

COUNCIL WORKSHOP ITEM

ITEM: Grove Commuter Shuttle – Proposed Advertising Program
DATE: June 1, 2004
PREPARED BY: David H. Barber, P.E., Director of Public Works
Dorin Fera, AICP, Traffic Manager
PURPOSE: Request Council Approval for Advertising Program

DISCUSSION:

The Local Transportation Subcommittee (LTS) held a meeting on Thursday, May 27, 2004 for the purposes of discussing a proposed bus advertising program for the Grove Commuter Shuttle in response to Village Council request to increase bus ridership revenue. The goal for advertising revenue has been established at \$20,000 for FY 2004-05.

The charter service program has been eliminated from FY 04-05, focusing only on commuter shuttle service only. The discussion at this meeting focused action steps needed to encourage local businesses to advertise on the outside of the Shuttle buses.

The Advertising Program is proposed to be “budget-neutral”, through the use of Village staff, various available resources, including Village Newsletter, Cable TV, water billing statements, and the Village Corner, among others.

However, there will be certain start-up costs necessary to prepare the buses for advertising use and for the printing and mailing of various flyers. These costs, estimated at \$5,400, will come from the Public Works budget.

The advertising rates for buses are proposed to be as follows:

- One bus - \$300 per month – includes three signs provided at advertiser’s expense.
- One bus - \$750 per quarter – includes three signs provided at advertiser’s expense.

The LTS voted unanimously to support the proposed advertising program.

ATTACHMENT:

Proposed Bus Advertising Program
Proposed Downers Grove Advertising Agreement

RECOMMENDATION:

The LTS recommends Village Council approval and adoption of the Proposed Advertising Program.



**Village of Downers Grove
Public Works
Memo**

To: Local Transportation Subcommittee

From: David Barber, Director of Public Works
Dorin Fera, Traffic Manager

Date: May 7, 2004

Subject: **Grove Commuter Shuttle – 2004-05
Advertising Program Recommendations**

PURPOSE:

The purpose of this communication is to provide a suggested action plan for the implementation of an advertising program for the Grove Commuter Shuttle to meet the revenue goal for 2004-05 of \$20,000.

BACKGROUND:

Currently, an advertising program for generation of revenue on the Grove Commuter Shuttle buses does not exist. The Local Transportation Subcommittee (LTS) report to Village Council included a recommendation to include an advertising program for 2004-05 to raise revenues through advertising on the buses. The goal for advertising revenue for 2004-05 was \$20,000. Staff has developed a plan of action to begin this program

SUGGESTED ACTIONS FOR IMPLEMENTATION:

The follow action items are proposed for LTS consideration. The program being suggested is for advertising by local businesses on the outside of the eight Grove Commuter Shuttle buses. It should be remembered that the scope of the Grove Commuter Shuttle has been modified for FY2004-05 to be limited to commuter shuttle purposes only. All Charters for 2004-05 have been eliminated. The buses will be used to assist during Heritage Festival as in the past. Based on these changes, exposure of the buses will be limited to less than might have occurred in the past with the charter service.

Based on the tasks identified in the following action steps, an advertising program guide will be developed so that all program information is available for potential advertisers.

Action Step 1 – Each bus needs to be equipped with aluminum frames to hold the proposed advertising information. It is anticipated that the aluminum frames will provide a space to the insertion of advertising materials meeting Village construction standards. It is expected that advertising panel will be of a plastic corrugated material to withstand exposure to the weather. Three frames will be needed for each bus. One frame will be installed on the rear of the bus (approximately 18” tall by 60” wide) and one frame will be installed on each side of the bus (approximately 30” tall by 84” wide). It is

estimated that the cost to outfit each bus will be about \$250. The total cost to equip all eight buses will be about \$2,000.

Action Step 2 – A standard Transit Display Ad contract/permit will need to be developed. Department of Public Works staff will work with the Village Attorney to create this agreement/permit. The agreement or permit, depending on the process finally approved by the Village Attorney, will need to address issues such as the fee to be charged, content of the ad, length of placement of the ad and the number of buses to be used for each ad along with other items identified by the Village Attorney. Staff anticipates the guidelines for the content of the ads to be placed on the buses will follow the guidelines adopted by the Village Council in 2003 (copy attached). This process will need to be accepted by Village Council before full program implementation.

Action Step 3 – To kick-off the program the Village will need to install our own advertising materials, which will advertise the available space. We would propose materials that would be simple in form and indicate something like “Advertise Here” with our phone number (and possibly our email address). The purchase of the appropriate materials will cost about \$300 per bus, or about \$2,400 for all eight buses. These signs will be re-usable and can be added during periods when advertisers might not have fully purchased ad space on all of the buses.

