



TRANSFORT



Transfort Advertising Discussion City Council Work Session

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September 6th, 2022

What feedback and questions do Councilmembers have regarding proceeding with a new Transfort advertising policy and agreement?

2001-2021

Twenty-Year Advertising Contract

- Contractor purchased benches and shelters
- Contractor performed all maintenance including:
 - Cleaning
 - Repairs
 - Trash removal
 - Snow removal
- Contractor sold, installed and maintained all advertising on benches and shelters
 - Transfort retained a small share of revenue (20%)
 - City allotted 10% of space for internal use
- Transfort Staff review and approve all advertisements submitted by the contractor for compliance with the advertising policy



2021-Present

Contracts for both benches & shelters AND on-bus advertising were to expire at the end of 2021

- Staff released a new RFP the summer of 2020
- No vendors responded who would continue needed maintenance
- Staff negotiated a short-term extension of the 2001 agreement to allow time for:
 - Hiring of staff to bring maintenance in-house
 - Procuring needed maintenance equipment
 - Complete review of policies and procedures
 - Legal review



Year	On-Bus Advertising Revenue	Bus Shelter & Bench Advertising Revenue	Totals
2017	\$ 129,500	\$ 140,454	\$ 269,954
2018	\$ 134,125	\$ 143,263	\$ 277,388
2019	\$ 138,750	\$ 146,128	\$ 284,878
2020	\$ 143,375	\$ 149,051	\$ 292,426
2021	\$ 148,000	\$ 152,032	\$ 300,032
		Five Year Total	\$ 1,424,678

- On-Bus revenue share for Transfort is 60%
- Shelter & bench revenue share for Transfort is 20%
 - Expected to increase with a new agreement

Ongoing Expenses		
Position	Status	Additional Cost (Benefits Included)
Technician I, Facilities	Funded with ARPA through 2024	\$80,000
Technician I, Facilities	Funded with ARPA through 2024	\$80,000
Facilities Supervisor	BFO Offer	\$60,000
Technician I, Facilities	BFO Offer	\$50,000
Technician I, Facilities	BFO Offer	\$80,000
	Ongoing Expense Total	\$350,000

One-Time Expenses	
Equipment	Total
Vehicles	\$120,000
Utility Vehicle (Snow Removal)	\$34,000
Trailer	\$15,000
Storage Unit	\$10,000
	\$179,000



Changes in Progress

- Bring maintenance in-house
- Restrict advertising display size, specifically on benches
- Prohibit digital advertising
- Alignment with evolving caselaw



Other Concerns We Hear

- Ability to control advertising content
- Role of City selling advertising space

1 – Address Immediate, Critical Improvements:













- Continue advertising program and release RFP
- Implement improvements in progress (e.g. restrict advertising area)
- Revise contract and regulations to allow all types of commercial advertising with restrictions only on those areas for which we have confidence that government restriction would be upheld by the courts.

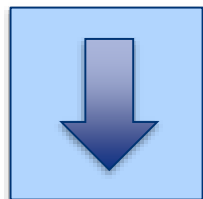
2 – Prohibit "Political" Advertising:

- Continue advertising program and release RFP
- Implement improvements in progress (e.g. restrict advertising area)
- Permit commercial advertising under the above restrictions but **prohibit “political” advertising subject to an exhaustive list of restrictions.**

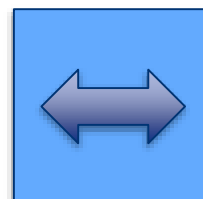
3 – Suspend Advertising Program:

- This would require further analysis to understand and address financial impacts to the maintenance program.
- City could limit all advertising to only Transfort advertising and “government speech.”
- Requires greater internal oversight and investment; eliminates revenue stream

Options	Aligning with Caselaw	Financial Benefit to the City	Council Policy Alignment	Administrative Impacts
1 – Immediate, Critical Improvements				
2 – Prohibit "Political" Speech				
3 – Suspend Commercial Advertising				



Minimal alignment or benefit to the City



Moderate alignment or benefit to the City



Greatest alignment or benefit to the City

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