

BOARD OF ALDERMEN

ITEM NO. D(4)

AGENDA ITEM ABSTRACT
MEETING DATE: September 4th, 2012

SUBJECT: Request to Approve the Use of Chapel Hill Transit Advertising Space for Chapel Hill/Carrboro Wise Program and Promotion of the Local Economy

DEPARTMENT: TOWN MANAGER	PUBLIC HEARING: NO
ATTACHMENTS: A – Resolution B– Proposed Design	FOR INFORMATION CONTACT: Matt Efirm (918-7314) Trish McGuire (918-7327) Annette Stone (918-7319)

PURPOSE

The purpose of this agenda item is to request that the Board of Aldermen approve the use of the Town’s designated Chapel Hill Transit advertising space for the Chapel Hill/Carrboro WISE program and also to approve using available Public Service Announcement (PSA) advertising space for the promotion of the local economy.

INFORMATION

Chapel Hill Transit currently allows for each of the transit partner agencies to use a “wrapped” bus free of charge. The only cost to the partner agency is for the creation and installation of the vinyl wrap, which is approximately \$5,000 depending on the vendor.

Staff is proposing to use the available bus wrap to advertise the WISE program. The Chapel Hill WISE program will share in the cost of the creation and installation of the vinyl wrap, reducing the cost to the Town. It is anticipated that the WISE program would advertise on the wrapped bus until the Town is ready to move forward with a different use which may result from the branding/marketing study currently scheduled for the Economic & Community Development department.

In the interim, staff is proposing the use of available space in and on Chapel Hill Transit buses for the promotion of the local economy. Chapel Hill Transit allows for the placement of PSA’s in the bus interior for 90 days for the entire bus fleet for a cost of \$30 (total). Material cost for the PSA’s is expected to be approximately \$200 per 100 advertising cards.

FISCAL AND STAFF IMPACT

The cost of the bus wrap is anticipated to be approximately \$5,000, some of which will be paid by the Chapel Hill WISE program. The Town’s contributions would come from the Carrboro WISE program’s marketing budget. The cost for interior bus PSA placement is expected to be less than \$500 per year for the entire fleet. These funds would come from the Economic & Community Development department budget.

RECOMMENDATION

Staff recommends that the Board of Aldermen consider the request to approve the use of Chapel Hill Transit advertising space for promotion of the Chapel Hill/Carrboro WISE program and for the promotion of the local economy.