Action Step 4 – Village staff will develop a listing of potential advertisers and will prepare a mailing to be sent to these potential customers. We anticipate this group of potential advertisers will be local businesses and we will work with the Chamber of Commerce and the Downtown Management Corporation to develop this list. We would anticipate that the development of an information flier and mailing may run around \$1,000, which would cover printing and mailing. We would also hope to use other existing publications (Village Newsletter, Chamber Newsletter, Local Cable Channel, Village Web Page, etc.) to distribute information about this new program.

Action Step 5 – It will be necessary to establish rates for advertising on the buses. Based on the goal of generating \$20,000 for FY2004-05 we would suggest the following rates for advertising on the buses.

- One bus - \$300 per month – includes three signs provided at advertiser’s expense.
- One bus - \$750 per quarter – includes three signs provided at advertiser’s expense.

Estimated revenue: Between \$3,000 and \$3,600 per bus annually.
Between \$24,000 and \$43,200 for 8 buses annually.

Action Step 6 – Develop a program summary guide that will incorporate all of the key features of the Bus Advertising Program. This document will provide a summary of all of the features of the Bus Advertising Program and will assist potential advertisers with understanding of the Village’s program.

RECOMMENDATIONS:

Public Works staff requests the LTS review the information contained in this communication and provide guidance and assistance with the development of the Bus Advertising Program. Given the Village Council direction to implement this program in FY 2004-05 and the suggested revenue goal of \$20,000, staff will need to implement this program at the earliest possible date. Based on the LTS input, staff will begin developing the necessary materials identified in the action steps listed herein and will seek Village Council approval to implement this new program.

VILLAGE COUNCIL POLICY

VILLAGE OF DOWNERS GROVE, ILLINOIS

SUBJECT: Advertising Policy

ISSUED BY: Village Council **Effective Date:** September 16, 2003
June 15, 2004

THIS IS A X New Policy
X Supersedes Previous Policy Dated September 16,
2003
And Titled _____

ORDINANCE NO. 4532

AN ORDINANCE ADOPTING-AMENDING ADVERTISING POLICIES

WHEREAS, the Village adopted Ordinance No. 4532 establishing advertising policies on September 16, 2003; and

WHEREAS, the Village has and ~~continues to maintain~~s certain buses, bus shelters, trash cans, and billboards within the municipality; and

WHEREAS, it is deemed appropriate from time to time for the Village to allow advertisements to appear on Village buses, bus shelters, trash cans and billboards; and

WHEREAS, the Council of the Village of Downers Grove has determined that it is in the best interests of the Village to establish a policy to be followed in determining what types of advertisements should appear within the municipality;

NOW THEREFORE, BE IT ORDAINED by the Village Council of the Village of Downers Grove, in DuPage County, Illinois as follows:

SECTION 1:

A. _____ It is the policy of the Village of Downers Grove that its buses, bus shelters, trash cans and billboards are not public forums and that all advertisements shall be commercial in nature. All advertising materials on the Village of Downers Grove buses, bus shelters, trash cans and billboards are subject to removal by the Village of Downers Grove. To the fullest extent possible, such advertising materials must be aesthetically pleasing and enhance the environment for the Village of Downers Grove riders and customers and the Village of Downers Grove's standing in the community.

Examples of advertising material that will be refused under this policy include, but are not limited to, the following:

1. Advertising that is unlawful, obscene or indecent or contains explicit messages or graphic representations pertaining to sexual contact or contains an offensive level of sexual overtone, innuendo or double entendre;

2. Advertising of contraception products or hygiene products of an intimate personal nature;

3. Advertising of products or services with sexual overtones such as massage parlors, escort services or establishments featuring X-rated or pornographic movies;

4. Advertising containing foul or offensive language;

5. Advertising that is harmful to children, either emotionally or physically;
a) The term "harmful to children" means language or pictures that: (i) describe or depict sexual contact or nudity; (ii) make use of foul language; (iii) describe or depict violent physical torture, destruction or death of a human being; (iv) describe or depict criminal activity in a way that tends to glorify or glamorize the activity and that, with respect to children under the age of 18, has a tendency to corrupt;

b) The term "of a nature to frighten children, either emotionally or physically" means language or pictures that describe or depict violent or brutal activities, whether such violence or brutality was intended or not, in a manner that causes children under the age of 18 physical or emotional distress or fear for his personal safety or for the safety of others;

6. Advertising of controversial public issues that may adversely affect the Village of Downers Grove's ability to attract and maintain its citizenry and ridership on the bus system.

7. Advertising of commercial advertisements by political candidates for public office and advertisements concerning ballot issues.

8. Advertising of alcohol or tobacco products.

B. Anyone wishing to commercially advertise on the Village buses shall abide by this policy, complete the Bus Advertising Agreement, as attached as Exhibit A, and pay to the Village, the fee of \$300 per month, per bus (which includes three (3) spaces on each bus) or \$750 per quarter if the same space is rented for more than one (1) month for three (3) advertising spaces on the same bus.

SECTION 2. That all ordinances or resolutions, or parts thereof, in conflict with the provisions of this ordinance be and are hereby repealed.

