be offered of the 9.5-mile BRT project site. A video will be available on YouTube and posted for those unable to attend tours in person. Online resources of pertinent material regarding the project, history of the area, community information and other background will be posted with links to additional information and made available at the main Oakland and San Leandro libraries.

Artist Selection Panel

AC Transit will convene an Artist Selection Panel (Panel). Members of the Panel will be comprised of representatives of AC Transit, the cities of Oakland and San Leandro, the community, and an artist or art expert among others. The role of the Artist Selection Panel is to assess and rate the Lead Artist semi-finalists' conceptual proposals, with consideration of the Lead Artist's selections of Supporting Artists or Artisans, for Lead Artists Phase II, and to assess and recommend the artist(s) or team(s) for approval by the Board of AC Transit. At the request of AC Transit's third party partners for the BRT project, the AC Transit Board will review the recommendations of the Artist Selection Panel with the cities of Oakland

and San Leandro prior to consideration. The Artist Selection Panel meetings will convene in a publically accessible location and with meetings open to the public.

The public art consultant will manage the activities and serve as adviser to the Artist Selection Panel.

Technical Assistance Committee

In addition, the public art consultant in coordination with AC Transit's BRT project manager, will propose members to invite to serve on a Technical Advisory Committee (TAC) to support the work of the Artist Selection Panel. The TAC may include representatives of AC Transit, BRT project staff, consultant design team members, and others including an artist and other art professional. The TAC may be asked to advise on specific technical issues, review the qualifications, rate the candidates, and, as requested, provide support to the Artist Selection Panel when it convenes.

The public art consultant will manage the activities and serve as adviser to the TAC.

Artist Contract Procurement

The solicitation for artists responding to Lead Artist and the Pre-qualified Pool of Supporting Artists/Artisans may occur simultaneously, however, the selection of the Lead Artist(s) or Team(s) will conclude with one (1) to up to three (3) selections who will be invited to enter into a personal services contract with AC Transit after assignment of one (1) or more station groupings. Those Artist(s) or Artisans(s) responding to the Pre-qualified Pool of Supporting Artists/Artisans and pre-qualifying will remain in a potential pool until the Lead Artist(s) or Team(s) has/have chosen their fuller teams. Only Artist(s) and Artisan(s) in the pre-qualified pool who are chosen for a team will advance and be invited to enter into a contract or agreement directly with AC Transit.

Procurement of artist services will comply with AC Transit practices and guidelines. Contract procurement will also comply with the federal policies regarding procurement of services and/or purchase of materials as required for this project.

Community Outreach and Community Advisors

Community involvement is important to the success of art enhancement initiatives set in a public environment, especially for a public transit improvement project that traverses through a number of diverse communities. A direct artist interface with the public can set the tone for the design of artistic enhancements that mark the stations not merely as bus stops, but as places that bring pride to a neighborhood and that reinforce the community's identity.

As recommended following consultation with AC Transit's third party partners for the BRT project, a select group of community representatives will advise AC Transit in the implementation of this Artistic Enhancement Strategy. These community advisors will provide input with the public art consultant and others to discuss the community's engagement and expectations regarding artistic enhancements and will serve as an important sounding board and filter regarding issues of special significance to the diverse community along the BRT corridor. The community advisors will serve solely in an informal advisory capacity.

Simultaneous Outreach to Art Community and Broad and Diverse Public

The community outreach effort will extend to the professional artist community (see Artist Resource section), and the broader local and national public. Informational open houses may take place to provide a forum in which the selected artists can present their art enhancement themes and initial concepts. These open houses are a continuation of the public process that has taken place over the life of the project.

A thoughtful outreach to both the art community and the broader public may include:

- Engage the expertise and resources of a community outreach and media relations/community outreach specialist to create a detailed plan with the public art consultant.
- Create a dedicated email address and telephone contact list to provide information and respond to questions for community outreach efforts, in addition to standard AC Transit sources.
- Broadly recruit and distribute information to community service providers including social, ethnic, faith-based, and other and organizations.
- Issue press release and press announcement to inform media sources of art enhancement program and ability for public to review and comment.
- Include one or more community representatives on the Artist Selection Panel for AC Transit appointment. Public art consultant to brief lay members serving on the Artist Selection Panel in advance of their meeting.
- Invite the public to meet the Artist(s) and/or Team(s) for each of the up to three station groupings to discuss the artist's preliminary design concept, their interpretation of the theme, and to allow the communities to provide feedback to the artist(s) about their history, values, and ideas. Provide public comment cards.

Whether or not the envisioned community outreach activities are eligible for funding out of the $1.5 M identified for artistic enhancements of station design elements still needs to be determined, and is largely dependent on pending interpretation of the new MAP 21 funding guidelines.

Proposed Timeline

In order to meet the strict project timeline for design, engineering, and construction, the artistic enhancement will have to be closely integrated with the BRT design team's work on the 65% and 95% design efforts.

