

UTAH TRANSIT AUTHORITY POLICY

UTA.02.12

CONTRACTOR ENDORSEMENTS, REFERRALS, AND TESTIMONIALS

1) Purpose

The purpose of this policy is to protect the equity of the Procurement process by establishing that Utah Transit Authority (UTA) should use neutrality when publicly speaking or writing about the products and services provided by Contractors.

2) Definitions

“*Contractor*” means any individual or organization who works under an agreement (other than an employment agreement) with UTA, including consultants, vendors, providers, and other similar positions.

“*Endorsement*” means an express approval or recommendation of a product, service, or Contractor.

“*Procurement*” means the process involved with the acquisition of products, services, or construction through the expenditure of public funds.

“*Referral*” means to direct another individual or organization to seek the services of a Contractor.

“*Testimonial*” refers to a statement about the benefits of having worked with a specific Contractor.

3) Policy

A. In order to protect the competitive Procurement process, avoid the appearance of favoritism, and control UTA’s own narrative, UTA will not, in speech (public speaking or engagement, video, etc.) or writing (press, proposals, case studies, proposals and future bids, website, logo placement, etc.), whether in exchange for benefits, Endorsements, or Referrals, or not:

1. Make an Endorsement;
2. Provide Testimonial for a Contractor’s portfolio, case studies, media releases, bid proposals, websites, etc.; or
3. Make a Referral.

B. When asked by a Contractor to be named, listed, highlighted, or otherwise associated publicly with a product or service provided to UTA, the UTA Public Information Officer (PIO) will assess and approve or deny the request. The PIO will consult with Procurement and legal as part of the assessment.

C. Provided that such association is not an Endorsement, Testimonial, or Referral, and is not likely to be perceived as such, UTA may:

1. Post collaborative content with a Contractor on social media;

- 2. Appear at a Contractor’s facility or event, or invite a Contractor to appear at a UTA facility or event;
- 3. Be written about in a Contractor’s media or press release pertaining to products or services provided;
- 4. Acknowledge that a product or service was provided by the Contractor;
- 5. Allow the Contractor to display the UTA logo; and/or
- 6. Allow mention of a UTA project, provided such mention is informational only.

D. At the request of a Contractor, and in collaboration with UTA’s PIO, UTA can provide factual information about the products or services provided by the Contractor.

E. Contractors are permitted to state that they have worked with UTA and are permitted to include photos, video, and data in a portfolio showcasing their work.

4) Review

This policy will be reviewed every four years.

5) Cross-References

- UTA.02.05 Procurement

This UTA Policy was reviewed by UTA’s Chief of Staff on 03/03/2026, and approved by the Executive Director on _____. This policy takes effect on the latter date.

Jay Fox
Executive Director

Approved as to form and content:

DocuSigned by:
Mike Bell
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Counsel for the Authority

History

Date	Action	Custodian
	Board Reviewed – UTA.02.12 Contractor Endorsements, Referrals, and Testimonials	Chief of Staff
	Adopted – UTA.02.12 Contractor Endorsements, Referrals, and Testimonials	Chief of Staff