

# City of Santa Rosa



## Legislation Details

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**File #:** 18-0112      **Version:** 1      **Name:** Advertising Policy and Guidelines  
**Type:** CC- Report      **Status:** Agenda Ready  
**File created:** 2/1/2018      **In control:** City Council  
**On agenda:** 2/27/2018      **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, buildings, parking structures and surface lots, buses, shelters, stops, park and rides, parking meters and payment machines, websites, mobile applications, computer applications and social media sites.

**RECOMMENDATION:** It is recommended by the Transportation and Public Works and Finance Departments, that the Council, by Resolution, adopt Council Policy Number 000-69 titled "Advertising Policy and Guidelines."

**Sponsors:** Public Works

**Indexes:** Not a Project

**Code sections:**

**Attachments:** 1. Staff Report, 2. Resolution, 3. Exhibit A, 4. Presentation

Date	Ver.	Action By	Action	Result
2/27/2018	1	City Council	continue	