

## **Bus Advertising Proposal**

**Seven Valleys Health Coalition (SVHC)** has contracted with **Cortland County** since 2010 to implement and manage a **Mobility Management System (MMS)**, which has been funded through the United States Department of Transportation, Federal Transit Administration and overseen by the New York State Department of Transportation, and the Cortland County Planning Department.

A full-time **Mobility Management Coordinator (MMC)**, who is housed at SVHC, works closely with the transit company (First Transit) that is contracted with **Cortland County** to provide transit services within the county boundaries.

The sale of exterior advertising on the county-owned buses could provide additional revenue to sustain the MMS, provide additional revenue to the transportation fund that Cortland County utilizes to pay for bus shelters and other transportation related items, and as a match for future 5310/5311 federal funding which helps to support the bus system. A newer bus design that was first available in 2013 allows for greater advertising space on the exterior sides of the buses. First Transit has agreed that all bus advertising revenue from these transit-owned buses will go directly to the **MMS**.

A Cortland County request for proposals (RFP) was issued in 2012 for a marketing firm to oversee bus advertising, but no bids were received. SVHC believes that this is worth pursuing again but proposes, as noted below, that SVHC manage all aspects of the program and that potential advertisers provide “camera ready” advertising designs. This eliminates the need for an advertising company to provide costly design services. This proposed advertising was previously reviewed by the NYS DOT and was accepted in theory subject to such things as size and location on the bus. A template of the contract was provided to SVHC by the DOT.

SVHC proposes an agreement with Cortland County to administer a bus advertising program on county owned buses whereby SVHC will manage all aspects of the program, work with a local sign company to fabricate, install and remove designs, and all administrative functions. The revenue will be used as a match for the 5310/5311, JARC, and any other grants that support the Mobility Management System. We propose SVHC retains a 10% administration fee and that 50% of the profit goes toward the MMC position. The remainder of the revenue will be allocated to Cortland County’s transportation fund.

### **Potential revenue:**

After researching rental rates charged by BC Transit, (Broome County), CTran (Chemung County) and TCAT (Tompkins County), an estimate of potential revenue was developed. Potential advertisers could purchase space on either the “traffic side” or the “curb side” of the bus. The traffic side has more room to advertise because the entrance door is located on the other side of the bus, and it is presumably more visible to the traveling public, so charges to

advertise on this side of the bus are higher. While there may be more opportunities for advertising space, such as the tailboard or interior of the bus, SVHC is proposing that the County concentrate on these two areas of the bus as a “pilot program” to determine demand/interest, cost/benefit ratios, bus downtimes, and other administration issues. Advertisers would contract in minimum lots of five (5) buses for a minimum of six months. The six month time period would be set at April through September and October through March. It is anticipated that advertisements would be installed on Saturdays to minimize downtime of the vehicles. The proposed revenue follows:

Green bus (minimum of 5 buses per order)

1. **Traffic side:** \$700 per month (6 month minimum) = \$4,200 - \$1,000 (set up and removal costs of \$200 per bus provided by outside sign company firm). Multiply by 3 to include all 15 buses.

Potential revenue: \$9,600 per year.

2. **Curb side:** \$500 per month (6 month minimum) = \$3,000 - \$1,000 (set up and removal costs of \$200 per bus provided by outside sign company firm). Multiply by 3 to include all 15 buses.

Potential revenue: \$6,000 per year.

**Grand Total: \$15,600**

Both Sellco and American Sign companies in Cortland can create the bus ads. Initially, SVHC would like to do business with just one local company, so SVHC will contact the two local companies to get their rates and the Transportation Advisory Committee’s (TAC’s) Communication, Education, and Marketing committee will select.

#### **Method of Payment:**

Advertisers will submit a 25% payment at the time the contract is signed with Cortland County. The balance to be provided within 30 days of the date of the signed contract.

#### **Guidelines:**

In the event that there is more demand than allowable advertising space, the MMC will select advertisers on a first come, first served basis that have satisfactorily completed an application and provided the 25% downpayment. Advertisements must meet the following guidelines:

1. Quantity, quality and placement of all advertising will be controlled by and subject to the specific approval of the Director of the Cortland County Planning Department in consultation with the MMC.

2. The MMC reserves the right to reject any advertisement, commercial or non-commercial, which does not meet the standards noted following. Before any advertisement is rejected, it shall be referred to the Director of the Cortland County Planning Department and Legal Counsel for Cortland County, if necessary.

3. No advertisement will be permitted that:

a. appears to make a personal attack on any individual or upon any company, product, or institution; or falsely disparages any service or product or is defamatory in any respect.

b. might be interpreted to be offensive to any religious, ethnic, racial, or political group.

c. might be interpreted as condoning any type of criminal act or which might be considered as derogatory toward any aspect of the law enforcement profession.

d. portrays acts of violence, murder, sedition, terror, vandalism, or other acts of violence against persons or institutions.

e. depicts nudity or portions of nudity that would be considered as offensive, distasteful, pornographic, or erotic, is obscene, or advertises adult entertainment.

f. might be interpreted as condoning any type of discrimination or might be interpreted as condoning or soliciting any unlawful act or conduct.

g. is in conflict with any applicable federal, state, or local law, statute, or ordinance.

h. contains false or grossly misleading information.

In addition, no liquor, tobacco, religious, political, or firearms advertisements will be permitted.