



Utah Transit Authority Adopt-a-Stop Program Overview

Updated: February 27, 2023

Introduction

Adopt-a-Stop programs enable transit agencies to partner with community organizations in a proactive, positive effort to keep stops and communities safe and thriving. These programs foster a sense of community ownership, with varying levels of responsibility assigned to both community partner and transit agency.

The UTA Adopt-a-Stop program is a part of the Art in Transit initiative to promote engagement, stewardship, community ownership and partnerships. Built environmental stewardship will result from this program.

The Adopt-a-Stop community partnerships will include three major elements:

- Stop stewardship
- Stop maintenance
- Community artwork

In this document, the above elements, information on how to select a stop to adopt and eligible community organizations will be discussed.

Application Process

Individuals and organizations including, but not limited to, 501c3s, businesses, school groups, community action groups, church groups, and governmental organizations are eligible to adopt their local bus stop. To apply for the program, an organizational representative may fill out the form at: <https://rideuta.com/About-UTA/Community-Relations-and-Transit-Education/UTA-Adopt-a-Stop-Program>

The partner will be required to:

- Commit to at least two (2) years of bi-weekly - monthly inspections to the stop, with a renewal option at the end of the two-year period
- Be located within 1/2 mile of a selected stop
- Undergo safety training for their stop
- Identify a single point of contact who can participate in regular communication (phone, email, etc.) with UTA's Community Engagement team.

If an organization would like to provide artwork to their stop, they will indicate this on their application and provide a brief explanation of their proposed art project. UTA reserves the right to either accept this artwork proposal or propose changes to the organization based on our guidelines.

UTA also holds a library of artwork options to use as bus wraps for adopted stops. If the organization prefers, they may select one of the approved shelter wrap options.



The application will be reviewed within two weeks of submission. A UTA Community Engagement representative will inform the applicant of the reception and status of their submission.

Stop Signage

Adopted stops will receive a mounted sign recognizing the corresponding organization. This sign will be placed on the stop shelter, bus stop pole, or trash can.

Each sign will include the name of the adopting organization, the name of the bus stop, and the UTA logo. The signs on shelters will be 48" long and uniform in size, regardless of shelter type. Signs on trash cans will be modified as needed.

Signage will be installed one - two months after the agreement is signed, contingent on external factors such as labor and supply chain.

Stop Maintenance

Maintenance and Supplies

Adopting organizations are asked to check on their stop anywhere from once every two weeks - four weeks. Consistent stop maintenance is a key factor in Adopt-a-Stop partnerships. During these checkups, basic, routine maintenance will be performed. Any major issues at the stop can be reported to the UTA representatives listed below.

UTA will provide partners with supplies to perform basic maintenance at their stops. A supply of trash bags, rubber gloves, snow shovel(s) and salt will be given as needed. These supplies and other materials will be replenished upon request.

Points of Contact

Once the contract is signed, Adopt-a-Stop partnering organizations will be provided with two points of contact at UTA for any emergency or major maintenance issues.

Monitoring and Stewardship

Partnership organizations agree to act as stewards of their adopted stop. This includes reporting any issues or notable events to UTA.

Adopt-a-Stop signage points to this stewardship, which will increase community accountability toward the stop.

The adopting organizations will have the full support of the UTA Facilities and Community Engagement teams.

Stop Artwork

Art Dimensions/Materials/Types

Artwork is not a required aspect of the Adopt-a-Stop partnership but is encouraged. Stop artwork can be created by the partnering organization or provided by UTA.

Artwork will be incorporated in many ways. This may include, but is not limited to, vinyl wraps on the glass, etched glass, painted trash can lids, painted metal, wood panels, or sidewalk art. The type of installation will be determined on a case-by-case basis, according to the stop that is adopted and the ability and willingness of



the organization to create the needed artwork. For bus stops without monument shelters, artwork can be modified to fit the stop's modifications, including poster installations, sidewalk artwork, or murals.

Stops with available amenities will receive priority in the Adopt-a-Stop process. These amenities include a shelter or existing trash cans.

Each Adopt-a-Stop contract will be up for renewal every two (2) years. Upon installation, UTA will assume ownership of the artwork and continue maintenance after the contract expires, if the adopting organization chooses not to renew. Artwork will remain on the stop for the length of time recommended by the artist, or until it starts to deteriorate.

We ask that the artist provide maintenance instructions and guidance before the artwork is installed. If the partnership is current at the time of deterioration, UTA and the organization will review options to upgrade the artwork. If the partnership has been terminated at the time of deterioration, we will remove the artwork and allow another organization to adopt the stop, if desired.

Artwork Criteria

Based on current UTA Adopt-a-Stop Artwork Policy, artwork should:

- Be positive in nature.
- Convey and reflect a community; provide riders and the public to feel connected to a community
- Inspire connection to public transit
- Be uplifting and positive; provide joy and creativity to daily life

Based on current UTA Advertising Policy and the Adopt-A-Stop Program, artwork should not:

- Convey negativity, darkness, or gloom.
- Promote or depict an illegal activity, good, or service
- Contain explicit sexual material, obscene material, or material harmful to minors
- Promote alcohol in a manner inconsistent with federal and state law
- Promote tobacco products in a manner inconsistent with federal and state law
- Depict violence, anti-social behavior, sexual conduct, or nudity
- Include language that is obscene, vulgar, indecent, or profane
- Promote or depict materials, instruments, devices, items, products, or paraphernalia that are designed for use in connection with sexual conduct
- Promote any partisan political party, platform, or candidate
- Contain images or information that demeans an individual or group of individuals on account of race, color, religion, national origin, gender, age, disability, or sexual orientation
- Constitute libel (as defined in Utah Code Annotated, Section 45-2-2)
- Contain inconsistencies with any contractual agreement between the Authority and any governmental entity
- Depict the Utah Transit Authority, public transit or other public figures or servants in a disparaging or negative way
- Promote subject matter relating to a commercial transaction, or that pertaining to a product or service
- Depict imagery or text that serves as a public service announcement
- Conflict with any applicable local ordinance



Community artwork will be produced by the adopting organization, and UTA retains the right to reject any design that does not align with our specifications. Artists will receive a small stipend through UTA to produce the artwork and will have their name or group featured as the creator of the artwork.

Artwork will go through an internal review process based on the above criteria. This process includes needed approval from the Planning and Engagement and Legal departments. Once they have both signed off, the artwork can move forward toward installation.

Once the original artwork is created and approved, UTA will work internally to have the artwork installed on the bus stop. The artwork will be reproduced to fit on the materials and medium we are using, depending on the stop. We will also provide the stop measurements to the artist to create the design.

Artist Stipend

To cover the cost of the artist stipend, the UTA Community Engagement team will provide a stipend check to the sponsoring organization, who will then pay the artist. This stipend will be a flat rate of \$500. The stipend is solely intended for artist compensation.

UTA will cover the costs of production and installation of the artwork. The artwork, including recommended materials from the artist, will be shared with UTA's marketing and communications sub-consultant for production and installation.

UTA will cover the cost of supplies for the adopting organization to use at the stop.