

**Planning and Stakeholder Relations Committee
Minutes
March 18, 2021**

The meeting was called to order at 8:30 am in Port Authority's Neal H. Holmes Board Room at 345 Sixth Avenue, Fifth Floor, Pittsburgh, with the following in attendance:

Roll Call

Via WebEx Board Committee Members

John Tague, Jr., Chairman
Jessica Walls-Lavelle
Ann Ogoreuc
Stephanie Turman

Board Members and Solicitor

Gerald Delon
Sandy Garfinkel, Esq.
Representative Lori Mizgorski
Michelle Zmijanac

Opening Remarks

Mr. Tague, Committee Chair, opened the meeting and welcomed those in attendance.

Approval of Minutes from the February 18, 2021 Planning and Stakeholder Relations Committee Meeting Minutes

Mr. Tague asked Committee members if there were any corrections to the minutes. There were none and members approved the minutes.

Authorization to Adopt Art Policy (David Huffaker and Breen Masciotra)

Ms. Masciotra, Manager of Transit Oriented Communities, explained her team started researching and working on the development of an art policy for the agency because we were seeing a lot of requests to the organization and there was not a process in place for fielding those. We coordinated with the office of public art, which is a partnership between the City of Pittsburgh and the Greater Pittsburgh Art Council, which is the local expert on public art. At the time the airport was in the process of developing its policy and most of you probably have seen the outcome of the beautiful art out there. We used that as a model for this policy.

Our art policy defines art as a creative expression by a third-party artist presented in media visual form. Art improves the customer experience, encourages ridership, improves the perception of transit, enhances community livability, deters vandalism, and increases safety and security. These are all self-explanatory and all things that align with the goals that we have been talking about as an agency.

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Why do we want an art policy, well it's helpful particularly as a public entity, to set expectations internally and externally for the review, consideration, and approval of adding or removing art on agency property? This policy will do that for us, so we know exactly how to proceed with both stewarding art and existing art and considering opportunities for new art.

When we have a policy in place there will be a need for program management related to public art development. The policy outlines some rules, responsibilities and allows for guidelines that will cover things on a more detailed level.

The policy calls for a staff member designated to oversee public art efforts as well as a committee to provide expert guidance on art related matters. So that will allow us to have staff capacity to ensure that things we are committed to are occurring but also not to put the burden on staff to be experts about public art but to create a resource expertise.

The policy also sets expectations that Port Authority and artists will meet in the stewardship of existing art and the creation of implementation of new art as well as it includes some helpful terms that frame issues such as establishing requirements around things such as ownership, insurance, safety, media, etc.

So, this policy is an umbrella under which Port Authority will administratively issue guidelines regarding the solicitation and implementation of permanent art, temporary art and guidelines around deaccessioning (meaning the removal of art) and provides the guidelines and the framework around the decision of removal.

Mr. Huffaker said he would respectfully ask if the Planning and Stakeholder Relations Committee would pass recommendation to the board to adopt this proposed art policy effective April 1, 2021.

Committee Chair, John Tague, Jr. asked committee members if they have a motion to accept the art policy. Committee members approved.

NEXTransit Long-Range Plan Update (Amy Silbermann)

Ms. Silbermann is providing a brief update on NEXTransit, our long-range plan. We pushed out last month publicly a list of potential policies, programs, and projects to perhaps include in the final long-range plan. This is now our fourth round of public engagement for this project. Initially we assumed that most of the projects on the list would be map-based projects focusing on corridors and transit hubs for

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future places for us to invest in infrastructure. However, lots of ideas came out of this process that are not necessarily the types of projects that can fit on a map. So, I just wanted to provide a brief intro into a couple of those there are about twenty or so of them and they are all on the project's website at www.NEXTransit.network. There is currently a survey out asking the public to give us input on which of these types of policies and programs sound important to them or not important to them. So one example is a sidewalk program, one of the things that we heard most loudly and most often throughout this planning process is just about the difficulties for folks especially outside of the City of Pittsburgh area, some of the newer communities or at least not 100 year old communities, where the sidewalk network is either non-existent or not complete or in disrepair. So, the idea here is perhaps some sort of program where Port Authority could partner with municipalities to help prioritize missing connections in the sidewalk network. Just to help people more safely and accessibly get to and from bus stops. Another example of one of these non-mapped based projects is looking at vehicle amenities and design in a bit more detail.

We heard from a lot of people who want to go to the airport, but we don't have luggage racks on those buses. We heard from people who want to have sleeping babies in their strollers open on vehicles. We heard from people who are headed home from the grocery store and need a safer place to store those goods, so they are not juggling them around other people while riding. We continue to hear from people that want more places to purchase their fares. That could be seeing more ticket vending machines or some more mobile apps continuing to roll out into further pilot phases, that could be additional retail locations where people could buy their fares, etc. On the next slide we have a proposed map of future corridors we might consider investing in infrastructure.

This map is on the website and it is broken into five different sections of the county; North, South, East, West, and Central area which is the City of Pittsburgh. On the surveys sort of scrolling based survey, gives a little more information on each project as you move through and it asks members of the community if it is an important project to them or if they are neutral on it or it is not important to them. But, for the most part these are places where we might invest in physical infrastructure sort of heaviest proposed infrastructure are shown on this map in green, we are calling it New High Capacity Transit. For the most part a specific type of transit, vehicle or mode is not yet determined. There are a few nuances to that but broadly speaking at this point were just looking for did we get the right lines on this map and which of these lines, which of these connections is most important to our community. A lot of points, most of those points are circles those are transit

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hubs and there are also a few other sorts of nuance projects on there such as proposed additional stations on our existing rapid transit lines, etc.

