

BUS BENCH ADVERTISING PROGRAM

Public Meeting July 29, 2021



**REINVENTING
METRO!**

Welcome

- Public meeting to present Metro's bus bench advertising plan
- This presentation will be repeated throughout the 2-hour period
- Please hold questions and comments until the end



Objectives of Bench Plan

- Improve rider experience by providing benches at bus stops
- Add benches without impacting Metro's budget
- Enhance Metro's image in the community



Bench Design

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



Bench Designs – A Comparison



Current

- Powder-coated black metal
- 72” long x 24” deep x 34” high
- **Ad size: 65” long x 16” high**



Proposed

- Powder-coated black metal
- 72” long x 34” deep x 47” high
- **Ad size: 65” long x 30” high**



The Plan

- Install up to 400 benches at selected stops throughout the community over next seven years
- Permitting, installation, cleaning and maintenance managed by Metro's contractor Adsposure
- Advertising revenue pays for bench installation and upkeep with no additional cost to Metro or the community



Bench Placement

- 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 until a SORTA bench is installed
- Exclusions: Government Square, Uptown Transit District and MetroPlus stops



Ad Content

- Must comply with Advertising Policy adopted by the Board of Trustees of the Southwest Ohio Regional Transit Authority (SORTA)
- **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



Planned Community Outreach

- Public meeting
- Letter to all community councils
- Presentations to community councils and organizations upon request
- Presentation to City of Cincinnati Planning Commission



We Want to Hear From You



- Written comment form at today's meeting
- Online at www.go-metro.com
- Email RouteComments@Go-Metro.com



Thank you



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