



Advertising Policy and Guidelines

City Council Meeting
February 27, 2018

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BACKGROUND

- No existing policy or guidelines associated with advertising
- City has been historically risk averse
- Commonly allowed with transit agencies
- CityBus is looking for tools to address ongoing structural deficit
- Potentially several City beneficiaries of policy (social media, Parking, Rec&Park)
- Policy must include clear standards

ANALYSIS

- Many municipal organizations with advertising policies
- Napa Valley Transportation Authority policy was highlighted and used as template
- All departments reviewed, some determined they would benefit from policy
- CAO reviewed and approved
- Proposed policy allows strict regulation
- CityBus could realize up to \$50,000/year in additional revenue or other non-monetary benefits

Prohibited Advertising Categories

- Demeaning or disparaging commercial speech
- Tobacco
- Cannabis
- Alcoholic beverages marketed to youth
- Profanity
- Graffiti
- Human or animal graphics
- Violence
- Unlawful goods or services
- Unlawful or detrimental conduct
- False or deceptive
- Libelous, copyright or patent infringement
- Obscenity or nudity
- Prurient Interests
- Adult oriented good or services
- Endorsement
- Injurious to the City or its Mission
- Religious advertising
- Political and social issues advertising

RECOMMENDATION

- It is recommended by the Transportation & Public Works and Finance Departments, that the Council, by Resolution, adopt Council Policy Number 000-69 titled “Advertising Policy and Guidelines”.