



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 10204**

**File ID:** 10204

**File Type:** Resolution

**Status:** Items Referred

**Version:** 1

**Reference:**

**Controlling Body:** BOARD OF ESTIMATES

**File Created Date :** 04/28/2008

**File Name:** Full Bus Wraps Not to Exceed 10 Per Year

**Final Action:**

**Title:** Authorizing an amendment to the Metro Transit Advertising and Leased Space Policy to allow fully illustrated transit advertisements on Metro Coaches, not to exceed ten full wraps per year.

**Notes:**

**CC Agenda Date:** 05/06/2008

**Sponsors:** Jed Sanborn

**Enactment Date:**

**Attachments:** Full Wrap Ads - Feedback and Photos TPC  
05.13.08.pdf ,10204 petition.pdf ,10204 letter from  
David Waugh.pdf

**Enactment Number:**

**Author:** Chuck Kamp

**Hearing Date:**

**Entered by:** aschroeder@cityofmadison.com

**Published Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	MADISON METRO TRANSIT SYSTEM	04/28/2008	Referred for Introduction				
	<b>Notes:</b> Transit and Parking Commission, Board of Estimates						
1	COMMON COUNCIL	05/06/2008	Refer	TRANSIT AND PARKING COMMISSION			
	<b>Notes:</b> Additional Referral(s): Board of Estimates						
1	TRANSIT AND PARKING COMMISSION	05/06/2008	Refer	BOARD OF ESTIMATES			
	<b>Notes:</b>						
1	BOARD OF ESTIMATES	05/12/2008	Refer	BOARD OF ESTIMATES			Pass
	<b>Notes:</b>						
1	TRANSIT AND PARKING COMMISSION	05/13/2008					
	<b>Notes:</b>						

### Text of Legislative File 10204

#### [Fiscal Note](#)

The Transit Utility estimates operating revenues of \$300,000 per year generated by bus advertising, including full and partial wrap advertising.

**Title**

Authorizing an amendment to the Metro Transit Advertising and Leased Space Policy to allow fully illustrated transit advertisements on Metro Coaches, not to exceed ten full wraps per year.

**Body**

PREAMBLE

The original pilot allowing full bus wrap advertising called for a maximum of 15 fully wrapped buses. A subsequent amendment allowed 5 more full wraps, for a total of 20 during the pilot. During the first year of the pilot, Metro Transit received approximately \$272,727.00 based on a minimum monthly guarantee. The contract with Metro's advertising provider guarantees only \$225,000 for year three of the contract without full wraps. With full wraps, the estimated revenue for Metro is at least \$300,000.

With fuel costs continuing to rise and a recommended goal in the draft final report of the Long Range Metro Transit Planning Ad Hoc Committee to secure 1% of Metro's overall funding through advertising revenue (approximately \$500,000), Metro Transit needs the additional revenue that full wrap advertising on coaches will provide.

In response to public feedback, Metro proposes lowering the maximum number of fully wrapped coaches from 20 to 10. Metro also proposes continuing the practice of allowing unlimited partial wrap advertising to include new products such as king kongs (which cover from top to bottom with some windows left unwrapped), and half wraps (where one side of the coach is wrapped and one side is not wrapped.) These proposals acknowledge public concerns about light and visibility regarding the full wrap bus advertising product, while still incorporating advertising wrap products which generate the most revenue.

WHEREAS, fuel prices continue to rise; and

WHEREAS, recommended improvements to the Metro Transit system require additional revenue; and

WHEREAS, the full wrap pilot has yielded significant additional operating funds for Metro Transit;

NOW, THEREFORE, BE IT RESOLVED, that the Metro Transit Advertising and Leased Space Policy be amended to allow for no more than ten (10) fully wrapped advertisements on coaches per year, as well as continuing the practice of allowing unlimited partial wrap advertising, including new products such as partial wraps that leave some passenger windows unwrapped.