





METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

# Art in Transit Policy

**PREPARED BY: Department of Art in Transit**

**March 2018**



 <p style="text-align: center;"><b>POLICY</b></p>	<p><b>ISSUE DATE</b> 05-03-2018 Revision No: 2</p>	<p><b>Reference No.</b> COS-PO-0003</p>	<p>Page 2 of 6</p>
<p><b>TITLE:</b> Board Policy on Art in Transit</p>			
<p><b>ISSUING DEPARTMENT:</b> Art in Transit</p>			
<p><b>PREPARED BY:</b> Katherine Dirga, Arts Administrator</p>			
<p><b>APPROVED BY:</b></p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">   <i>General Manager/Chief Executive Officer</i> </div> <div style="text-align: center;"> <p>Signature</p> </div> <div style="text-align: center;"> <p>Date</p> </div> </div>			
<p><b>SUPERSEDES:</b> Previous Art in Transit Policy adopted June 2, 2016</p>			

**I. VISION AND GOALS**

MARTA seeks to implement a comprehensive Art in Transit Program that engages the community, MARTA patrons and artists, provides a distinctive sense of place, enhances the surrounding area and reflects MARTA values. MARTA's Art in Transit Program will restore and maintain existing art investments, develop and install new artistic assets, identify funding for diverse, multi-disciplinary cultural offerings and performance art, dedicate in-house program management resources, and galvanize greater public/private support for the art in transit program.


The artwork that is commissioned by MARTA's Art in Transit Program shall be site-specific, new artwork that is designed expressly for the Authority.

In general, a proposed work of public art will not be accepted if it is not original. Reproductions, unlimited editions/mass productions, promotional/commercial materials, decorative, ornamental and functional elements of architecture are not works of art. Directional elements, such as super graphics, signage, color-coding and landscaping are not considered artworks unless an artist is commissioned to create them. Stock or promotional video or photography is also not considered an artwork.

As MARTA's Art in Transit program intends to create a pleasant and uplifting environment for its ridership, works of art that are primarily political, religious, or moral will not be considered for placement. Works of art that are discriminatory, lewd or violent are also prohibited.

**II. SCOPE**

This Policy applies to MARTA rail stations, facilities, bridges, tunnels, aerial structures and other real property infrastructure.

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### III. OBJECTIVES


This Policy:

- A. Establishes a MARTA Art in Transit Program tasked with the oversight and maintenance of MARTA’s current art assets, the solicitation and procurement of new permanent and temporary art installations in both existing MARTA infrastructure and in eligible new capital projects, the integration of art and design in new capital projects and in the rehabilitation and refurbishment of existing infrastructure assets and the oversight of temporary visual and performance art in and on MARTA property.
- B. Creates a MARTA Council for the Arts and establishes the role and responsibilities of that Council.
- C. Provides a minimum funding requirement for art in new capital projects.

### IV. ART IN TRANSIT PROGRAM

The General Manager, or his or her designee, shall establish an agency staff position to be filled by an arts administration professional with experience integrating art into capital projects, working with art professionals, garnishing community support for art and other experience relevant to managing a transit agency art program. This person shall be responsible for:

- A. Reviewing, and as needed recommending changes to, MARTA’s current procedure for the solicitation, selection, funding, installation, maintenance and removal of permanent and temporary visual art
- B. Reviewing, and as needed recommending changes to, MARTA’s current procedure for the licensing of MARTA’s property for temporary performance art
- C. Recommending art evaluation criteria
- D. Creation of an Art Plan
- E. Reviewing and recommending art allocation eligible expenses that are not enumerated in this Policy
- F. And otherwise working with other MARTA staff, the MARTA Council for the Arts, art professionals, contractors, architects, and engineers, MARTA patrons and the community, as applicable, in the development, implementation and operation of the MARTA Art in Transit Program.

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V. COUNCIL FOR THE ARTS

A. Appointment, Composition, and Operation.

The General Manager, or his or her designee, shall approve appoint members of the Council for the Arts who are recommended by the Arts Administrator. who shall be local and regional public art and design professionals, or employees of MARTA, or members of the public who are qualified to oversee, or otherwise contribute in a meaningful way to, a public transit agency art program who also reside during the entire term of their appointment within MARTA's jurisdiction. The General Manager, or his or her designee, will appoint a Chair from among the members. The number of members of the Council may vary at the discretion of the General Manager, or his or her designee, provided that there shall be no fewer less than three seven and no more than seven thirteen members serving at one time. Members shall serve staggered terms of no more than two years and may serve no more than two consecutive full terms. In the event a vacancy is created because a member's term expires and remains unfilled, a member is removed by the General Manager, or his or her designee, or a member moves out of MARTA's jurisdiction, such vacancy shall not impair the power of the Council to act. The General Manager, or his or her designee, may for any, or no, reason remove a member by sending that member notice to such effect. A majority of the membership of the Council shall constitute a quorum. By an affirmative vote of a majority of the members present, the Council may exercise all powers and perform all duties of the Council. The Council shall meet when called by the Chair, or as otherwise directed by the General Manager, or his or her designee.

