

**Agenda item #87
Legislative File #03747**

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

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; and

WHEREAS the Common Council intends these additional revenues to be a part of a 2007 operating budget that includes no fare increases or service cuts;

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

- Trial will commence on the date of each wrap contract issuance, and all wrap contracts will sunset no later than two years after the program starts;
- Trial will include a Metro rider opinion survey six months after the first bus is wrapped;
- Trial will include a maximum of 15 wrapped buses with for-profit advertisements;
- Wraps shall not significantly interfere with passengers ability to see out windows; and

BE IT FURTHER RESOLVED that Metro Transit be authorized to allow a one-year trial for the sale of fully illustrated advertisements on Metro Transit coaches in an effort to increase its revenues.