

**Washington Metropolitan Area Transportation Authority
Board Action/Information Summary**

<input checked="" type="checkbox"/> Action <input type="checkbox"/> Information	MEAD Number: 99825	Resolution: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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PURPOSE

The Regulation Concerning the Use by Others of WMATA Property prohibits any uses of WMATA property that are not approved, and specifically requires Board approval of advertising inventory. Staff requires Board approval to increase the advertising inventory, which the Board will undertake separately by resolution. In a separate action, here, staff requires Board approval to modify WMATA's existing advertising contract, and to initiate and award competitively negotiated contracts for advertising on WMATA buildings and on the WMATA Web site.

DESCRIPTION

WMATA's advertising inventory generates non-passenger revenues which offset costs to jurisdictions and customers. Increasing the available inventory for advertising will further assist the Authority to offset costs and is necessary to meet FY08 budgetary obligations.

Staff has proposed allowing additional advertising in the following areas:

- (1) Metrorail stations –
 - a. Station Pylons & Pillars
 - b. Floor graphics that are affixed consistent with safety requirements
 - c. Trash Receptacles
 - d. Wall Projections
 - e. Larger Dioramas
 - f. Increasing cap on Station Banners (six to all stations)
- (2) Buses
 - a. Increasing cap on Bus Wraps (100 to 200)
 - b. Increasing cap on Exterior Bus Headliners (100 to all)
- (3) Railcars
 - a. Exterior Railcar King-size Displays
 - b. Interior Railcar Doors (excluding bulkhead doors)
 - c. Railcar Ceilings

- d. Increasing cap on Train Wraps (20 to 100)
 - e. Increasing cap on Interior Rail Car Headliners (100 to all)
- (4) Wallscapes on the exterior of WMATA buildings, subject to local codes governing signage
- (5) WMATA Web site (Restricted to non-controversial commercial advertising that is not contrary to the best interests of the transit system and that does not place the Authority in a negative light or otherwise result in public criticism of the Authority. Pop ups and other similar features are prohibited. Such Web site advertising shall also comply with the Guidelines Governing Commercial Advertising.)

Assuming the Board approves the additional advertising listed above, further Board authorization will be required in order to modify the existing advertising contract and to solicit competitively negotiated contracts for advertising on WMATA buildings and on the WMATA Web site. That authorization is requested in this action.

FUNDING IMPACT

Increasing the available advertising inventory may result in an estimated \$3 million increase in revenues. The costs of installation of this new/additional advertising inventory will be the responsibility of the advertising contractor (CBS Outdoor).

RECOMMENDATION

Staff recommends that the Board authorize:

- 1) Modification to the existing multi-year advertising contract with CBS Outdoor. The modification would:
 - a. Eliminate restrictions on quantities of station banners, interior rail car headliners and exterior bus headliners;
 - b. Ease restrictions on quantities of Metrobuses and Metrorail cars available for wraps;
 - c. Add new types of advertising on the interiors and exteriors of Metrorail cars, excluding bulkhead doors; and
 - d. Add additional types of advertising options inside Metrorail stations.
- 2) An action to initiate and award a competitive negotiated contract for advertising on the exterior of WMATA buildings (subject to local codes governing signage) as well as initiate and award a competitively negotiated contract for Web site advertising.