1. Member Criteria

- a. Council members shall have a proven track record in one or more areas: art, community engagement, public policy, grants
- b. The Council is comprised of individuals with skills and experience necessary to vet high-quality artworks; engage diverse communities; produce, refine, and uphold council policy; lend expert guidance to the financing, selection, development, installation, preservation, and decommissioning of complex, permanent and temporary art projects.
- c. Members should come from diverse, yet relevant fields, e.g. local arts organizations, community organizations, visual/performing arts, architecture, city planning, and/or city/county government or organizations from the areas served by MARTA.
- d. Key criteria of the Council membership include:
  - i. Diversity (gender, race, ethnicity, socio-economics, profession, background, geography)
  - ii. Broad range of skills
  - iii. Proven commitment to MARTA area jurisdiction and its communities
  - iv. Proven commitment to artistic excellence

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- v. Kind and cooperative
- 2. Size, Compensation
  - a. The Council shall have up to 13 and not fewer than 7 members.
  - b. Council members receive no compensation.
- 3. Terms
  - a. The Chair of the Council shall call for recommendation of new members and term renewal of current members as the first item of business at the first meeting of the new year.
  - b. All Council members shall serve 2-year terms, and may be re-appointed to a second term. Following two consecutive terms, members must remain off the council for one full term before being nominated for another term.
- 4. Conflict of Interest
  - a. Council members who are full or part-time employees of an arts or other organization, will not be eligible to apply for MARTA funds on behalf of themselves or that organization.
  - b. Following their term, Council members are invited to apply or participate in programs or opportunities without a cooling off period.
- B. Responsibilities. The Council shall perform the following functions:
  - 1. Make recommendations for the revision or amendment of MARTA's Art in Transit Policy
  - 2. Advise and provide guidance to MARTA staff on the commissioning, maintaining, preserving, de-commissioning, relocating, altering, selecting of art in transit
  - 3. Review and recommend an annual Art Plan, or Art Plan prepared at such interval set by the General Manager or his or her designee
  - 4. Review artist solicitations and artist/art selection panels
  - 5. Recommend art project objectives and parameters for permanent art and design installations
  - 6. Ensure meaningful community involvement, public art education, and program promotion
  - 7. Review and recommend changes to program guidelines, policies and procedures
  - 8. Review and recommend art allocation eligible expenses that are not enumerated in this Policy
  - 9. Recommend to the Arts Administrator new members to serve on the Council
  - 10. Support implementation of community engagement by making connections to the community and providing oversight to ensure engagement is timely, thorough and equitable.
  - 11. Attend public meetings as needed in community engagement process
  - 12. Act as ambassadors for public art and MARTA



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**VI. FUNDING**

There will be a funding commitment of up to one percent (1%) of MARTA's annual capital budget allocated to eligible art expenditures. Eligible art expenditures include, but are not limited to, design, fabrication and installation. Appropriate maintenance and conservation funding for art shall be allocated in the annual budget process and will come from a variety of sources including grants. MARTA will also seek funding through collaboration and partnerships.

**VII. DE-COMMISSIONING ARTWORK**

MARTA Art in Transit may determine that certain artworks should be decommissioned based on a number of factors, including the artwork's impact to life safety, state of repair or deterioration, or its appropriateness within a re-configured or renovated station. The procedure for de-commissioning is contained within the Departmental Policy and Procedure.

**VIII. DONATION OF ARTWORK**

In order to adhere to best practices around transparency and fair procurement procedure, as well as to the Program's policy of commissioning site-specific work that is expressly created for the Authority, donations of artwork will not be accepted. Artwork loans as participation in partner programs are acceptable, but are reviewed individually for appropriateness by the Arts Administrator.

**Revisions**

This policy replaces the previous version of the Art in Transit Policy and will be reviewed annually and revised as necessary.

**RESOLUTION AUTHORIZING AN AMENDMENT TO THE ART IN TRANSIT POLICY**

**WHEREAS**, on June 2, 2016 MARTA's Board of Directors adopted an Art in Transit Policy ("Policy") establishing a MARTA Art in Transit Program; and

**WHEREAS**, the Policy established an Arts Administrator staff position who is responsible for reviewing and recommending changes to MARTA's current procedures for the solicitation, selection, funding, installation, maintenance, and removal of permanent and temporary visual art; and

**WHEREAS**, the Policy provides for a MARTA Council for the Arts who is charged with making recommendations for the revision or amendment of MARTA's Art in Transit Policy; and

**WHEREAS**, the MARTA Council for the Arts has recommended changes to the Policy and those changes have been reviewed and concurred with by the Arts Administrator and General Manager/CEO.

**RESOLVED THEREFORE**, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the attached revised Policy on Art in Transit is hereby approved.

**Approved as to Legal Form:**

*Dyanita M. O'Neil*  
Chief Counsel, Metropolitan Atlanta  
Rapid Transit Authority

**CERTIFICATION**  
*Shirley Johnson Taylor*, Assistant Secretary  
of the Metropolitan Atlanta Rapid Transit Authority,  
certifies that this is a true and correct copy of a  
resolution adopted at the Regular meeting of the  
Board of Directors of the Metropolitan Atlanta  
Rapid Transit Authority held on *May 3, 2018*

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