



# 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				
	<b>Action Text:</b>		This Resolution was Referred for Introduction				
	<b>Notes:</b>		Board of Estimates, Personnel Board				
1	COMMON COUNCIL	06/12/2012	Referred	BOARD OF ESTIMATES		06/25/2012	Pass
	<b>Action Text:</b>		A motion was made to Referred to the BOARD OF ESTIMATES. The motion passed by voice vote/other.				
	<b>Notes:</b>		Additional referral to Personnel Board				
1	BOARD OF ESTIMATES	06/12/2012	Referred	PERSONNEL BOARD		06/20/2012	
	<b>Action Text:</b>		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
	<b>Action Text:</b>		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
	<b>Action Text:</b>	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
	<b>Action Text:</b>	A motion was made by Bidar-Sielaff, seconded by Schmidt, to Adopt. The motion passed by voice vote/other.		

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**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.