



Legislation Details (With Text)

File #: 03747 **Version:** 4 **Name:** Fully Illustrated Transit Advertising on Buses-SECOND SUBSTITUTE

Type: Resolution **Status:** Passed

File created: 5/23/2006 **In control:** TRANSIT AND PARKING COMMISSION (ended 06/2018)

On agenda: 6/20/2006 **Final action:** 6/20/2006

Enactment date: 6/22/2006 **Enactment #:** RES-06-00594

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

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Indexes:

Code sections:

Attachments: 1. 3747 failed amendment.pdf, 2. 03747 amendment 2.pdf, 3. 03747 amendment 1.pdf, 4. 03747 proposed amendment.pdf

Date	Ver.	Action By	Action	Result
6/20/2006	4	COMMON COUNCIL	Adopt With Amendment(s)	Pass
6/14/2006	3	Traffic Engineering Division	Fiscal Note Required / Approval	
6/14/2006	3	Finance Dept/Approval Group	Approved Fiscal Note By The Comptroller's Office (SUBSTITUTES)	
6/13/2006	3	TRANSIT AND PARKING COMMISSION (ended 06/2018)	RECOMMEND TO COUNCIL WITH THE FOLLOWING RECOMMENDATIONS - REPORT OF OFFICER	Pass
6/13/2006	2	Finance Dept/Approval Group	Approved Fiscal Note By The Comptroller's Office (SUBSTITUTES)	
6/12/2006	2	BOARD OF ESTIMATES (ended 4/2017)	Return to Lead with the Recommendation for Approval	Pass
6/6/2006	1	COMMON COUNCIL	Refer	
6/6/2006	1	TRANSIT AND PARKING COMMISSION (ended 06/2018)	Refer	
5/30/2006	1	Finance Dept/Approval Group	Approved Fiscal Note By The Comptroller's Office	
5/30/2006	1	Transit Utility	Referred for Introduction	
5/23/2006	1	Transit Utility	Fiscal Note Required / Approval	

Fiscal Note

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

Title

AMENDED 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; **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;~~

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; ~~with for-profit advertisements.~~

4. Trial will include a Metro rider opinion survey six months after the first ~~bus is wrapped~~ **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

7. Wraps shall not significantly interfere with the ability to identify route and bus identification numbers on the bus exterior; 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.