



Cultural Arts Programs

Cultural Arts & Marketing Division

TO: Public Art Advisory Committee
ATTN: Judy Moran and Andrew Woodd, Co-chairs
FROM: Steven Huss, Cultural Arts Manager
DATE: January 7, 2013

SUBJECT: AC Transit East Bay BRT Project: Review and Comment on Strategy for Artistic Enhancement Integration with Station Design

SUMMARY

The Public Art Advisory Committee (PAAC) has been asked to review and comment on the AC Transit Bus Rapid Transit (BRT) Strategy for Artistic Enhancement Integration with Station Design, to assure compliance with the City of Oakland's ordinance and process on public art. This is the first of several scheduled points of review by the PAAC and Public Art staff of the BRT art component.

BACKGROUND

AC Transit is developing the East Bay BRT project, to include 32 new stations in Oakland and San Leandro. The East Bay BRT will be a high-quality, high-capacity rapid transit system. Its route will begin at the 20th Street Uptown Station in Oakland, continue through downtown and East Oakland, cross into San Leandro, and terminate at the San Leandro BART station. It is scheduled to open for service in 2016.

The City of Oakland will review plans and development of the BRT project through multiple departments. Currently the City is reviewing AC Transit's 35% Preliminary Engineering package. City staff has requested that AC Transit comply with the City's Public Art Ordinance and established process, and this has triggered the requirement for PAAC review at several stages. Note that the City Attorney has advised any project on City property that includes public art must be reviewed through the established City process.

In this instance, the role of Public Art Program staff and the PAAC is to review and comment on AC Transit's artistic enhancement strategy, process, and outcome, to assure compliance with City of Oakland policy, procedures and standards for public art. Key review points will be:

1. **Strategy document** (review at today's meeting)
2. **Draft of AC Transit's artist solicitation RFQ** (staff review, informational update to PAAC)
3. **Names of selected artists** (staff review, informational update to PAAC)
4. **Final design concepts** (review at regular PAAC meeting)

Additional periodic updates and reports will be provided as needed.



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Presented for review and comment today is the Executive Summary as well as the complete Memorandum for Artistic Enhancements Integration with Station Design, prepared by consultant Helene Fried in cooperation with Community Design + Architecture, members of the AC Transit project team. The Artistic Enhancements Strategy addresses AC Transit’s plan for integration of art in the design of station elements at 32 stations throughout the BRT corridor, allocation of funds available for public art, solicitation of artists, and community engagement.

RECOMMENDATION

Staff recommends that PAAC consider supporting the proposed integration strategy as presented, following a thorough review, discussion and resolution of all relevant questions and issues.

Respectfully submitted,

Steven Huss, Cultural Arts Manager