

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: JASON NUTT, ASSISTANT CITY MANAGER  
SUBJECT: AMEND COUNCIL POLICY 000-70 - ADVERTISING POLICY  
AND GUIDELINES TO INCLUDE ADVERTISING AT BALLFIELDS  
AND ASSOCIATED FACILITIES

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the City Manager's Office, that the Council, by resolution, amend Council Policy Number 000-70 titled "Advertising Policy and Guidelines" expanding the authority to include ballfields and associated facilities as allowed through license agreements issued by the Recreation Division.

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EXECUTIVE SUMMARY

On December 4, 2018, City Council adopted its "Advertising Policy and Guidelines". This policy (Policy 000-70) describes and outlines both a methodology and series of boundaries for the use and display of non-City advertising on City Facilities. It further defines specific City Facilities where non-City advertising may be displayed. In coordination with the Recreation Division, the City Manager's Office is recommending that the policy be expanded to include allowing advertising at City owned ballfields and associated facilities as approved by the Division through specific license agreements.

BACKGROUND

Council adopted Policy 000-70 titled "Advertising Policy and Guidelines" on December 4, 2018, which describes both a methodology and guidelines for the sale and display of non-City advertisements. The primary purpose of this policy was to create a new revenue source to support both enhanced operations and capital investments. At the time of adoption, Council requested that staff limit the allowable facilities where advertisements could be displayed to validate the efficacy of the Policy. In that regard, Policy was limited to facilities managed by the Transit Division; however, staff did inform Council that there was interest in expanding the Policy in the future to include facilities managed by both the Parking and Recreation divisions.

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PRIOR CITY COUNCIL REVIEW

February 27, 2018; Staff presented the draft policy to Council during a study session. Council requested that staff continue to refine certain aspects of the policy and return at a later date.

December 4, 2018; Council approved RES 2018-217 adopting the proposed policy and guidelines with some modifications. RES-2018-217 erroneously refers to Policy Number 000-69, instead of the correct policy number 000-70.

August 27, 2019: Council adopts a rate schedule for the Transit Advertising Program

April 12, 2022: Council approves license agreement with PECOS League which includes a provision for the display and sale of advertising at Doyle Park, consistent with the City's Advertising Policy and Guidelines.

ANALYSIS

Due to the combination of the Kincade Fire, Glass Fires and COVID pandemic, the Transit Division has not yet moved forward with adding non-City advertisements on the buses; however, staff intends to initiate this program later this summer. Over the past six months, the Transit Division, in coordination with the Communications and Intergovernmental Relations Office and the Santa Rosa Water Department, has followed the adopted Transit Advertising Rate structure to display drought messaging testing the visibility and recognition of the advertisement size and location on buses. In addition, the Transit Division through the Transit Integration and Efficiency Study process has continued discussions with Sonoma County Transit and Petaluma Transit to better coordinate advertising efforts.

Following their 2021 season, the PECOS League approached the City regarding placing an affiliated team in Santa Rosa beginning with the 2022 season. Over the past several months the Recreation Division has been negotiating a license agreement that would allow the PECOS League to locate an affiliate team at Doyle Park for both training and games. To support their operation, the PECOS League has requested the ability to sell advertising around the ballfield. The Recreation Division, in coordination with the City Attorney's Office, developed license language allowing the sale and posting of advertisements consistent with the City's Advertising Policy and Guidance. The license agreement will include the following language relating to the advertising location, size, condition and timelines:

"Licensee shall be able to request approval to install advertising on the public baseball field in compliance with the City's Advertising Policy 000-70. The creative content must be approved by City personnel prior to production. Advertisements shall only be displayed on the field's outfield fence and shall only face the field's interior. Advertising copy and/or logos shall be limited to one side and shall be made of durable cloth, bunting,

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plastic, or similar approved material. Individual advertisements shall not exceed 32 square feet. The advertisement's surface must be tautly and securely fastened to the outfield fence of the field by a minimum of four contact points. The licensee shall maintain all advertisement materials in good condition, and the applicant shall remove or replace any damaged, torn, faded, dirty or defaced advertisements. This includes graffiti and tagging. Advertisements shall be installed no sooner than seven days prior to the baseball season's commencement and shall be removed within seven days of the season's close. Specific dates and time for the advertisements' installation and removal may be subject to change by the City to minimize impacts to the public. All advertisements that are not removed by the applicant by the approved removal date shall constitute a public nuisance subject to summary removal by the City. The City may bill user groups for removal."

In addition to the PECOS League, the Recreation Division has received other requests for use of advertising aimed at assisting leagues and the City improve and maintain the ballfield and associated facilities. Providing this option to the Recreation Division may significantly improve the City's ability to provide high quality ballfields.

#### FISCAL IMPACT

Adoption of this policy amendment will not have any impact on the General Fund.

#### ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines Section 15378.

#### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

#### NOTIFICATION

Not applicable.

#### ATTACHMENTS

- Attachment 1 – Proposed Amendments to Advertising Policy and Guidelines 000-70 (Redline)
- Resolution/Exhibit A - Amended Advertising Policy and Guidelines 000-70

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CONTACT

Jason Nutt [jnutt@srcity.org](mailto:jnutt@srcity.org)