

# Transit Advertising

# Program Goal

Enhance the transit experience for fixed-route bus riders by increasing the number of transit shelters to provide shade.

# Procurement

50 potential prime and sub contractors downloaded the RFP

2 vendors submitted proposals

Creative Outdoor Advertising

Outfront Media

Proposal evaluation team : Transit Services, City Attorney's Office, City Manager's Office, Engineering, Procurement, City of Phoenix Public Transit Department and Outside third party

# Key Proposal Elements

	Creative Outdoor Advertising	Outfront Media
Contract Term	10 years with 2 one year options	10 years with 2 one year options
Number of new shelters	60	50
Number of kiosks	None	50
Number of benches	300	None
Compensation	Minimum annual guarantee \$50/unit (\$180,000 over 10 years) or revenue sharing of 5%	Minimum annual guarantee over 10 years \$250,000 or revenue sharing of 8 percent for years 1-7 and 15% for years 8-10
Other	Shelters and benches have 10 year lifespan	Shelters and kiosks become city assets after the term of the contract

# Creative Outdoor Proposed Shelters



# Outfront Proposed Shelter



# Projected Contract Value

Projected Revenue over 10 years	\$250,000 - 585,000
50 Shelters	\$600,500*
50 Kiosks	\$313,500*
Estimated cleaning and maintenance	\$450,000
<b>Total Projected Value</b>	<b>\$1.614 - 1.985 Million</b>

