

BENCH ADVERTISING PROGRAM

Public Meeting



● Reinventing METRO

Objectives

- To respond to requests for more amenities at bus stops
- To improve riders' experiences by providing benches at appropriate bus stops
- To create a sustainable way to provide benches without impacting Metro's budget
- To enhance Metro's image in the community

Bench Design Guidelines

- Compliant with City of Cincinnati Transit Stop Guidelines
- Specifies size, materials and installation methods used
- Defines maximum allowable size of advertising displayed
- This is the **ONLY** bench approved by City of Cincinnati for advertising in the public right-of-way

The Bench

- Manufacturer: Armor Metal Group (local company)
- Powder-coated black slatted metal
- Size: 72” long x 24” deep x 34” high
- Ad size: 65” long x 16” high



The Plan

- Install 50 benches at selected stops throughout the community without advertising initially
- Retain third-party contractor to sell advertising and maintain benches
- Expand program if sufficient revenue is generated

Bench Placement

- Bench locations must comply with city permit process
- Benches will not be placed at locations that already have a bench supplied by the community
- City will not remove non-compliant or unapproved advertising benches unless a SORTA bench is installed
- Exclusions: Government Square, Uptown Transit District and MetroPlus stops

Advertising Content

- Must adhere to Advertising Policy adopted by the Board of Trustees of the Southwest Ohio Regional Transit Authority
- Highlights: no tobacco advertising, no advertising for sexually oriented businesses or products, no controversial public issues, no political advertising
- All ad content is reviewed by Metro staff before installation

Community Involvement

- Presentations to Planning Commission
- Presentation to Cincinnati Neighborhood Business Districts United (CNBDU)
- Communication to all community councils before launch of program; individual presentations to community groups upon request
- Neighborhood Summit, March 16 at Xavier University

We want your comments

- Complete written comment form
- Record comments in back of room
- Send email to ReinventingMetro@Go-Metro.com

Questions?

