



Legislation Text

File #: 03747, Version: 4

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.