

Bus Shelter Art Project



The Bus Shelter Art Project is a unique effort by MCTS to spread art across the community. This innovative program, which started in 2018, gives local artists access to the most exclusive canvases in town: MCTS bus shelters! We invite all who believe in the positive impact of art in public spaces to join us by sponsoring a mural on a bus shelter near you.

HERE'S HOW YOU CAN GET INVOLVED

1

CHOOSE A BUS SHELTER

MCTS will consider your request. If the shelter at your desired location is not available, we will recommend another one nearby.

2

SELECT YOUR ARTIST AND ARTWORK

The Bus Shelter Art Project is a great way to highlight local artists -- maybe even one from your neighborhood or district! Once you pick an artist, MCTS will send you the dimensions of our bus shelters so that your artist knows what amount of space they have to work with.

3

GET ARTWORK APPROVED BY MCTS

Before any production begins on the shelter, the artwork you chose will need to be approved by MCTS. The artwork can not be an advertisement and must adhere to guidelines set by MCTS. Once approved, we will connect you to an approved vendor who you'll work with to coordinate payment and arrange for the printing and installation of your mural.

4

THE FINISHED PIECE

Enjoy the mural! Once it is installed, we encourage you to take photos and spread the word to everyone you know. A photo and information about your

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For more information, please visit [RideMCTS.com/Art](https://www.milwaukee-county.com/ride/Art)

Guidelines and Other Important Details about the Bus Shelter Art Project

- The process begins when you request a specific, already-existing MCTS bus shelter that you're interested in installing an art mural on. MCTS will evaluate the location to determine if we can approve the request. If the shelter at your desired location is not available, we will recommend another one nearby.
- We can only install murals on MCTS-owned shelters, not private shelters or ones maintained by Lamar Advertising (which feature paid advertising posters on them). You can tell it's a MCTS-owned shelter if the roof has a light-colored "bubble top".
- You'll notice that our bus shelters most often have either three or four glass panels on the back wall, divided vertically by a black bar. Your mural will eventually be printed in vertical strips and placed on the glass. For [most shelters](#), the size of each panel is 54" tall by 25" wide. MCTS will always confirm the dimensions for you once a location has been approved.
- The artwork you chose needs to be approved by MCTS before it can move forward towards production and installation. The artwork can not be an advertisement and must adhere to internal guidelines set by MCTS.
- We encourage you to choose artwork that focuses on designs, patterns, illustrations, paintings, drawings, etc. Advertisements, photographs and large amounts of text and messaging are not permitted for this type of project. Visit RideMCTS.com/Art to see examples of past murals on bus shelters.
- Your mural will be a public art display and there is always a risk of damage due to weather, vandalism, auto accidents, and theft. Because your mural is meant to be a temporary display, we cannot provide a replacement if something happens to it. When budgeting for your sponsored bus shelter, please consider setting aside optional contingency funds in case the mural ever needs to be replaced.
- The art mural is guaranteed to stay up on the shelter for 1 year. After that MCTS has the right to remove/replace art. There are many factors that could impact how long the mural is displayed, including but not limited to: weather, vandalism, auto accidents, and theft. In rare cases, MCTS may need to remove or relocate the shelter due to changes to bus routing and service in a given area. Having said that, we are happy to report that we have had some murals remain on display for more than two years and counting!
- Each shelter will cost your organization approximately \$750-\$800 depending on the details, which includes one-sided professional printing and installation on high-quality material. The vendor will provide you with a quote before officially starting the job.
- Some sponsors choose to compensate artists that they work with. That decision is yours and any costs associated with this compensation are in addition to the one-time fee that you will pay to the vendor who prints and installs the mural on our bus shelter.
- The art installations are typically installed during warmer weather conditions starting in the spring between March-November.
- If a stop does not currently include a bus shelter, and a request is made, MCTS will conduct a criteria test of the location, giving it a score for ridership, census tract data (race, jobs, poverty) and whether the space will allow a shelter. If the location receives a passing score, MCTS will move to install a shelter free of charge. Assuming a shelter qualifies, the time from start-to-finish is 3-to-4 months, March-November (warmer months)
- For more information about the Bus Shelter Art Project, visit RideMCTS.com/Art or send an email to bhamda@mcts.org.