



## STAFF REPORT

**Meeting Date:** September 10, 2015  
**To:** Honorable Mayor & City Council  
**From:** Aaron Kunz, Deputy Director of Transportation  
**Subject:** Request by Mayor Gold to Discuss Bus Shelters with Advertising  
**Attachments:** 1. Bus Shelter Examples

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### INTRODUCTION

Mayor Gold has requested City Council input on pursuing an agreement with *OUTFRONTmedia/JCDecaux* to install bus shelters with advertising.

### DISCUSSION

Local jurisdictions are responsible for providing and maintaining bus stop amenities including bus benches, shelters and trash receptacles. Some local jurisdictions, including Los Angeles, West Hollywood, Pasadena and Burbank, have agreements with advertising companies to provide and maintain bus shelters, trash cans, bus benches, and a revenue stream in exchange for advertising. Some Cities only allow advertising on bus shelters and also require an allotment of public service announcements. Other Cities, including Culver City and Santa Monica pay for bus stop amenities with local funds without advertising revenue.

The City currently has 60 bus benches citywide and three existing bus shelters with advertising: 1) Olympic Boulevard in front of Roxbury Park; 2) the southeast corner of the intersection of Olympic Boulevard and Doheny Drive; and 3) Wilshire Boulevard in front of El Rodeo School. *CBS Outdoor* provides the bus shelters and maintains them twice weekly based on a permit issued by the Department of Transportation that expired in 1981. *CBS Outdoor* posts 70"-high by 48"-wide advertisements in the shelters, typically of movies or television shows based on City of Los Angeles specifications. As of this date, the City has not taken action to extend the permit or remove the bus shelters.

The FY 2015-16 Capital Improvement Budget includes \$660,000 of Measure R funds for bus stop amenities which includes design, shelters, electronic boards, signage, receptacles and bench replacement. The cost of bus shelters vary greatly depending on amenities and customization. Custom bus shelters installed in Los Angeles are typically \$30,000 to \$40,000. Custom bus shelters with video displays can cost up to \$80,000. Grant funding may be available for shelters at the Metro Rapid Bus stops. Staff plans to

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develop concepts for designs of bus amenities in conjunction with the Santa Monica Boulevard reconstruction project that could potentially be expanded throughout the City. Staff would identify maintenance and repair costs before recommending any new bus stop amenity program.

Representatives of *OUTFRONTmedia/JCDecaux* provided a presentation to Mayor Gold on their bus shelter program. Mayor Gold requested that the entire City Council be provided with a presentation and discuss the interest in proceeding with evaluating the potential for an agreement with *OUTFRONTmedia/JCDecaux* or a similar vendor to provide the City with a bus shelter program with advertising.

A program as proposed by *OUTFRONTmedia/JCDecaux* would represent a significant expansion of advertising in the City's right-of-way and would raise numerous policy and legal issues. If the City Council wishes to pursue with this type of program, staff would return with a work plan and options for implementation.

**FISCAL IMPACT**

None at this time

**RECOMMENDATION**

Staff seeks City Council direction on bus shelter advertising.

Susan Healy Keene

Approved By



# **ATTACHMENT 1**

# JCDecaux

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**LIVE  
WORK  
PLAY  
BE SAFE!**



### Emergency Preparedness

You can cope with a disaster by being prepared before the disaster strikes.

The city of San Francisco has a variety of resources to help you prepare for a disaster. For more information, visit [www.sfdph.org/dph/epd](http://www.sfdph.org/dph/epd) or call 311.

### Create a Disaster Plan

Develop an evacuation route for your home, work, school, or business. Practice it regularly. Know where to go and what to do. Have a kit of supplies ready to go. Stay informed. Know what to do in an emergency. Know what to do if you are trapped. Know what to do if you are injured. Know what to do if you are separated from your family. Know what to do if you are alone.