

City of Santa Rosa



Legislation Details

File #:	18-0902	Version:	1	Name:	Advertising Policy and Guidelines
Type:	CC- Report	Status:		Status:	Agenda Ready
File created:	11/15/2018	In control:		In control:	City Council
On agenda:	12/4/2018	Final action:		Final action:	
Title:	REPORT - ADVERTISING POLICY AND GUIDELINES				

BACKGROUND: The Transportation and Public Works Department, Transit Division has long debated about the potential to use advertising on buses, shelters and other facilities. While advertising on transit equipment and facilities has become common with most agencies, including Golden Gate Transit and Sonoma County Transit, the City, and more specifically, CityBus, have historically chosen to not allow any type of advertising. In light of the current state of the industry and emerging budget considerations, the Transit Division has determined that it is in the City's best interest to develop and recommend an advertising policy that would allow advertising on facilities including, buses, shelters, stops, park and rides, payment machines, websites, mobile applications, computer applications and social media sites.

RECOMMENDATION: It is recommended by the Transportation and Public Works Department, that the Council, by Resolution, adopt Council Policy Number 000-69 titled "Advertising Policy and Guidelines" and authorize the Transit Division to develop an advertising program for sale of advertising space.

Sponsors: Transit
Indexes: Not a Project

Code sections:

Attachments: 1. Staff Report, 2. Resolution, 3. Resolution (Revised - 08/21/2019), 4. Exhibit A, 5. REDLINE -Exhibit A (Uploaded 12/3/2018), 6. REVISED - Exhibit A (Uploaded 12/3/2018), 7. Presentation, 8. REVISED - Exhibit A (uploaded 5/9/2019)

Date	Ver.	Action By	Action	Result
12/4/2018	1	City Council	to waive reading of the text and adopt as amended	Pass