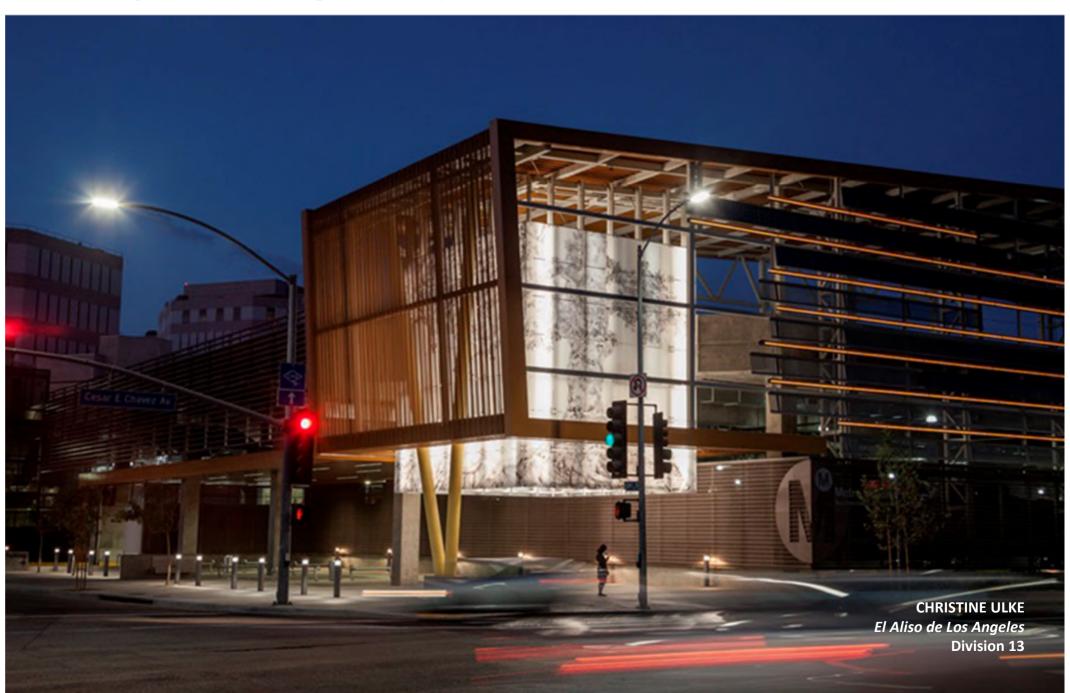


# Board Directives to "Uplift the Human Spirit Through Metro Art"

- Integrate Metro Art programs into trains, buses (set-aside percentage of onboard ad space with preference for local artists)
- Champion artistic experimentation including provocative works responsive to the issues & concerns of our time
- Think about how artists might be included in the Reimagining of transportation
- Support local artists, include performing arts
- Reinvigorate the arts in a post-pandemic world
- Provide access to arts and culture for riders from underserved communities
- Include \$400K in FY21 budget to accomplish these goals

## **Capital Projects (% for Art)**



## **Current Arts Impacts**

#### Americans for the Arts Report 8/11/20

- 94% report income loss
- 63% have become fully unemployed
- 76% use their art to raise morale and create community cohesion

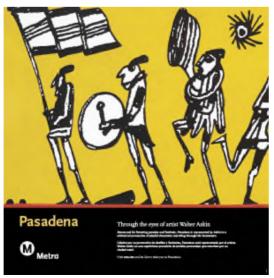
#### **Brookings Institute Report 8/11/20**

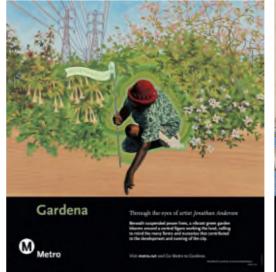
- Creative economy is one of the sectors most at risk
- California will be hit hardest in terms of absolute losses
- Small stop-gap measures will not undo the damage; a substantial and sustained recovery strategy is required
- Opportunity to develop strategies to hire local artists and create online platforms

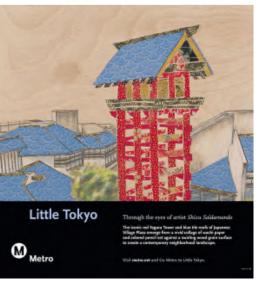


## "Integrate Metro Art Into Trains, Buses"









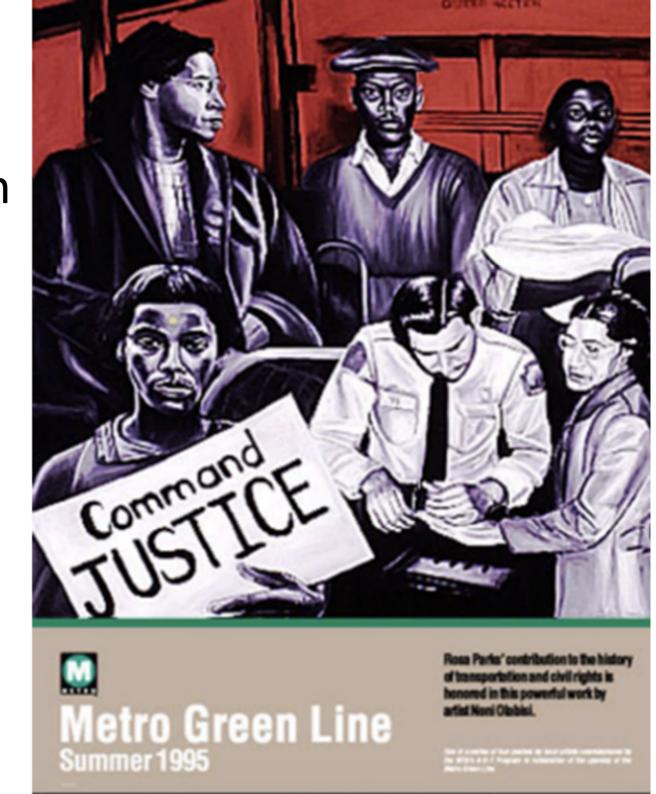
## On Subways as Riders Return: Odes to Their Resilience

Leaders of the "Poetry in Motion" program hope verse can help to comfort and encourage people as they return to the trains in greater numbers.



"Champion artistic experimentation including provocative works responsive to the issues & concerns of our time"

> NONI OLABISI 1995 Commemorative Poster Metro Green Line



"Think about how artists might be included in the Reimagining of transportation"



## **FY21 Initiatives May Include:**

- Champion artistic expression of local visual artists through new "Silver Linings" poster series featuring works by local artists
- Partner with community-based arts and cultural organizations to interpret and document this pivotal moment
- 3. Curate cultural programming (podcasts, playlists and select live performances) to foster connections with the public
- 4. Commission broad range of local artists, musicians, dancers, etc

## **Next Steps**

- Temporarily reprioritize FY21 resources
- Engage local artists
- Advance cultural equity initiatives
- Explore ways to include artists in Reimagining transportation
- Report back to Board in April