



CIOSI: Transit Asset Advertising

City Council Workshop Meeting





What is Staff seeking from Council?

- Discuss advertising standard framework
- Adoption of Phoenix Transit Advertising Standards
- Issuance of a Request For Information (RFI) to understand market conditions.



Advertising Media Categories

- Static - Posters in a display case (most common)
- Bus Advertising – Bus Wrap
- Digital & LED – Video type display
- Audio – Recorded message at shelters or on buses (least common)



City Comparisons

	Chandler	Mesa	Peoria	Phoenix
# of Bus Stops:	260	100	30	1,100
Contract term:	11 yrs	10 yrs	3 yrs	5 yrs
Maintenance done by:				
City		X	X	X
Ad Agency	X	X		X
Type of Advertising:				
Digital	X			
Static	X	X	X	X
Audio				
Bus wraps				X
Cooperative Contract:	X	X	X	
Annual revenue:	\$158,500	\$25,000	\$32,000	\$3.5M



Revenue Generation

- Ad policy
- Number of spaces available
- Infrastructure improvements
- Who maintains/cleans shelters
- Length of contract
- Market demand
- Restrictions



Recommended Placement

- Bus shelters/benches
- High traffic count/intersection locations (impressions)
- “Stand Alone” kiosks adjacent to bus shelters
- Buses
- Discussion w/private sector partner



Bus Advertising

- Receive advertising revenue credits from Phoenix transit contract
- Offsets transit costs
- No advertising on RPTA, dial-a-ride or circulator buses in region



Advertising Standards

- City of Phoenix standard used regionally
- Informing about City services
- Create ad policy with vendor
- City management/review panel
- City sign ordinance silent regarding advertisement at shelters and on buses.



Advertising Examples



Full Wrap

Partial Wrap





Advertising Examples





Advertising Examples





Advertising Examples





Advertising Examples





Glendale Rendering





Glendale Rendering





Staff Recommendation

- Identify Council desires to adopt Phoenix standard/advertising categories
- Develop Request for Information (RFI)
- Get consensus on moving forward



Transit Asset Advertising

Questions?