



## LODI CITY COUNCIL

Carnegie Forum  
305 West Pine Street, Lodi

## "SHIRTSLEEVE" SESSION

Date: March 3, 2015

Time: 7:00 a.m.

For information regarding this Agenda please contact:

**Jennifer M. Ferraiolo**

**City Clerk**

**Telephone: (209) 333-6702**

### Informal Informational Meeting

**A. Roll Call by City Clerk**

**B. Topic(s)**

B-1 Presentation on Transit Advertising Implementation Plan (PW)

**C. Comments by Public on Non-Agenda Items**

**D. Adjournment**

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

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Jennifer M. Ferraiolo  
City Clerk

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**CITY OF LODI  
COUNCIL COMMUNICATION**

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**AGENDA TITLE:** Presentation on Transit Advertising Implementation Plan  
**MEETING DATE:** March 3, 2015 (Shirtsleeve Session)  
**PREPARED BY:** Public Works Director

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**RECOMMENDED ACTION:** Presentation on Transit Advertising Implementation Plan.

**BACKGROUND INFORMATION:** Staff will present information on the Transit Advertising Implementation Plan. At the October 1, 2014 City Council meeting, Council adopted a resolution approving the City of Lodi Transit Advertising Policy and requested staff bring back the implementation plan prior to advertising.

The purpose of the policy is to create uniform standards for display of advertising on Lodi transit buses, and facilities while maintaining an image of neutrality on political, religious or other issues. The presentation will provide an overview of the Council approved advertising policy, advertising examples, and estimated revenue.

All the revenue generated by the advertising will be utilized for transit capital or operating expenses. The next phase is for staff to solicit requests for proposals from advertising consultants to market the Transit Advertising Program in conformance with the approved policy.

**FISCAL IMPACT:** Estimated annual transit revenue is \$47,000.

**FUNDING AVAILABLE:** Not applicable.

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F. Wally Sandelin  
Public Works Director

Prepared by Paula J. Fernandez, Transportation Manager/Senior Traffic Engineer

FWS/PJF/smh  
Attachment

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APPROVED: \_\_\_\_\_  
Stephen Schwabauer, City Manager

The City of Lodi  
**Public Works**  
Transportation Division



Transit Advertising  
Implementation Plan

Shirtsleeve March 3, 2015



# Background

- Advertise to increase transit revenue
- Recommended in SRTP
- Recommended in Triennial Performance Audit
- Council Approved Advertising Policy in Oct 2014 and requested review of Implementation Plan



# Policy Overview

- Maintain uniform viewpoint-neutral policy
- Maintain a professional advertising environment
- Minimize any disruption of the City's transit system
- Continue to build and retain transit ridership
- See [www.lodi.gov/transit](http://www.lodi.gov/transit) for complete policy



# Where to Advertise?

- Bus Exterior Panels
  - Side Panels; Tail Panel
- Bus Exterior Wraps
  - Full Side; Full Tail; Full Bus Wrap; Partial Side
- Interior Bus Panels
- Bus Shelters
- Transit Station Monitors



# Sample Bus Panels

## Left Side Panel





# 3 panels on 6 large buses

## Tail Panel





# Right Side Panel



Before

After





# Wraps



Partial Side Wrap



Full Side Wrap



# Wraps

Full Bus Wrap





# Bus Interior / Monitor

## Bus Interior Panels



## Transit Station Monitor



# Bus Shelters





# Estimated Annual Revenue

6 large buses with panels (2 sides)	\$35,000
6 large buses with partial side wraps (2 sides)	\$57,000
6 large buses with tail panel	\$19,000
6 large buses with tail wrap	\$34,000
6 large buses with full wraps	\$88,000
6 bus shelters (single sided)	\$16,500
Interior panel (6 panels on 6 buses)	\$8,600



# Revenue Options

OPTIONS			60% City	40% Advertising Consultant
A.	Exterior bus sides/tail panel	\$54,000		
	Bus shelters	\$16,500		
	Interior bus panels	\$8,600		
	<b>Annual total</b>	<b>\$79,100</b>	<b>\$47,500</b>	<b>\$31,600</b>
B.	Exterior bus partial side wraps/tail panel	\$76,000		
	Bus shelters	\$16,500		
	Interior bus panels	\$8,600		
	<b>Annual total</b>	<b>\$101,100</b>	<b>\$60,700</b>	<b>\$40,400</b>
C.	Exterior full bus wraps	\$88,000		
	Bus shelters	\$16,500		
	Interior panels	\$8,600		
	<b>Annual total</b>	<b>\$113,100</b>	<b>\$67,900</b>	<b>\$45,200</b>



# Next step

- Receive Council feedback on Revenue Options
- Solicit an RFP for an advertising consultant
- Award advertising consultant
- Market advertising rates on transit website
- Implement plan by advertising on large buses and bus shelters



Questions?