

City of Santa Rosa



Legislation Details

File #: 19-0620 **Version:** 1 **Name:** Transit Advertising Program and Rates
Type: CC- Public Hearing **Status:** Agenda Ready
File created: 8/6/2019 **In control:** City Council
On agenda: 8/27/2019 **Final action:**
Title: PUBLIC HEARING - TRANSIT ADVERTISING PROGRAM AND RATES

BACKGROUND: The Transportation and Public Works Department, Transit Division is preparing to launch an Advertising Program. The program will begin with the sale of ad space on the rear of buses and paratransit vehicles only, and in the future incorporate the sale of space on the sides of the vehicles and on bus shelters. In developing the Transit Advertising Rates, staff conducted a survey of the local advertising market and consulted with regional transit agencies that sell advertising on their facilities. The Transit Division intends to launch its Advertising Program this fall with the proposed Transit Advertising Rates.

RECOMMENDATION: It recommended by the Transportation and Public Works Department that the Council, by resolution, adopt the proposed Transit Advertising Rates and authorize the Transit Division to begin selling advertising space on the exterior of vehicles in the Santa Rosa CityBus and Paratransit fleets.

Sponsors: Transit
Indexes: Not a Project
Code sections: 15378 - Not a Project
Attachments: 1. Staff Report, 2. Resolution, 3. Exhibit A - Transit Advertising Rates, 4. Presentation

Date	Ver.	Action By	Action	Result
8/27/2019	1	City Council	to waive reading of the text and adopt	Pass