

City Commission Policy 802

StarMetro Advertising Policy

DEPARTMENT: StarMetro

DATE ADOPTED: January 28, 2015

DATE OF LAST REVISION: January 28, 2015

802.01 Purpose and Intent

The intent of this policy is to provide guidance as to the types of advertisements on transit infrastructure that will allow StarMetro to provide customer amenities at bus stops and generate revenue for the enhancement of transit operations to increase ridership.

802.02 Revenue Generating Objective

The primary objective of the StarMetro infrastructure advertising program is to generate revenue to benefit the transit system. Certain types of advertisements interfere with the program's primary purpose. The StarMetro Advertising Policy advances the intent of the infrastructure advertising program by prohibiting advertisements that could detract from the primary objective by creating substantial controversy, interfering with and diverting resources from transit operations, and/or posing significant risks of harm, inconvenience, or annoyance to transit passengers, operators and vehicles (For more information see the Prohibited Advertising Content on Page 4 – To be determined by City Commission).

802.03 Placement of Advertising

a. Placement Restrictions

Advertising will not be allowed in the following locations:

- i. Canopy Roads* – No advertising will be allowed on designated Canopy Roads which include portions of Old Bainbridge Road, North Meridian Road, Old St. Augustine Road, Miccosukee Road, Centerville Road, Pisgah Church Road, Moccasin Gap Road, Old Centerville Road, and Sunny Hill Road. Please see *Figure 1* on page 5 for a detailed map.

ii. Special Character and Historic Districts – No advertising will be allowed in Special Character and Historic Districts. Please see *Figures 2 and 3* on pages 6-7 for a detailed map.

iii. Leon County Bus Stops – Advertising on bus stops is not allowed outside of the City of Tallahassee corporate limits. Please see *Figure 4* on page 8 for a detailed map.

iv. Local Preference – Businesses, civic organizations, or other entities that are in operation at the time of installation shall be notified and have the right of first refusal on purchasing advertising.

All remaining locations are subject to approval by StarMetro staff. Advertising on StarMetro infrastructure in areas covered by agreements with Florida State University, Florida Agricultural and Mechanical University, or Tallahassee Community College will be addressed in those agreements.

Excluding the above locations regarding placement restrictions, advertising will be allowed on the transit infrastructure items identified below.

b. *SuperStops* – C.K. Steele is currently the only SuperStop on the system, but there are plans for more SuperStops.

i. Types of Advertising Allowed

1. SuperStop Sponsorship – No Larger than 48 sq. ft.
2. Digital Displays – No larger than 20 sq. ft.
3. Print Displays – No larger than 20 sq. ft.
4. Advertising Bench – Advertisement no larger than 12 sq. ft.

c. *Shelters* – Both StarMetro shelters and “Smart Shelters” will be allowed to have advertising.

i. Types of Advertising Allowed

1. Digital Displays – No larger than 20 sq. ft.
2. Advertising Panel – No larger than 20 sq. ft., per side, maximum two advertising panels per shelter
3. Advertising Bench – Advertisement no larger than 12 sq. ft.

ii. Examples:



Source: Greater Media Newspapers



Source: Go Media

- d. *Benches* – StarMetro would allow for the placement of advertising benches at bus stops with the advertisement being no larger than 12 sq. ft.

i. Examples:



Source: AdWheel



Source: Martin Outdoor Media

- e. *Other amenities* – Trash cans, bicycle racks, and other amenities installed at a bus stop to support the transit system may have advertising with the advertisement being no larger than 12 sq. ft.
- f. *Buses* – StarMetro offers advertising on fixed route buses and all Dial-A-Ride vehicles.

802.4 Advertising Content

All Advertising content will be approved by the StarMetro Transit Planning Manager, Utility Marketing Director, and Tallahassee-Leon County Planning Department Principle Planner (Advertising Committee). All advertisements shall be of high quality and design.

