



# City of Santa Rosa

## Legislation Details

**File #:** 18-0902      **Version:** 1      **Name:** Advertising Policy and Guidelines  
**Type:** CC- Report      **Status:** Agenda Ready  
**File created:** 11/15/2018      **In control:** City Council  
**On agenda:** 12/4/2018      **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, 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