To successfully implement the recommendations described in this Strategy will require meeting a series of milestones necessary for AC Transit's review, approval and policy actions. Several of these occurred prior to or in early 2013, after the cities of Oakland and San Leandro and other third parties (stakeholders) provided their input on the draft Strategy. The Draft Artistic Enhancement Strategy was reviewed by the San Leandro City Council in December 2012 and the Oakland Public Art Advisory Committee (PAAC) in January 2013. Others steps still need to occur, such as AC Transit establishing a broad conceptual theme for the overall artistic initiative that will be refined as the artists meet with the community. This includes the identification of one or several themes that the artists may be presented with during the artist selection process (i.e.: "focus artistic enhancements on expressing community history along the corridor"). Key milestones in the abbreviated timeline below also include: final endorsement of this Strategy, briefings of City of Oakland and San Leandro staff about the art enhancement program prior to the release of artist solicitations, issuing the artist selection RFQs, formation of the Artist Selection Panel and Technical Assistance Committee (TAC), award of the artist commission(s), accepting the Panel's

recommendation of the Lead Artist(s) and Pre-Qualified Artists and Artisans, and entering into a contract with the artist(s).

December 2012 COMPLETE	• Submit Draft Artistic Enhancement Strategy to Third Party Partners • Brief Oakland public art staff • Present to San Leandro City Council
January 2013 COMPLETE	• Present to Oakland Public Art Advisory Committee (PAAC)
March COMPLETE	• Revise Artistic Enhancement Strategy as per review Third Party Partners
July	• Submit Final Revised Artistic Enhancement Strategy and draft RFQ's • Identify potential Community Advisers
August	• Issue RFQ for Lead Artist and RFQ for supporting Artist/Artisan Pre-qualified Pool • RFQ Prebid Conference • Set Community Advisors, Technical Assistance Committee (TAC) and Artist Selection Panel (Panel)
September	• RFQ submittals due
October	• TAC review of Lead Artist submittals and selection of up to seven (7) semi-finalists • Invitation to no more than seven (7) semi-finalists to prepare concept proposal and identify Supporting Artists/Artisans
November	• Lead Artist Concept proposals and identification of Supporting Artists/Artisans due • Artist Selection Panel selects and recommends Lead Artist(s)
December	• AC Transit Board to accept Panel recommendation for lead artists and identified supporting artists/artisans
February 2014	• Artist(s) on contract and notice to proceed
April	• Artist conceptual designs due
September	• 95% artistic enhancement integrated with architecture due

* Dates are subject to change

Acknowledgments and Future Steps

The public art consultant wishes to thank AC Transit and their third party partners, in particular Oakland's Public Art Advisory Committee (PAAC) and the San Leandro City Council and their respective staff, along with artists and members of the public who offered their ideas for the development of the Artistic Enhancement Strategy.

Appendix A

Most recent MAP 21 Information provided by Office of Planning, Region 9, FTA

The following information was provided via email to the Public Art Consultant by the Office of Planning, Region 9, FTA, on 11/29/2012:

B. Definitional Changes and New Definitions

Section 20004 of MAP-21 modified section 5302 to provide new definitions and to modify existing definitions that clarify eligibility and requirements within the FTA programs. Unless otherwise stated, these definitions apply across all FTA programs. Several important definitional changes include:

1. Associated Transit Improvement

The term ``transit enhancements'' was changed to ``associated transit improvements.'' An associated transit improvement is a project ``designed to enhance public transportation service or use and that [is] physically or functionally related to transit facilities.'' Eligible associated transit improvements include historic preservation, rehabilitation, and operation of historic public transportation buildings, structures, and facilities (including historic bus and railroad facilities) intended for use in public transportation service; bus shelters; landscaping and streetscaping, including benches, trash receptacles, and street lights; pedestrian access and walkways; bicycle access, including bicycle storage facilities and installing equipment for transporting bicycles on public transportation vehicles; signage; or enhanced access for persons with disabilities to public transportation. Congress struck ``public art'' and ``transit connections to parks within the recipient's transit service area'' from the list of eligible projects. While Federal transit funds are no longer available to support public art in transit facilities, art can be incorporated into facility design, landscaping, and historic preservation, for example through the use of floor or wall tiles that contain artistic designs or patterns, use of color, use of materials, lighting, and the overall design of a facility. In addition, eligible capital projects include incidental expenses related to acquisition or construction, including design costs. Therefore, the incidental costs of incorporating art into facilities and including an artist on a design team continue to be eligible expenses.

Appendix B

References Links

City of Oakland

http://www2.oaklandnet.com/Government/o/CityAdministration/d/EconomicDevelopment/s/PublicArt/index.htm

Federal Transportation Administration (FTA)

http://www.fta.dot.gov/13750.html

http://www.fta.dot.gov/map21/index.html

Caltrans

www.dot.ca.gov/hq/LandArch/transart/index.htm

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