- a. *Permitted Advertising:*
 - i. *General Commercial*
 - ii. *Promotional*
 - iii. *Governmental*
 - iv. *Educational*
 - v. *Corporate or military recruiting*

- b. *Prohibited Advertising:*
 - i. Political candidate
 - ii. Economic, political or social issues
 - iii. Religious
 - iv. Messages promoting alcohol or tobacco use
 - v. Adult/Mature material

802.5 Amendment Process

The following Figures may be updated by staff, without City Commission approval, as bus routes and stops are added or removed from the system. Any changes by staff will be consistent with the City's Land Development Code. All other amendments to this policy require City Commission approval.

802.6 Effective Date

This policy shall become effective immediately upon City Commission Approval.

Figure 1: Tallahassee Canopy Roads

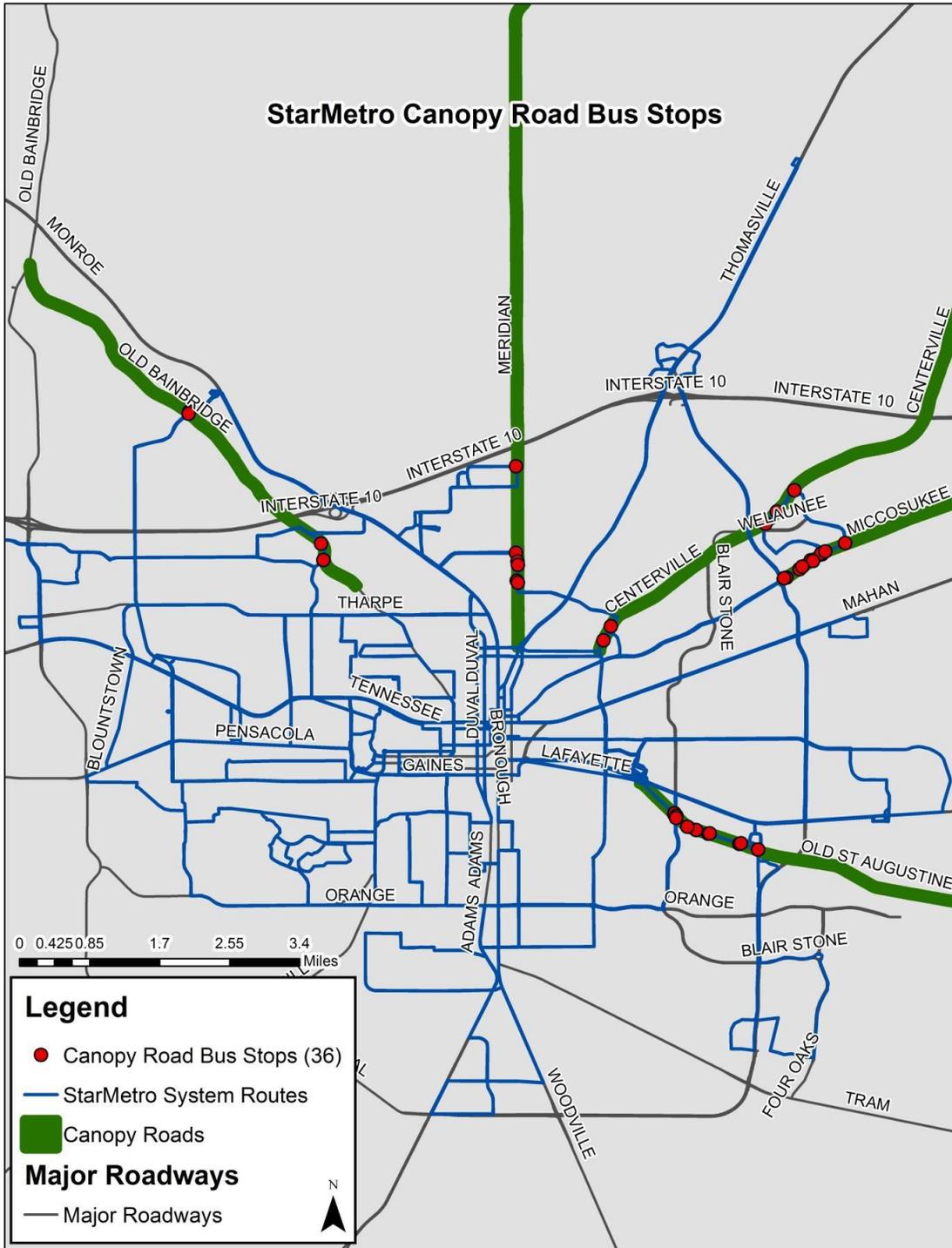


Figure 2: Special Character Districts

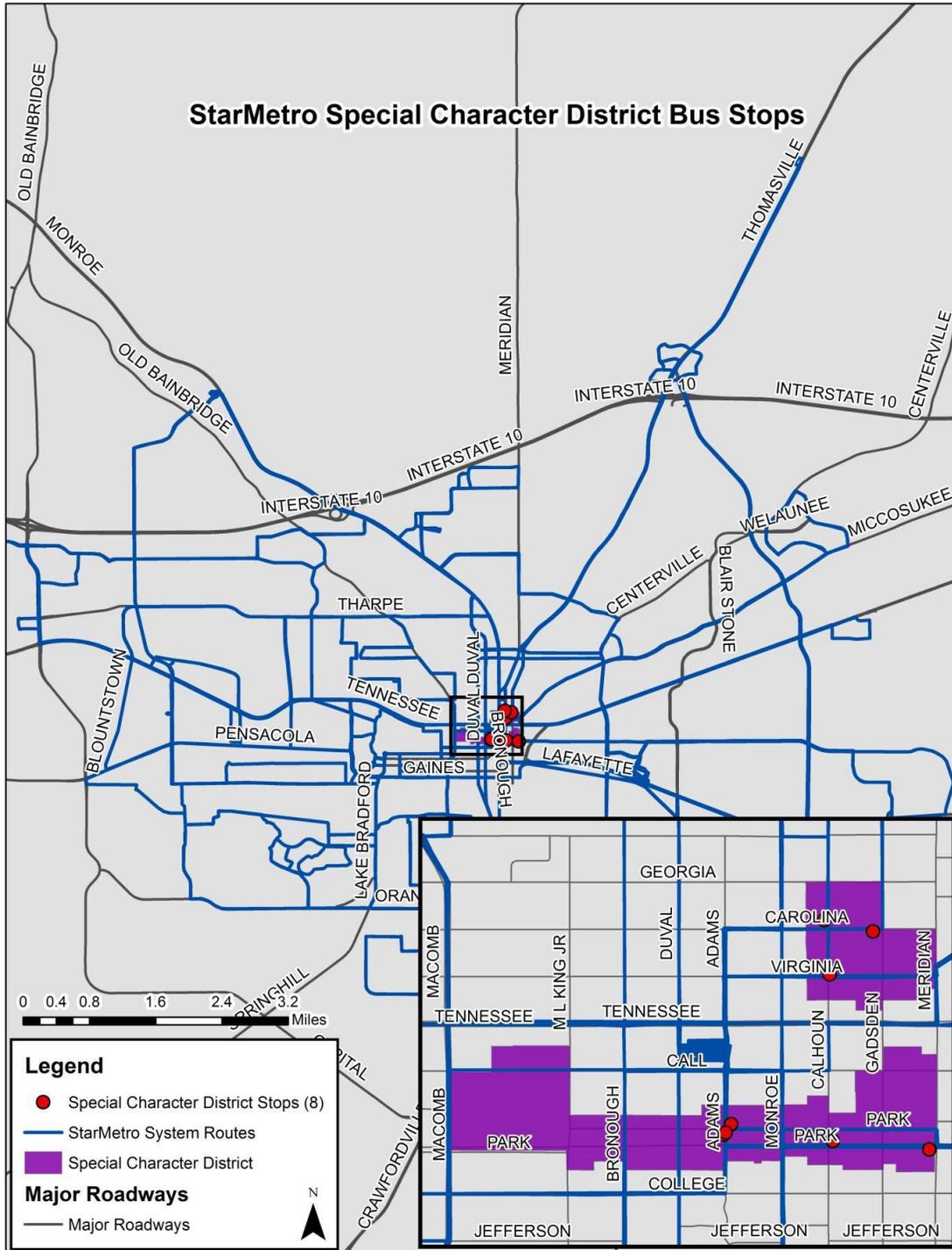


Figure 3: Historic Preservation Districts

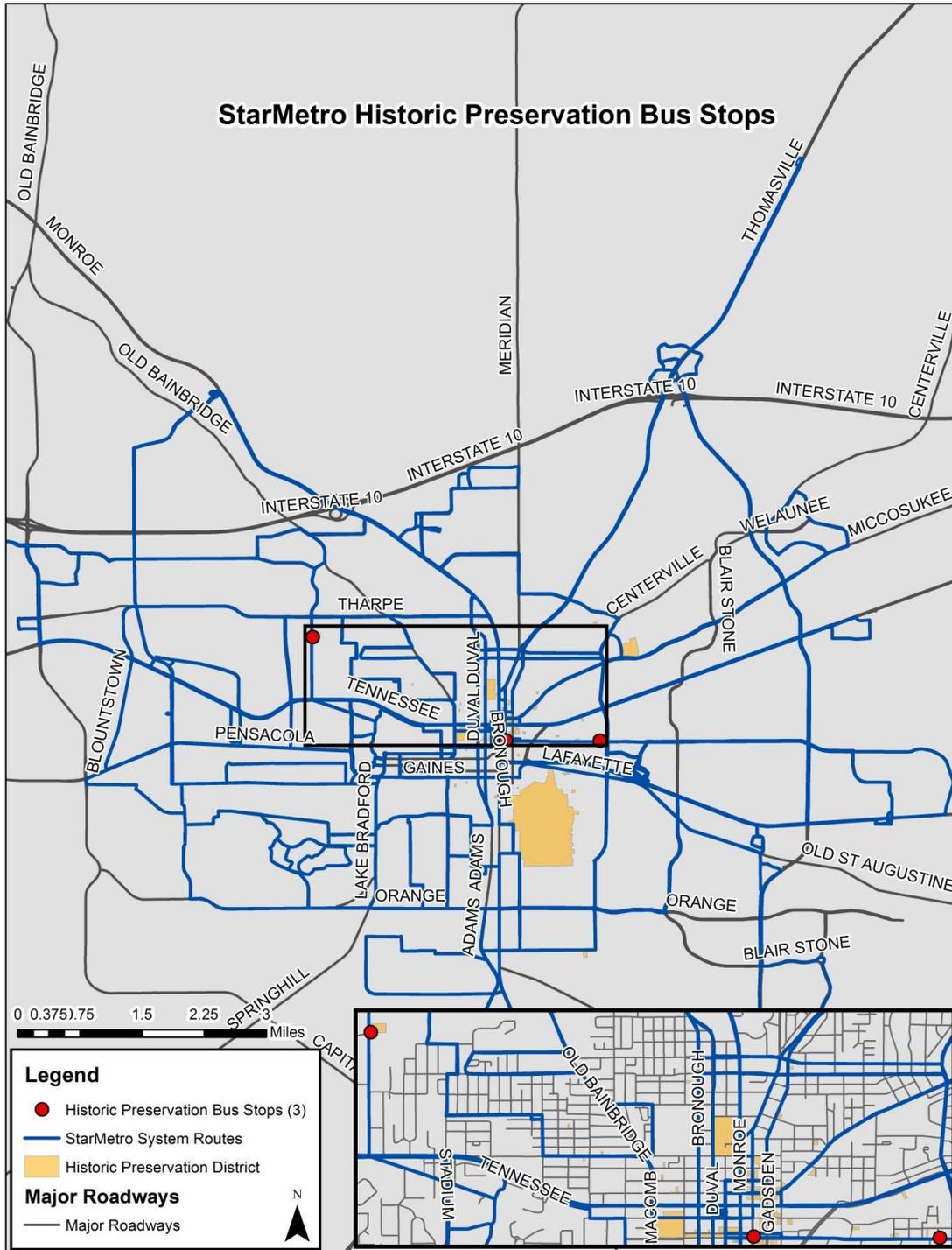


Figure 4: Leon County Bus Stops