\*includes shelters, seating, trash cans, concrete pad and solar lighting

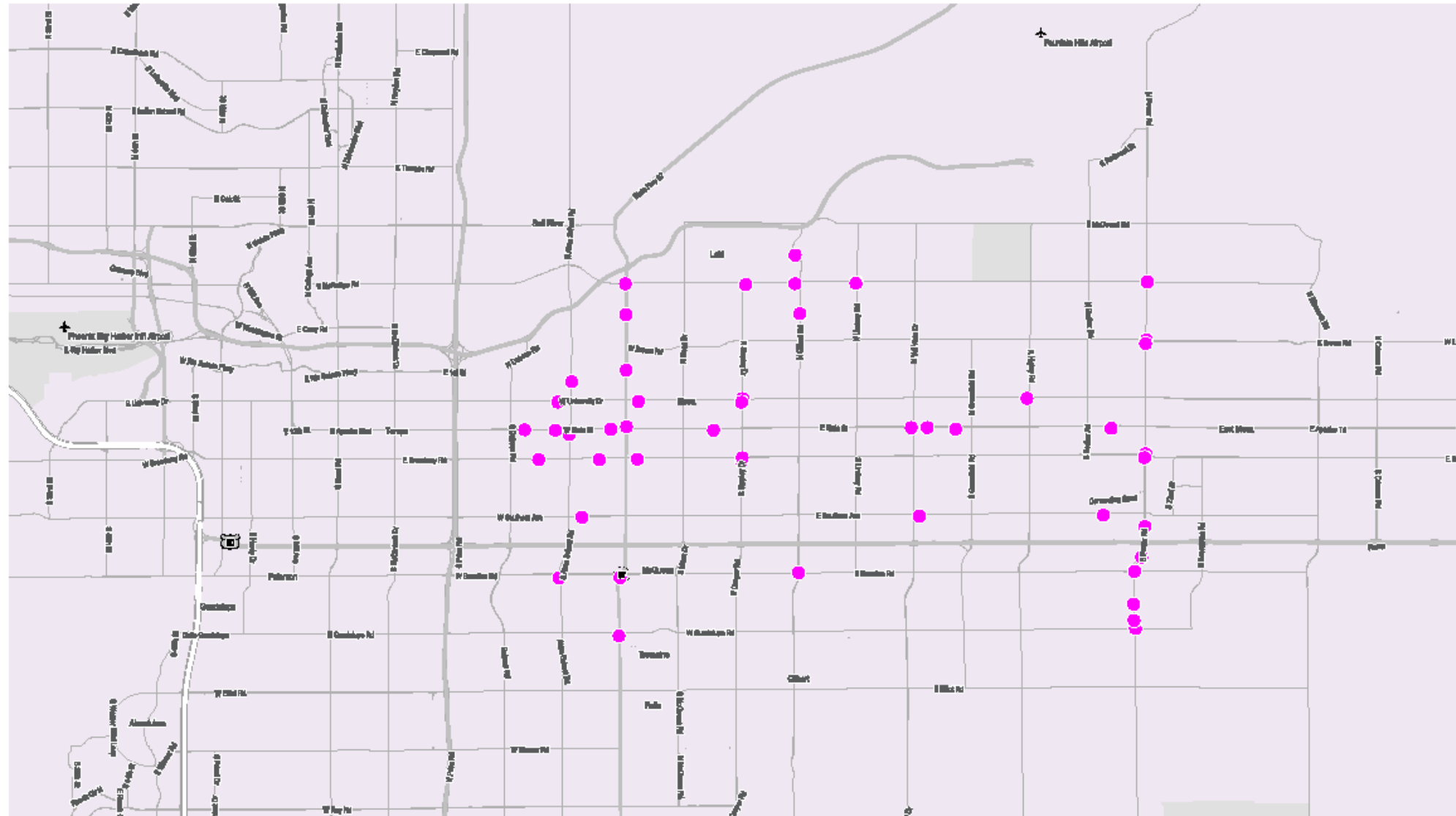


# Example of Shelter Wrap

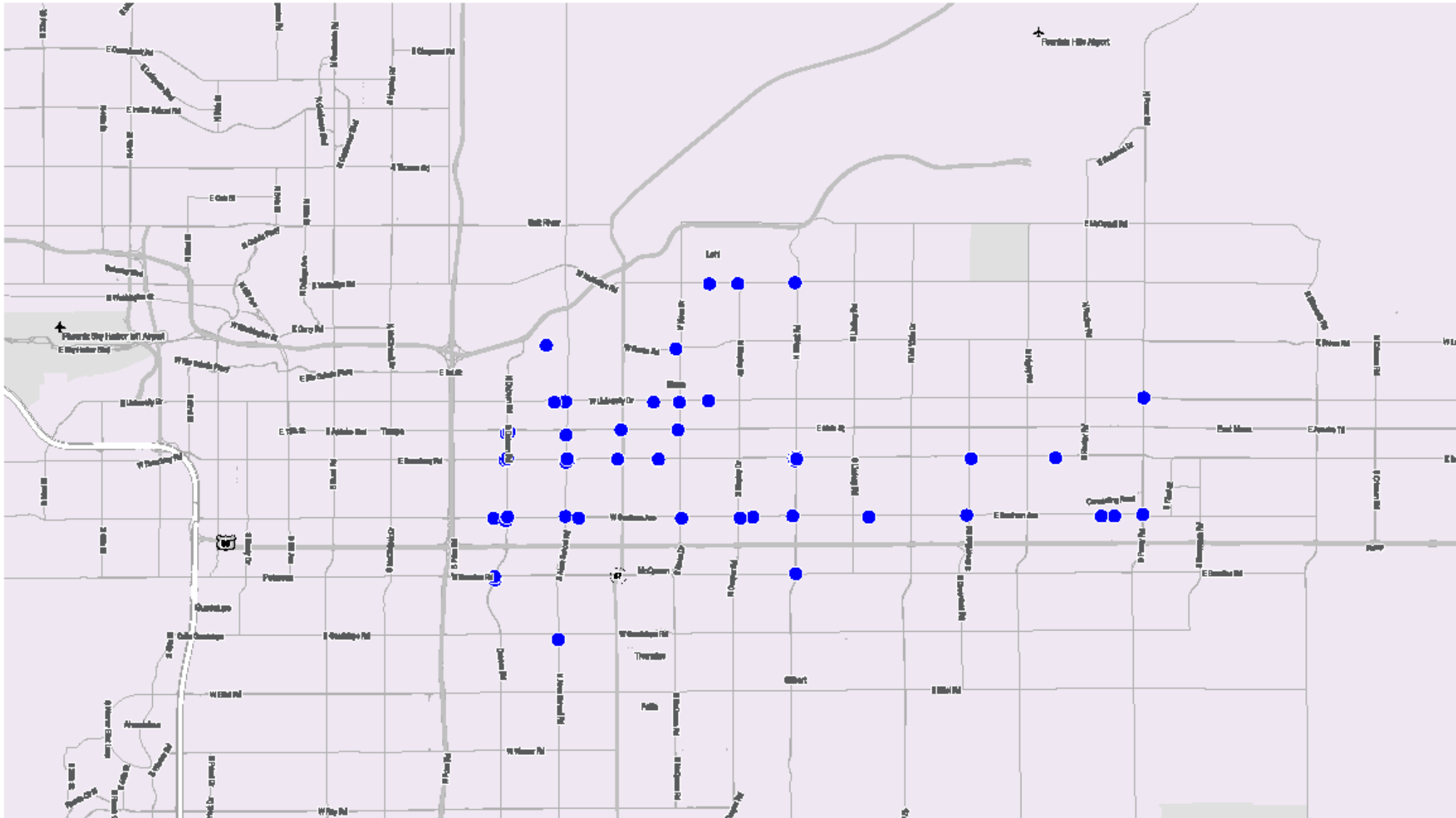




# Mesa, AZ: Ad Shelter Units - Bus Stops



## Mesa, AZ: Ad Klosk Units - Mesa Bus Stops



# Bus Shelters in Mesa

Existing inventory is:

- 750 bus stops in Mesa

- 244 bus stops have a shelter

- 33% of bus stops have shelters

Proposal adds 50 new shelters

- Increases number bus shelters by 20 percent

- Increases percentage of bus stops with shelters to 39 percent

Potential build out is approximately 400 shelters or 53% of all bus stops

# Growing the System

Add kiosks to the LINK stations

Evaluate advertising potential for shelter installations that occur through

- lifecycle replacements
- property damage
- street improvement projects

# Recommendation

Approve transit advertising contract with Outfront Media

# Advertising Standards

1. The Advertisement shall contain a commercial transaction as defined by an interaction between two or more parties in which goods, services or something of value is exchanged for some type of remuneration.
2. The advertising shall not:
  - a. Be false, misleading, or deceptive.
  - b. Relate to an illegal activity.
  - c. Advertise or depict the use of tobacco or smoking products as that term is defined in Section 36-798, Arizona Revised Statutes, Definitions.
  - d. Advertise or depict the use of spirituous liquor as that term is defined in Section 4-101, Arizona Revised Statutes, Definitions, on transit shelters and stops that are located less than 600 feet from a church or similar structure of worship, or school building.
  - e. Represent, by language or graphics, violence or antisocial behavior.
  - f. Advertise or depict language, gestures, conduct, or graphical representations that are obscene, pornographic, vulgar, profane, or scatological.
  - g. Represent, by language or graphics, a nude or seminude person, as those terms are defined in Section 11-821, Arizona Revised Statutes, or the exposed buttocks of any person.
  - h. Depict, relate to, or reference a website or other medium that relates to specified sexual activities or specified anatomical areas as those terms are defined in Section 11-821, Arizona Revised Statutes.