

BOARD OF ALDERMEN

ITEM NO. B(1)

AGENDA ITEM ABSTRACT

MEETING DATE: June 28, 2011

SUBJECT: CHAPEL HILL TRANSIT BUS WRAP DISCUSSION

DEPARTMENT: TOWN MANAGER	PUBLIC HEARING: NO
ATTACHMENTS: A – Memo from Steve Spade B - Advertising Rates and Policy	FOR INFORMATION CONTACT: Stephen Spade- Chapel Hill Transit (969-4900)

PURPOSE

The purpose of this agenda item is for the Board to consider the revised advertising policies and standards for Chapel Hill Transit advertising.

INFORMATION

On June 7, 2011 the Board of Aldermen received a report from Chapel Hill Transit on a proposal to use bus wraps to generate advertising revenues for the transit system. The Advertising Policies and Standards were revised reflect the comments provided by the Board of Aldermen and Town Attorney. The changes focus on issues advertising, distribution of materials on the buses and simplified the definition of offensive material. The attached memo includes suggested activities for Chapel Hill Transit to support local businesses through this program.

At their June 13th meeting, the Chapel Hill Town Council approved the advertising rates and Advertising Policies and Standards and authorized the Town Manager to take steps to begin implementation. The University of North Carolina-Chapel Hill has already indicated their support of the advertising program.

FISCAL AND STAFF IMPACT

A CHT memo containing the information on revenue projections and budget impacts was included in the June 7 agenda item.

RECOMMENDATION

Staff recommends the Board receive the report from Chapel Hill Transit and consider endorsing the program.