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**FOR IMMEDIATE RELEASE:** November 12, 2020

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## **RTC works with local artist to remind transit customers about COVID-19 safety measures**

*Collaboration made possible by Smart Growth America's Arts and Transportation Rapid Response initiative*

*[Click to Tweet:](#) .@RTCSONV partners with local artist @designkettle through @SmartGrowthUSA initiative to highlight COVID-19 safety at Las Vegas' main transit hub <https://bit.ly/2IkBbPA>*

*High-resolution images are available for download here, with photo credit to Mikayla Whitmore: <https://rtcsonv.sharefile.com/d-sed557a2dccb3451>*

**LAS VEGAS** – “A wave is as good as a smile” and “Your nostrils are showing” are two of about a dozen reminders that customers now see at the Regional Transportation Commission of Southern Nevada’s (RTC) Bonneville Transit Center (BTC) in downtown Las Vegas. As one of five recipients of [Smart Growth America’s Arts and Transportation Rapid Response initiative](#) earlier this year, the RTC collaborated with local artist [Ashley Hairston Doughty](#) to design artwork and signage in English and Spanish focused on COVID-19 safety protocols such as social distancing, wearing a face covering and washing hands frequently.



*Through a collaboration with Smart Growth America, Ashley Hairston Doughty created original artwork and iconography to remind transit customers at the RTC's Bonneville Transit Center about ongoing safety precautions during the COVID-19 pandemic. Photo courtesy of Mikayla Whitmore.*

Amid the public health crisis brought on by COVID-19, transportation agencies across the country face challenges in continuing to provide transportation service while maintaining a focus on COVID-related safety measures. Smart Growth America's initiative sees artists as unique partners to help solve these challenges.

"This is a great partnership that uses art to help bring to life critically needed safety messages that serve as a reminder to our transit riders on how to stay healthy and safe during this pandemic," said MJ Maynard, RTC chief executive officer. "This project allows us to support local artists while having the potential to brighten the outlook for our passengers during these times of uncertainty."

Chosen by Smart Growth America, Doughty is a visual storyteller who excels at explaining personal experiences through verbal and visual language and recently hosted her first solo exhibition "Kept to Myself" at the Barrick Museum of Art on the University of Nevada, Las Vegas (UNLV) campus. Mark Salinas, a governor-appointed board member of the [Nevada Arts Council](#) and the former founding Director of the Carson City Department of Arts & Culture, supported Doughty in a public art consultant capacity throughout the duration of the project.

As the RTC's main transit hub, the Bonneville Transit Center connects many passengers who rely on public transportation to work and essential services. Thousands of travelers flow through the BTC on daily basis, providing an opportunity to highlight and remind customers about safety measures in an eye-catching way.

Smart Growth America's Arts and Transportation Rapid Response funding is provided by the Kresge Foundation and the National Endowment for the Arts. Visit [rtcsonv.com](https://www.rtcsonv.com) for a look at the artwork and signage from the collaboration.

### **About the RTC**

The RTC is the transit authority, transportation planning organization, regional traffic management agency and administrator of Southern Nevada Strong, the regional planning effort for the Las Vegas valley. The RTC's vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use a variety of transportation choices to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada. For more information about the RTC and its major initiatives or to download its transit app rideRTC, visit [rtcsonv.com](https://www.rtcsonv.com) and [stay informed by subscribing](#) to our [blog](#).

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