



Agenda Item Details

Meeting	Jan 28, 2015 - City Commission Meeting
Category	13. POLICY FORMATION AND DIRECTION
Subject	13.02 Discussion and Approval of City Commission Policy 802 – StarMetro Advertising Policy -- Ivan Maldonado, StarMetro (NOTE: defer vote on this item until after P.H. of Ord. 15-O-06)
Access	Public
Type	Action, Discussion
Preferred Date	Jan 28, 2015
Absolute Date	Jan 28, 2015
Recommended Action	Option 1 – Approve City Commission Policy 802 – StarMetro Advertising Policy with content categories 1-5 below or as amended by the City Commission.

Public Content

For more information, please contact: Brian Waterman, Transit Planning Manager, 850-891-5564

Statement of Issue

The purpose of the agenda item is to discuss and approve City Commission Policy 802 - StarMetro Advertising Policy to provide guidance on the types of advertisements on transit infrastructure. Upon approval by the City Commission, adoption of Ordinance 15-O-06, and execution of vendor agreements, installation of transit amenities (shelters and benches) will begin immediately. It is anticipated that over 300 new amenities will be added to the transit system by the end of the year with goal to have all stops to have either a two-seater bus pole, bench, or shelter within the next two years.

Recommended Action

Option 1 – Approve City Commission Policy 802 – StarMetro Advertising Policy with content categories 1-5 below or as amended by the City Commission.

Fiscal Impact

On September 22, 2014, the City Commission approved the selection of two vendors to provide transit amenities. Upon adoption of Ordinance 15-O-06, contracts with said vendors will be executed and will result in the installation of more than 300 amenities during 2015. As a result of these efforts, StarMetro expects approximately 500 benches and 100 shelters to be installed, at no cost to the City.

Supplemental Material/Issue Analysis

History/Facts & Issues

The City's goal is to provide an improved transit experience for the customer through the implementation of 100% bus stop amenity coverage. The current StarMetro amenity coverage is 29.9% and while it exceeds our peer agencies, it does not provide the level of customer satisfaction that the City desires for its customers. To increase amenity coverage, many transit agencies have worked with private vendors to provide advertising at bus stops in exchange for revenue and amenity coverage. StarMetro issued a request for proposals in the summer of 2014 and, in September, the City Commission awarded the contract to two vendors, Sun Pacific Power Corporation to provide 50 Smart Shelters; and Metropolitan Advertising Company to provide 50 advertising shelters and 495 advertising benches.

In order to maximize the effectiveness of the use of the vendors to provide increased amenity coverage through advertising, StarMetro and the City Attorney's office are recommending a change to City Ordinance 15-0-06 to allow for transit advertising in the City of Tallahassee. With the combination of the vendors being approved and the ordinance change, over 300 amenities will be installed in the first year and the remaining amenities installed in the second year. When the vendors have completed the installation of their amenities, we will have 84.8% coverage. StarMetro will seek to add amenities through the advertising revenue generated at the remaining stops at the non-advertising eligible stops.

With this in mind, StarMetro developed an Advertising Policy (City Commission Policy 802) to provide guidance and restrictions on the type of advertising that will not only allow for additional amenities to be placed along the routes, but also for income generation to the benefit of the transit system. The attached policy balances the character of Tallahassee with the need for additional transit infrastructure. Advertising is not allowed on canopy roads, special character districts and historic preservation districts. In addition, local businesses will be notified of the program to give them priority for purchasing advertisement. Advertising would be allowed on all transit infrastructure, including C.K. Steele Plaza and future SuperStops, that are located outside of the prohibited districts. The revenue generated by this program would be used to place amenities at stops not covered by this program and help cover the maintenance costs.

Since City of Tallahassee infrastructure is providing the medium for advertising, the City Commission is allowed to place restrictions on advertising content. Staff is requesting direction from the Commission on what content would be allowed on transit infrastructure. The content categories for consideration are:

1. *General Commercial*
2. *Promotional*
3. *Governmental*
4. *Educational*
5. *Corporate or military recruiting*
6. *Political candidate*
7. *Economic, political or social issues*
8. *Religious*
9. *Messages promoting alcohol or tobacco use; and*
10. *Adult/Mature material including adult entertainment, services, nudity, or sexual service matter.*

The current contract with OnCity Advertising (Interior/Exterior Bus Ads) prohibits categories six through ten. In drafting the policy, OnCity did inform StarMetro staff that there was interest from candidates for political ads on the buses during the last election cycle. Other municipalities have placed restrictions on one or more of the above categories. For example, San Francisco Metropolitan Transit Authority does not allow alcohol and tobacco ads, political, adult material, and those that promote the use of firearms. The Chicago Transit Authority allows for advertisements for alcohol (with some restrictions) and prohibits ads that are political, tobacco, adult material, firearms, adverse to transit, or could be construed as disparaging to person or group of people. Similar restrictions can be found on smaller systems such as Toledo Area Transit Authority (Ohio) and Harbor Transit (Michigan). Regardless of what is allowed, all advertising content would be reviewed by an internal staff committee for compliance with the adopted policy.

Contract negotiations are almost complete with the selected vendors. Upon approval of City Commission Policy 802 and the adoption of City Ordinance 15-O-06, installation of new amenities should occur within 60 days of the contract approval. It is anticipated more than 300 benches and shelters will be installed by the end of the first year at no cost to City.

Options

1. Approve City Commission Policy 802 – StarMetro Advertising Policy with content categories 1-5 above or as amended by the City Commission.

Pros: Provides guidance to assist in the placement of advertising on the StarMetro infrastructure for the betterment of the transit system and income generation.

Cons: Allows for additional off-site advertising in the City.

2. Do not approve and provide alternative direction to staff.

Pros: Off-site advertising remains limited to those areas currently identified in the Sign Ordinance.

Cons: Providing additional transit amenities would be funded through City, State, or Federal programs.

Attachments/References

City Commission Policy 802 - StarMetro Advertising Policy

[CC Policy - 802 StarMetro Advertising \(2\).pdf \(1,629 KB\)](#)