



# Utah Transit Authority Adopt-a-Stop Program

*Updated: July 16, 2021*

## Introduction

Adopt-a-Stop programs are used throughout the United States to encourage transit agencies to partner with community organizations in a proactive, positive effort to keep stops and communities safe and thriving. These programs also foster a sense of community ownership, with varying levels of responsibility assigned to the community partner and transit agency. Examples of successful Adopt-A-Stop programs can be found in TriMet Portland, RTD Denver, Houston Metro, Brooklyn Metro Transit, MTA Maryland, and Metro St. Louis, among others.

UTA is piloting an the Adopt-a-Stop program as a part of the Art in Transit initiative to promote engagement, stewardship, and community ownership over the system. We are excited to bring more creative place-making, community partnerships, and built environmental stewardship to the public transit system.

The Adopt-a-Stop partnership includes three major elements:

- Stop stewardship
- Stop maintenance
- Community artwork

These elements will be discussed in greater detail throughout this document, including information on how to select a stop and which organizations are eligible to adopt.

All adopting organizations are asked to sign a contract to signify their agreement with the terms and conditions of the program.

## Application Process

Individuals are not eligible to adopt a stop. Only organizations will be allowed to participate in this program, including, but not limited to, 501c3's, businesses, school groups, community action groups, church groups, and governmental organizations. A representative from an organization can apply for the program by emailing the Community Engagement Team at [community@rideuta.com](mailto:community@rideuta.com). Applications will be reviewed by the Community Engagement Team.

An organization will be asked to:

- Commit to at least two (2) years of bi-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.

The application will be approved or denied within two weeks of submission. A representative from the Community Engagement Team will reach out and inform the organization on the status of their application upon it being received and being reviewed.

## Stop Signage

The stops that are adopted will have a sign placed at the stop recognizing the adopting organization. This sign will be placed on the stop shelter or mounted on the stop trash can.

This sign will include the name of the adopting organization, the name of the bus stop, and UTA's logo. The signs on shelters will be at least 48" long and will all be one size, regardless of the type of shelter on which they are installed. Signs on trash cans will be modified to fit the trash can dimensions.

Signage will be installed one – two months after the agreement is signed.

## Stop Maintenance

### Maintenance and Supplies

Adopting organizations are encouraged to check on their stop anywhere from one time per week to two times per month. This frequent maintenance of the stop is an essential part of the Adopt-a-Stop partnership. During these checkups, routine basic maintenance will be performed and any major issues at the stop can be reported to the UTA contacts below.

Organizations will be provided with supplies to perform basic maintenance at their stops. A supply of trash bags, rubber gloves, snow shovel and salt will be provided as needed. Other materials may be provided upon request. These supplies will also be replenished upon request.

For anything outside of basic maintenance, the adopting organization will be asked to contact UTA.

### Points of Contact

The Adopt-a-Stop organizations will be provided with two points of contact at UTA. These points of contact will be provided after the contract is signed.

## Stop Stewardship

### Monitoring and Stewardship

As a part of the community partnership between the adopting organization and UTA, the organization will agree to be stewards of their adopted stop and report any issues or other notable events at their stop. This will be done through the above-listed contacts.

The signage at the stop will make it clear to the community that the stop is being taken care of by the adopting organization. This aims to increase community accountability towards the stop.

The adopting organizations will have the full support of the UTA Facilities and HR teams in their work on the stop.



## Stop Artwork

### Art Dimensions/Materials/Types

Artwork will also be a part of the stop adoption process, created by the community organization and placed on the stop by the Customer Experience team. Artwork is not a required part of adopting a stop, but is encouraged.

Art may be incorporated at the stop in a variety of ways. This may include vinyl wraps on the glass, etched glass, painted trash can lids, painted metal, wood panels, sidewalk art (in the future), or other types of installation. 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. This includes a shelter or existing trash cans. The shelter or trash cans will be the first place we put artwork.

Each Adopt-a-Stop contract will be up for renewal every two (2) years. Upon installation UTA will assume ownership of the artwork and will be furthermore maintained by UTA after the contract expires, in the case 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 will ask that the artist provide maintenance instructions and guidance before the installation of the artwork takes place. If the adopting organization is still in a partnership with UTA at that time, we will then go over options to upgrade the artwork. If the partnership has been terminated, 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. Artist 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 Community Engagement will provide a stipend check to the sponsoring organization to pass through to the artist. This stipend will be a flat rate of \$500. The mini grant is solely be 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.