



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 26612

File ID: 26612

File Type: Resolution

Status: Passed

Version: 1

Reference:

Controlling Body: BOARD OF ESTIMATES

File Created Date : 06/04/2012

File Name: Create a new 1.0 FTE position of Transit Advertising Sales Associate (CG19, R07) in the Metro Transit operating budget, pursuant to Legislative File #25574 (version 2).

Final Action: 07/03/2012

Title: Create a new 1.0 FTE position of Transit Advertising Sales Associate (CG19, R07) in the Metro Transit operating budget, pursuant to Legislative File #25574 (version 2).

Notes:

CC Agenda Date: 07/03/2012

Sponsors: Paul R. Soglin

Effective Date: 07/05/2012

Attachments: PB Memo Metro Ad Sales.pdf, PosDescTransitAdvert.pdf, CS Transit Ad Sales Associate.pdf, Legislative File #25574.pdf

Enactment Number: RES-12-00500

Author: Mike Lipski, Human Resources Services Manager

Hearing Date:

Entered by: wwick@cityofmadison.com

Published Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Human Resources Department	06/04/2012	Referred for Introduction				
	Action Text: This Resolution was Referred for Introduction						
	Notes: Board of Estimates, Personnel Board						
1	COMMON COUNCIL	06/12/2012	Referred	BOARD OF ESTIMATES		06/25/2012	Pass
	Action Text: A motion was made to Referred to the BOARD OF ESTIMATES. The motion passed by voice vote/other.						
	Notes: Additional referral to Personnel Board						
1	BOARD OF ESTIMATES	06/12/2012	Referred	PERSONNEL BOARD		06/20/2012	
	Action Text: This Resolution was Referred to the PERSONNEL BOARD						
1	PERSONNEL BOARD	06/20/2012	Return to Lead with the Recommendation for Approval	BOARD OF ESTIMATES		06/25/2012	Pass
	Action Text: A motion was made by Martinson, seconded by Thornton, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.						

1	BOARD OF ESTIMATES	06/25/2012	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
	Action Text:	A motion was made by Bidar-Sielaff, seconded by Verveer, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.		
1	COMMON COUNCIL	07/03/2012	Adopt	Pass
	Action Text:	A motion was made by Bidar-Sielaff, seconded by Schmidt, to Adopt. The motion passed by voice vote/other.		

Text of Legislative File 26612

Fiscal Note

Currently, with a contracted advertising vendor, Metro Transit's projected annual bus advertising revenue for 2013 is \$400,000. During the first year of the in-house program (2013) projected revenue is \$435,000. During the second year (2014) projected revenue is \$530,000. During the third year (2015) projected revenue is \$645,000. The estimated base salary for the sales representative position necessary for this program is \$42,000 with \$18,900 in benefits for a total of \$60,900. The position would also earn an 8% commission on advertising sales. By the third year of the program, Metro should be realizing a significant increase in advertising revenue. Revenue estimates will be included in the operating budget for each year.

This Resolution will provide for the creation of a new 1.0 FTE Sales Representative position, effective November, 2012, in order to prepare for program implementation at the beginning of 2013. The estimated cost in 2012 for the latter two months of the year is \$7,000 in salary expense, plus \$2,478 in benefits, or a total cost of approximately \$9,478. Metro will reallocate current salary and benefit expense funding to support the position in 2012, so no appropriation is required. Metro will include full annualized funding in its 2013 budget, subject to approval by the Common Council.

Title

Create a new 1.0 FTE position of Transit Advertising Sales Associate (CG19, R07) in the Metro Transit operating budget, pursuant to Legislative File #25574 (version 2).

Body

Resolution that a new 1.0 FTE position of Transit Advertising Sales Associate in Compensation Group 19, Range 7, in the permanent salary detail of the Metro Transit budget, is created, thereof.