



City of Racine, Wisconsin
AGENDA BRIEFING MEMORADUM

AGENDA DATE: Transit Commission, September 28th, 2023

SUBJECT: Communication sponsored by Alder Jones, on behalf of the Transit & Mobility Director, requesting authorization for the Mayor and City Clerk to enter into a partnership agreement with Creative Outdoor Advertising to provide cost-free transit benches.

PREPARED BY: Trevor Jung, Transit & Mobility Director

EXECUTIVE SUMMARY: The City of Racine wishes to enter into an agreement with Creative Outdoor Advertising (COA) for the purpose of expanding seating amenities for RYDE Racine passengers waiting for the bus. COA will provide the City of Racine with no-cost transit benches that feature advertising space for local businesses. They will provide cost-free, high-quality, and ADA-compliant installations including concrete pads as needed. The City of Racine and COA will audit locations and recommend the best sites with the final decision on locations being made by the City of Racine. While the City of Racine pays no fee for these additions to the transit system, local small businesses will sponsor each site by paying a monthly fee to promote their business. In addition to this system enhancement free of charge, the City of Racine will receive a percentage of the revenue received by advertisement purchases. COA will make cost-free inspections of each bench to clean, repair, and maintain their units.

This partnership will enhance the user experience of public transportation in the City of Racine by prioritizing comfort as passengers wait for the bus and aid the business community through additional advertisement opportunities.

The Bench:



The *Lexington* bench features seating for three and clean, modern lines that accentuate the 12-square-foot ad space. The ad panel is framed neatly within the backrest of the bench.

BACKGROUND: Creative Outdoor Advertising is the largest provider of such programs in North America and operates in over 300 cities across North America with over 18,000 units in place, including in Green Bay, Wisconsin. Their programs are “turnkey” and offer capital investment and capital maintenance.

COA’s program allows the City of Racine to:

- Provide high-quality amenities for our transit ridership.

- Maximize capital and revenue benefits to the City.
- Create additional avenues for local businesses to promote their products and services.

COA has agreed to audit the City of Racine and advise on locations and the specific placement of each unit for each location. The City of Racine will make the final decision to approve or reject each site selected. The City will also retain complete control over the placement or removal of all units placed under this program.

COA will install each unit and implement a cleaning and maintenance program for all units. COA's activity will be tracked and measured by city staff through an online portal.

Every installed unit is GPS-coded by COA, and the City can monitor COA's inspection program online. COA will dispatch a response team in the event of vandalism within 24 hours, and in the case of destruction or unsafe conditions, respond within 24 hours, all at no cost to the City.

COA has almost 40 years of experience providing cities in North America with public space amenities programs at no cost to the municipalities. This program will provide a highly visible demonstration that the City of Racine has taken a strong public position on the comfort and convenience of transit riders.

Currently, RYDE Racine has over 700 transit bus stops with only 54 bus stops featuring bench seating.

BUDGETARY IMPACT: Revenue of 14% of net advertising for each installed amenity.

RECOMMENDED ACTION: That the Mayor and City Clerk be authorized to enter into a partnership agreement with Creative Outdoor Advertising to provide cost-free transit benches.