



# Transit Advertising Program and Rates

City Council Meeting  
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# BACKGROUND

- The Transit Division is preparing to launch an Advertising Program
- Staff studied various products available for the display of ads on the exterior of vehicles
- Staff researched the local advertising market and consulted regional transit agencies before establishing proposed advertising rates

# ANALYSIS

- In December 2018, Council approved the Advertising Policy and Guidelines
- Council authorized the Transit Division to develop an Advertising Program
- Staff evaluated two types of products for ad display
  - decals
  - metal framework

# ANALYSIS (continued)

- Transit Field Operations recommends using a metal frame for ease of use and maintenance
- Using decal displays would require
  - indoor space with good lighting, where technicians can clean and prepare the vehicle surface
  - taking a vehicle temporarily out of service
  - contracting with decal technicians

# ANALYSIS (continued)

- Using metal frame would require one time installation of frame
  - changing out ads simple
  - ads slide in and out of a slot in the frame
  - frames are compatible with the machinery used to wash the vehicles
- Sonoma County Transit & Petaluma Transit use a metal frame for their advertising

# ANALYSIS (continued)

- Transit developed advertising rates based on:
  - researching the local advertising market include newsprint, radio and billboards
  - the rates charged by regional transit agencies
  - an analysis of the number of impressions each ad is estimated to generate

# ANALYSIS (continued)

- Each bus travels 150 miles per day on arterials and commercial corridors, generating hundreds of thousands of weekly impressions per ad
- Based on sales and program performance the rate may be adjusted by Council approval

# ANALYSIS (continued)

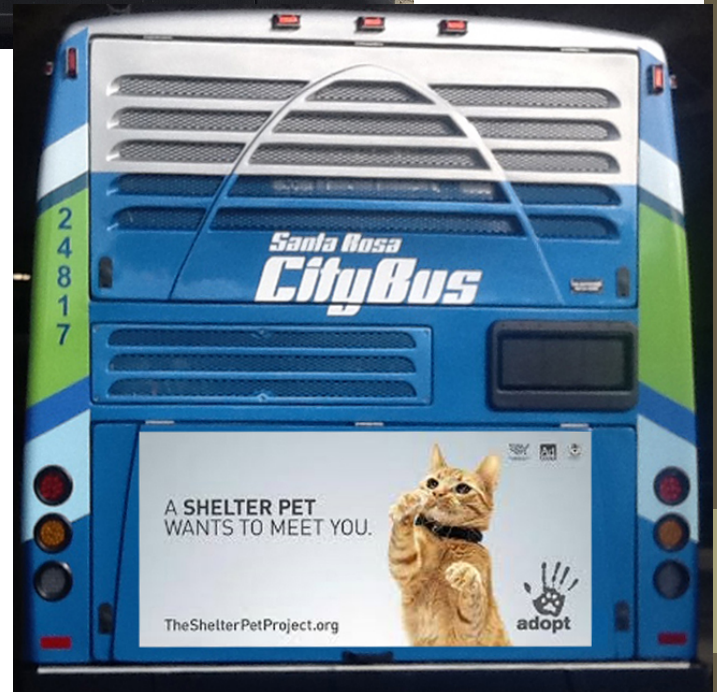
- Proposed rates for pilot—rear ad space:
  - \$500 per month for rear ad space on fleet vehicles with largest available ad space (~12.44 square feet)
    - Applies to 21 buses in model years 2011-2018
    - Equates to \$40.19 per square foot of ad space
  - Apply \$40.19/square foot rate to vehicles with smaller ad spaces
    - Applies to 8 buses in model years 2002 and 2008 and paratransit fleet

# ANALYSIS (continued)

- Sample monthly advertising costs based on \$40.19 square foot rate:

| Model Year     | Rear Ad Space (sq. ft.) | Monthly cost | Cost per sq. ft. |
|----------------|-------------------------|--------------|------------------|
| 2002 (5 buses) | 10.11                   | \$406        | \$40.19          |
| 2008 (3 buses) | 3.56                    | \$143        | \$40.19          |
| 2011 (7 buses) | 12.44                   | \$500        | \$40.19          |
| 2014 (6 buses) | 12.44                   | \$500        | \$40.19          |
| 2016 (4 buses) | 12.44                   | \$500        | \$40.19          |
| 2018 (4 buses) | 12.44                   | \$500        | \$40.19          |

# Examples of Rear Vehicle Ads



# ANALYSIS (continued)

- The Transit Advertising Program will
  - give preference to local businesses
  - control the types, volume and frequency of ads sold
  - offer free ad space on the interior of buses for public service messages from non-profit agencies
  - retain ad space for City programs and services

# RECOMMENDATION

- It recommended by the Transportation and Public Works Department that the Council, by Resolution, adopt the proposed Transit Advertising Rates and authorize the Transit Division to begin selling advertising space on the exterior of bus and vehicles in the Santa Rosa CityBus and Paratransit fleet.

# QUESTIONS