This is a summary of what has happened over the last four weeks. We kicked off this theme for public engagement four weeks ago, we started with four public meetings, we also since attended 11 other meetings from other Stakeholder organizations, that could include private corporations, non-profit groups, community development, organizations and so it has been great that everyone been inviting us into their meetings, even though it is still a challenging time to hear representatively from our community so that is really important. We had over 600 people at those 15 total meetings, so we really feel like we have been able to talk to our community. We received 700 survey responses to our online survey. We also early last week put all of the surveys in paper form in our Downtown Customer Service Center and then this week we have 10 bus shelters around the system are getting survey boxes and paper surveys as well and those are specifically in areas where we are seeing less online engagement perhaps because the community is less connected online. So, places where we likely have more central workers. Those are going out this week and will be up for another three weeks through early April, so we can make sure that the feedback on this phase is representative of our community. We will have a few more Stakeholder meetings and tents coming up in March. We will spend the month of April focusing on project costs and benefit analysis that includes things like ridership projections for projects that are seemingly higher priority. Establish prioritization for these policies, programs, and projects. Over the summer we will have a draft plan available and then to finalize this plan over the summer.

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Questions from Board Members and Others

1. Mr. Tague asked Ms. Masciotra if the art committee is just made up of Port Authority employees.
 - a) Ms. Masciotra answered it is a combination of folks - some Port Authority staff and some external expertise including the office of Public Art.

2. Ms. Ogoreuc asked do you have already identified locations where you are willing to consider art.
 - a) Ms. Masciotra answered yes in terms of the ones I just showed you, those would be the places where we have thought about art in the context of larger improvement work and planning work that we undertake. Beyond that we have not identified specific locations. Permanent artwork guidelines allow for process where we can solicit artists with murals. The Temporary art guidelines allow for folks to approach us and for us to consider those proposals.

3. Mr. Tague asked are we going to pay any of the artists.
 - a) Ms. Masciotra answered that is a great question. I don't think our policy has anything listed but that would be my goal. Mr. Cetra explained under the permanent guidelines, we would be paying to acquire the artwork. On the temporary artwork side, it would be mixed bag because there is a process contemplated there for folks requesting to put their artwork on our property on a temporary basis. In those situations, it would probably be no cost with a consideration being us granting the permission to install the temporary artwork on our property.

4. Mr. Tague asked in concerns with any legal jeopardy, the expression goes art is in the eyes of the beholder and I am concerned even back to our policy about advertising on buses, I have a concern about that. Can you address that at all either Mr. Garfinkel or Mr. Cetra?
 - a) Mr. Cetra answered there is a couple things on the legal front Mr. Tague:
 - i. The way that the policy and the guidelines are setup they do contemplate releases from the artist so that we own the artwork and we can move it or remove it as our policy refers to.

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- ii. On the content side we do have content viewpoint neutral, which is very critical from a legal perspective. Content restrictions contemplated in the art guidelines as in the policy that makes the basic prohibitions, we have in our advertising policy.
- 5. Ms. Turman asked does artwork as it relates to the murals encourage graffiti and if so, who is responsible for removing it and replacing it with original art.
 - a) Ms. Masciotra replied so the research on this topic shows that murals discourage graffiti, it's a blank canvas that tends to attract tagging as opposed to a piece of art. It is based on experience and research that is the prevailing position and one of the benefits of murals and it can help to discourage it. In terms of maintenance the stewardship of the artist primarily Port Authority's responsibility as Mr. Cetra said, if it is a permanent piece, we own it, it is our responsibility to maintain it and if we chose to remove it. To the extent if it is feasible to the tools, we have been effective it would be our primary responsibility, we could also choose to as part as a contract permanent art and specify how we work with them if maintenance was required or we could re-contract with them if we chose to, in order to make improvements or updates if necessary for wear or damage.
- 6. Mr. Tague asked Ms. Silbermann is there any groups that we missed or come up afterwards, obviously getting to every individual would be impossible but are there things that we found were missing that we had to pick up on.
 - a) Ms. Silbermann answered in terms of the meetings we have scheduled I feel we have a really diverse group of organizations, we have nonprofits, we have community development organizations, we have advocacy groups, we have private corporations, some of the larger employers that we are going to meet with or met with. I think we have been doing a pretty good job of terms with having diverse groups of people we are talking to. On an individual level we are seeing missing zip codes early on for the on-line survey rollout which we knew and expected. So, we were planning to roll out the bus stop locations we waited a couple weeks so we could really confirm where we wanted to put those survey boxes in bus shelters. That was our plan to wait to make sure to confirm places we think we won't hear from are the places we will not hear from. We will also have some tent locations going up as well in last week of March or beginning of April. NEXTransit Tents for people that do not feel comfortable or higher ridership locations for people so that people comfortable or aren't able

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to walk all the way through a written survey someone can facilitate and help them.

7. Ms. Turman just wanted to make a comment, the public engagement has been very impressive.
8. Ms. Turman asked Ms. Silbermann whenever you guys are sending invitations to attend the Stakeholder meetings if you could please let me know.