

To: Board of Directors
From: Derek Heino, Program Manager, Partnerships and Business Development
Date: August 10, 2022
Re: Transit Advertising Policy Changes

Capital Metro maintains a transit advertising program to generate revenue for the agency by leveraging our assets for promotion of advertising clients and public awareness of Capital Metro services, and to achieve our strategic goal of being a valued community partner by offering discounted and no-cost advertising space to non-profit and governmental entities that meet certain requirements.

Staff is considering the following changes to the transit advertising policy:

1. Clarifying the types of smoking products and paraphernalia that are prohibited by policy.
2. Creating an allowance for alcohol advertisements with an accompanying “enjoy responsibly” message.

The agency seeks to clarify the acceptable standards for tobacco and smoking-related products, prohibiting the promotion of any substance or product containing nicotine or tobacco that is meant to be used in conjunction with an e-cigarette or any other type of smoking or vaporizing device including but not limited to cigarettes, cigars, or pipes. This clarification will address the changing marketplace within the tobacco industry and better document what is believed to be the intent of the policy.

Staff recommends a policy change to allow alcohol advertising on our buses and trains. This recommendation includes a requirement for alcohol advertisers to feature “enjoy responsibly” or similar messaging within the ads. A change to allow alcohol advertising has the potential to increase transit advertising revenue 5-15%.

These changes to the Transit Advertising Policy do not require board action and we plan to move forward with implementing the policy on October 1st, 2022. Before we move forward with the policy change, we would like to offer the board an opportunity to discuss the proposal in further detail and hear if you have any concerns.