

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

☒ Action
☐ Information

MEAD Number:

Resolution:
☒ Yes ☐ No

PURPOSE

The Board directed staff to develop a “music program” for the Metrorail system. This action request 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, the Metro Transit Police Department, Safety and Customer Service 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: *MetroPerforms!*

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

WHEREAS, The Board of Directors 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 of Directors 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 vend merchandise or "panhandle;" and

WHEREAS, Participating arts councils, may choose to provide performance fees and establish individual performance fee schedules if they elect to compensate performers who perform at stations in their respective jurisdiction; and

WHEREAS, The Authority will not provide performance fees to performers; 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

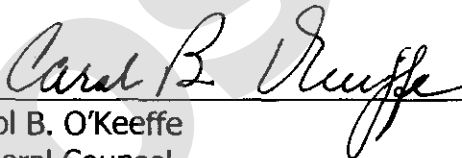
WHEREAS, The Authority will not incur additional operating costs to implement the program; and

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

PRESENTED AND ADOPTED:

SUBJECT: *MetroPerforms!*

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

WHEREAS, The Board of Directors 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 of Directors 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 vend merchandise or "panhandle;" and

WHEREAS, Participating arts councils, ~~corporate sponsorships and/or grants will~~ may choose to provide performance fees and establish individual performance fee schedules if they elect to compensate metro performers who perform at stations in their respective jurisdictions; and ~~to performers for their *MetroPerforms!* performances; and~~

WHEREAS, The Authority will not provide performance fees to performers; 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 is negligible; and~~ Authority will not incur additional operating costs to implement the program; and

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

RESOLVED, That the Board of Directors approves implementation of the Metro*Performs!* 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