SECTION 3. That this ordinance shall be in full force and effect from and after its passage and publication in the manner provided by law.

Brian Krajewski, Mayor

Passed: ~~September 16, 2003~~

Published: ~~September 17, 2003~~

Attest: Linda J. Brown, Deputy Village Clerk

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DOWNERS GROVE BUS ADVERTISING AGREEMENT

THIS AGREEMENT is made and entered into this _____ day of _____, 20____ by and between the Village of Downers Grove ("Village"), an Illinois Municipality, and _____ ("Advertiser").

WHEREAS, the Village has and maintains municipal buses and those buses are identified as follows: Eight (8) 1992 Gillig Phantom, 47 Passenger coaches – VIN numbers 15GCD1210N1084635, 15GCD1212N1084636, 15GCD1214N1084637, 15GCD1210N1084638, 15GCD1218N1084639, 15GCD1214N1084640, 15GCD1214N1084641, 15GCD1218N1084642. These buses have frames and/or racks for advertising on the exterior which is in fair condition and available for inspection.

WHEREAS, Advertiser wishes to commercially advertise on the Village's buses in the following manner:

- A. On one of the Village buses _____
- B. On more than one Village bus _____ (insert number of buses)

WHEREAS, the Parties wish to set forth the parameters for such advertising on the Village's buses.

NOW, THEREFORE, the Parties agree as follows:

1. Preamble. The provisions of the preamble are hereby incorporated into and made a part of this Agreement.
2. Advertising Policy. The Village maintains a Village Council Policy for Advertising. Any and all advertisers agree to comply with the guidelines of the Village Council Advertising Policy as presently written and any subsequent amendments thereto.
3. Payment. The fee for advertising on a municipal bus shall be paid in advance to the Village of Downers Grove, 801 Burlington Ave., Downers Grove, IL 60515. The rate for advertising on one (1) bus for one (1) month is \$300.00. This fee includes three (3) advertising spaces on the same bus. If an advertiser wishes to rent advertising space for longer than a one (1) month period, the rate is \$750.00 per quarter per bus for three (3) advertising spaces on the same bus.
4. Maintenance. The Village will maintain the condition of the advertisement in a safe and serviceable manner.
5. Insurance. To the fullest extent permitted by law, the Advertiser shall

indemnify, keep and save harmless the Village and its agents, officers, and employees, against all injuries, deaths, losses, damages, claims, suits, liabilities, judgments, costs and expenses, (including any attorneys fees), which may arise directly or indirectly from any negligence or from the reckless or willful misconduct of the Advertiser, its employees, or its subcontractors, and the Advertiser, its employees, or its subcontractors, and the Advertiser shall at its own expense, appear, defend and pay all charges of attorneys and all costs and other expenses arising therefrom or incurred in connection therewith, and, if any judgment shall be rendered against the Village in any such action, the Advertiser shall, at its own expense, satisfy and discharge the same. This Agreement shall not be construed as requiring the Advertiser to indemnify the Village for its own negligence. The Advertiser shall indemnify, keep and save harmless the Village only where a loss was caused by the acts or omissions of the Advertiser, its employees, or its subcontractors.

6. Term of Agreement. The term of the Monthly Agreement shall commence on the 1st day of the month and shall automatically terminate on the last day of the same month (i.e. January 1st – January 31st). A Quarterly Agreement term shall commence on the 1st day of a month and shall automatically terminate on the last day of month two (2) months subsequent to the starting date (i.e. January 1st – March 31st).

7. Placement of Ads. The Village shall have the right to determine which bus and bus route shall have what advertisement placed upon it. The Village will attempt to rotate advertisements onto differing routes in the event an advertiser pays for more than one month. In no case will an advertisement remain on the same bus route for more than three (3) months.

8. Public Service Advertising. The Village shall have the right to advertise community events or other public service notice if the advertising space is unsold.

9. Village Endorsement. No implied or declared endorsement of any product or service by the Village is permitted.

10. Truthful Advertising. All commercial advertising must be truthful. False, deceptive or misleading commercial advertising is not permitted. All advertising must comply with all applicable ordinances, laws and regulations.

11. Reservation of Rights. The Village reserves the right to reject or remove any advertising, which it deems not to be in full compliance with the Village guidelines and this Agreement. The Village Manager or his designee shall make the final determination as to whether such advertising meets the guidelines or this Agreement.

12. Applicable Laws. The laws of the State of Illinois shall govern the Agreement without regard for the conflict of laws provisions. The proper venue for any legal action shall be DuPage County, Illinois or any federal court in Chicago.

IN WITNESS THEREOF, the Parties have caused this Agreement to be executed and made as of the date first written above.

VILLAGE OF DOWNERS GROVE

Print Name of Company/Advertiser

Riccardo Ginex, Village Manager

Print Name

ATTEST:

April Holden, Village Clerk

Signature

Subscribed and Sworn to before me
this _____ day of _____,
200_____.

Notary Public