

03747

CITY OF MADISON
Common Council
INTER-DEPARTMENTAL
CORRESPONDENCE
210 Martin Luther King, Jr. Blvd., Rm. 417
266-4071

DATE: June 20, 2006

TO: Fellow Alders

FROM: Ald. Noel Radomski, District 19 *nr/d*

SUBJECT: **Proposed Amendment to Agenda Item 87**

To clarify the Transit & Parking Commission action (the second substitute authorizing additional amendments to the Metro Transit Advertising and Leased Space Policy to allow fully illustrated transit advertisements on Metro coaches) I will offer the attached amendment from the floor.

Why?

The purpose is to tighten language regarding the trial period, the sunset provision, and a requirement to survey our bus passengers' view of full wraps. In short, to increase your confidence and our accountability to the general public, and to our future Alders (many if not all of you) and citizen appointees to the TPC, and the media

Thank you.

enc: Proposed amendment to Legislative File #03747

Proposed Amendments to Second Substitute File #03747**..Fiscal Note**

The Transit Utility estimates additional operating revenues of \$260,000 per year

..Title

SECOND SUBSTITUTE: Authorizing additional amendments to the Metro Transit Advertising and Leased Space Policy to allow fully illustrated transit advertisements on Metro coaches.

..Body

WHEREAS the City of Madison does not currently allow fully illustrated advertisements on Metro Transit coaches, and

WHEREAS advertisers have approached Metro staff and Metro sales contractors in the past for the right to purchase fully illustrated advertisements on Metro Transit coaches; and

WHEREAS Metro Transit would benefit from the additional revenues that fully illustrated advertisements can bring to the system;

NOW THEREFORE BE IT RESOLVED that the Metro Transit Advertising and Leased Space Policy be amended to allow for fully illustrated (fully wrapped) advertisements on Metro coaches, subject to the following conditions:

1. **The trial period will begin when the first fully wrapped bus is introduced into revenue service;**
2. All full-wrap contracts will sunset no later than two years **following the start of the trial period;**
3. Trial will include a maximum of 15 wrapped buses;
4. Trial will include a Metro rider opinion survey six months after the first **fully-wrapped bus is introduced into service;**
5. **This trial period will impose no limitation on the number of full-back wraps or partial wraps (which do not cover windows in any significant way) – as have been used by Metro in the past on a number of occasions;**
6. Wraps shall not significantly interfere with passengers ability to see out windows; and

BE IT FURTHER RESOLVED that Metro Transit be authorized to allow the sale of fully illustrated advertisements on Metro Transit coaches in an effort to increase its revenues, pursuant to the above conditions.