



Proposed Advertising Policy

Committee of the Whole

June 6, 2023



Proposed Advertising Policy

- Current advertising guidelines provide general parameters for advertising content.
 - Last updated 7/13/2021 as an Administrative Procedure.
- Proposing a policy to be adopted by the Board.
 - Policy expressly states what advertising will be permitted and prohibited.
- Advertising Policy will enable RTA to consistently manage advertising to reflect RTA's Mission and public image.

Research of Transit Agencies

- Southwest Ohio Regional Transit Authority (SORTA/Cincinnati)
- Laketran (Lake County)
- Metro (Akron/Summit County)
- Metro Bus (St. Cloud, Minnesota)
- Go Raleigh (North Carolina)
- Harbor Transit (Grand Haven, Michigan)
- Rio Metro Transit District (New Mexico)
- Transpo (South Bend, Indiana)
- Citilink (Fort Wayne, Indiana)
- Regional Transportation Commission (RTC) of Southern Nevada (Las Vegas)

Shelters and Transit Advertising Sales

- RTA's Shelter and Transit Advertising Sales Contract expires December 31, 2023.
- Contractor sells, produces, installs and removes advertising on GCRTA shelters (in Cleveland) and vehicles (coaches and rail cars).
- Policy will be included in the Request for Proposal package that is scheduled to go out promptly in order to make a recommendation of award to the Board this October.

Advertising Policy

- To be placed in the Code Book alongside another First Amendment provision, “Public Assembly on Authority Property.”
- Adopting a policy will assist in defending a legal challenge.

Recommendation

Staff requests that the Committee of the Whole recommend this provision to the Board of Trustees for approval.

Questions

