

RESOLUTION NO. RES-2019-136

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ADOPTING TRANSIT ADVERTISING RATES FOR SANTA ROSA CITYBUS AND PARATRANSIT FLEETS

WHEREAS, the Council on December 4, 2018, adopted “Advertising Policy and Guidelines” (Advertising Policy) for the sale of advertising of non-City services or products on City owned facilities, equipment and social media sites (Policy Number 000-70); and

WHEREAS, the Advertising Policy establishes a clear policy with comprehensive guidelines describing the parameters associated with allowing non-City advertising on City owned facilities, equipment and social media sites; and

WHEREAS, the Transit Division’s Advertising Program may be utilized as a framework for other Departments interested in selling advertising space on city-owned facilities as a method to increase revenue, improve facilities or reduce maintenance costs; and

WHEREAS, the Council authorized the Transportation and Public Works Transit Division to establish an Advertising Program for the sale of advertising on facilities including the exterior of buses and paratransit vehicles and bus shelters; and

WHEREAS, the Transit Division intends to begin its Advertising Program with the sale of space on the rear of buses and Paratransit vehicles, and in the future incorporate the sale of space on the sides of the vehicles and on bus shelters; and

WHEREAS, the Transit Division developed its “Transit Advertising Rates” based on a survey of the local advertising rates and also consulting with regional transit agencies that sell advertising on their facilities.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa adopts the proposed “Transit Advertising Rates”, attached to this Resolution as Exhibit A, and authorizes the Transit Division to begin sale of advertising on its facilities.

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BE IT FURTHER RESOLVED by the Council that Exhibit A is made part of this Resolution.

IN COUNCIL DULY PASSED this 27th day of August, 2019.

AYES: (5) Mayor Schwedhelm, Vice Mayor Rogers, Council Members Fleming, Olivares, Sawyer

NOES: (0)

ABSENT: (2) Council Members Combs, Tibbetts

ABSTAIN: (0)

ATTEST: _____ APPROVED: _____
Acting City Clerk Mayor

APPROVED AS TO FORM:

City Attorney

Exhibit A – Transit Advertising Rates