



Memorandum

TO: PUBLIC ART COMMITTEE

FROM: MICHAEL OGILVIE

SUBJECT: SEE BELOW

DATE: January 24, 2022

Council Districts: 5 and 8

SUBJECT: Report on the selection of artist Pae White and artist team Laura Haddad and Tom Drugan for the VTA Light Rail at Story Road and Eastridge Stations

DATE OF ARTIST SELECTION: August 11, 2021

ARTWORK BUDGET PER CONTRACT: \$450,000 (Project funding provided by VTA)

LOCATION: Eastridge to BART Regional Connector Light Rail Stations at Story Road and Eastridge Mall

PROJECT DESCRIPTION:

Santa Clara Valley Transportation Authority (VTA) has engaged the San José Public Art Program to manage artists/artist-led teams for the design, fabrication, delivery, and installation of two signature enhancement opportunities associated with a new 2.4-mile light rail extension in East San José

Eastridge to BART Regional Connector (EBRC) is the last phase of the larger Capitol Expressway Transit Improvement Project that transforms San José's Capitol Expressway into a multi-modal boulevard offering Bus Rapid Transit, light rail transit, and safe connections to the regional transit system. The new light rail line will extend from the Alum Rock Station (on Capitol Avenue) to the Eastridge Transit Center (on Capitol Expressway). The extension will be constructed on an elevated track operating in the median of Capitol Expressway and includes two new stations. At Story Road plans include an elevated station that will be accessed by pedestrian bridge. The Eastridge Transit Center, one of the busiest hubs in VTA's transit network, will acquire a new ground-level station. When complete, VTA riders will be able to board light rail at the Eastridge Station, and connect directly with BART at Milpitas Station, the northernmost BART station in Santa Clara County.

Public Art will be an important feature of the EBRC Project distinguishing VTA as a visible and significant part of the city landscape. Public Art will also contribute to the vibrancy of the cityscape, promote neighborhood pride by strengthening the unique character of the individual stations as landmarks, create engaging experiences for pedestrians and transit users, and reinforce intuitive wayfinding. The primary opportunities for artwork are located at the Story Road and Eastridge

Transit stations. These sites allow for both discrete sculpture as well as integrated plaza enhancements.

On April 26, 2021, a Request for Qualifications for qualified public artists/artist teams was released locally and nationally. To be eligible, artists must work and live in the United States, and have demonstrated experience developing and implementing projects in public space with a budget of \$200,000 or greater. It was indicated that one of these commissions was to be reserved for Bay Area region artists living and working in either Alameda; Contra Costa; Marin; Napa; Santa Clara; Santa Cruz; San Francisco; Sonoma; Solano; and San Mateo.

When the RFQ closed, 193 qualified artists had submitted qualifications. On July 2, 2021 a panel of arts professional and community representatives met virtually to select 6 artists/artist teams to be interviewed for the two opportunities. On August 11, 2021, after virtual interviews, the panel recommended Pae White and the team of Laura Haddad and Tom Druggan for the opportunities. Specific sites were designated based on conversations between the artists and VTA/City project management. Ultimately, Pae White is being recommended for Story Road and Laura Haddad and Tom Druggan recommended for Eastridge Station.

PUBLIC OUTREACH

On April 26, 2021 an RFQ was released locally and nationally via Western States Arts Federation Call for Entry platform, CaFÉ™. In addition Public Art staff through national and regional public art organizations announced the RFQ, and nominations were solicited from arts professionals nationally. To further activate attention, staff contacted over 400 individual artists regarding the opportunity.

In addition to artist outreach, the Artist Selection Panel was a diverse group of stakeholders representing the respected arts professionals, local artists, and community representatives as follows:

Mayen Alcantara	Senior Manager at Los Angeles County Metropolitan Transportation Authority https://www.linkedin.com/in/mayen-alcantara-98463a1b/
Claudia Guadagne	Principal Architect and Strategic Advisor, FMG Architects https://www.linkedin.com/in/claudia-guadagne-5140327/
Walter Hood	Artist, landscape designer, and founder and creative director of Hood Design Studio, Oakland. http://www.hooddesignstudio.com/
Rachel Lui	Representing District 8, Visual Artist, San Jose https://www.rachellui.com/index/G0000mCzwzyqu8Wk
Edgar Ochoa	Representing District 5, Community Engagement Program Manager, School of Arts and Culture at The Mexican Heritage Plaza, San Jose. https://www.linkedin.com/in/edgarochoa/
Amy Trachtenberg	Artist, San Francisco https://amytrachtenberg.com/

Joining the panel for the shortlist process

Hassan Bassam	Engineering Transportation Manager, Valley Transportation Authority
Kathleen Podrasky	Supervisor, Community Outreach and Public Engagement, Valley Transportation Authority
Ken Ronsse	Deputy Director, Engineering and Construction, Valley Transportation Authority
Mary Rubin	Senior Public Art Project Manager, San José Public Art Program
Michael Ogilvie	Director of Public Art, San José Public Art Program

Public meetings held in conjunction with this project:

<u>Date</u>	<u>What</u>	<u>Purpose</u>	<u>Location</u>	<u>Convener</u>
7/2/21	Artist Short List meeting	Artist Selection	Virtual Meeting	SJPA
8/11/21	Artist Interviews	Artist Selection	Virtual Meeting	SJPA
8/25/21	Stakeholder Working Group	Public Art Overview Briefing.	Virtual Meeting	VTA

MICHAEL OGILVIE
Public Art Director