



**Customer Service, Operations and Safety Committee**

**Board Action Item III-A**

**December 7, 2006**

## **Art in Transit Performing Arts Program**

**Washington Metropolitan Area Transportation Authority  
Board Action/Information Summary**

<input checked="" type="checkbox"/> Action <input type="checkbox"/> Information	MEAD Number:	Resolution: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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**PURPOSE**

The Board directed staff to develop a “music program” for the Metrorail system. This action requests Board approval to implement *MetroPerforms!*, a one-year pilot performing arts program developed to provide live performances at designated Metro station entrances effective Spring 2007. Art in Transit, in cooperation with other WMATA departments and area arts councils, will administer the program. Per the Board’s direction, the Riders Advisory Council (RAC) was provided a briefing on the proposed program in May 2006. The RAC fully supports the program as designed.

**DESCRIPTION**

*MetroPerforms!* has been developed in cooperation with the six National Capital area arts councils. Scheduled performances will take place at designated Metro station entrances from April through October and during the end-of-year Holiday Season. The program will provide performance opportunities for individual artists, artists groups, schools, colleges and presenters. Under guidelines developed by Art in Transit, participating arts councils will recommend, fund and monitor performances at stations in their respective jurisdictions. WMATA’s Office of Marketing will adhere to the program guidelines in presenting joint promotion performances. Art in Transit will work with Operations, MPD, Safety and Customer Services to ensure the program and its participants comply with WMATA operating, safety, security and customer service standards.

**FUNDING IMPACT**

The cost to WMATA will not exceed the cost of existing staff time to manage the program.

**RECOMMENDATION**

The Board approve implementation of the pilot program, *MetroPerforms!*, effective Spring 2007.

PRESENTED AND ADOPTED:

SUBJECT: METRO*PERFORMS!*

PROPOSED  
RESOLUTION  
OF THE  
BOARD OF DIRECTORS  
OF THE  
WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

WHEREAS, The Board of Directors (the "Board") and staff have been exploring ways to improve the transit experience for our patrons; and

WHEREAS, As part of this project, the Board directed staff to develop a "music program" proposal for the Metrorail system; and

WHEREAS, The Board further directed staff to present the proposal to the WMATA Riders Advisory Council (RAC) for comment; and

WHEREAS, WMATA's Art in Transit Program, in cooperation with the six (6) arts councils in the Metro service area, developed *MetroPerforms!*, a pilot community-based performing arts program that provides live performances at designated Metrorail station entrances; and

WHEREAS, The Art in Transit Program presented the *MetroPerforms!* proposal to the RAC and the RAC supports the program as designed; and

WHEREAS, *MetroPerforms!* performances will take place at station entrances at locations permitted under the WMATA Regulation Concerning the Use by Others of WMATA Property from April through October and during the end-of-year holiday season; and

WHEREAS, *MetroPerforms!* performers will not be allowed to "panhandle;" and

WHEREAS, Participating arts councils, corporate sponsorships and/or grants will provide performance fees to performers for their *MetroPerforms!* performances; and

WHEREAS, The Art in Transit Program will coordinate program activities with WMATA Operations Support, System Safety & Risk Management, Metro Transit Police Department, and Customer & Media Communications to ensure all program activities comply with WMATA's operating, security and safety standards; and

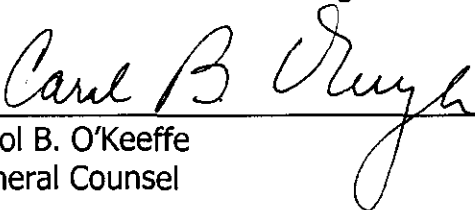
WHEREAS, The cost to WMATA to implement the program will not exceed the cost of existing staff time to manage the program; and

WHEREAS, The Marketing Joint Promotion Program will follow *MetroPerforms!* performance guidelines when presenting performances in the Metrorail system; now, therefore be it

*RESOLVED*, That the Board of Directors approves implementation of the *MetroPerforms!* pilot program effective Spring 2007; and be it finally

*RESOLVED*, That this Resolution shall be effective immediately.

Reviewed as to form and legal sufficiency,

  
\_\_\_\_\_  
Carol B. O'Keeffe  
General Counsel



# ***Metro Performs!***

## **A Pilot Performing Arts Program**

*Presented to the Board of Directors*

**Customer Service, Operations and Safety  
Committee**

December 7, 2006





## Purpose

Art in Transit seeks Board approval to implement a one-year pilot program titled, *MetroPerforms!* starting Spring 2007. Organized in partnership with National Capital area arts councils, the program will showcase local performers at designated Metro station entrances.

*MetroPerforms!* partners will include:

- DC Commission on the Arts and Humanities
- Alexandria Commission for the Arts
- Arts Council of Fairfax County
- Arlington County Cultural Affairs Division
- Arts and Humanities Council of Montgomery County
- Prince George's County Arts County





# Summary

*MetroPerforms!* will be a seasonal outdoor program featuring music, theatre, literary arts, mime, magic and dance. Performances will take place at designated Metro station entrances from April through October and during the end-of-year Holiday Season.

*MetroPerforms!* will:

- Support local performers and the work of area arts councils
- Enhance mass transit and pedestrian travel
- Celebrate the cultural interests of area neighborhoods
- Create new partnerships to promote and support public transit and the arts





# Program Features

*MetroPerforms!* will feature:

- Performance spaces at designated Metro stations
- Scheduled performances selected by area arts councils
- Special theme-based system wide performances
- Performance opportunities for local schools, colleges and presenters
- Council/Corporate-sponsored fees to support performers







## Recommendation

Art in Transit recommends Board approval of the one-year pilot program, *MetroPerforms!*, starting Spring 2007.

