

## Response to Questions on the FY 2010 County's Line of Business & Schools Program Review Processes Fall 2008

**Request By:** Supervisor Hudgins

**Question:** Please provide an update on the Bus Shelter Advertising Program.

**Response:** Staff is currently finalizing the parameters of a Bus Shelter Advertising Program, which will establish a single vendor with the responsibility to replace existing bus shelters, install new bus shelters and clean and repair shelters, with all activities to be funded by the vendor's sale advertising on the shelters. The goal of the bus shelter advertising program is to use advertising revenues to provide clean, safe, secure, and comfortable waiting areas for fixed-route transit to Fairfax County residents. In February 2007, the Board of Supervisors approved the issuance of a Request for Proposal (RFP) to secure an advertising contractor. Since that time, the FCDOT has laid the groundwork for this program by conducting numerous public outreach events and has coordinated the location and scope of the program with each individual Supervisor. In addition, on May 5, 2008, a public hearing was held and approved by the Board of Supervisors to amend the zoning ordinance to permit advertising on County owned public transit passenger shelters. The RFP is anticipated to be advertised in early 2009, and a vendor to be selected by mid 2009.

This program will have no additional cost to the County, since the collection of advertising revenue and all expenditures will be the contractor's responsibility. Advertising revenue that exceeds the cost of bus shelter installation and maintenance will be shared between the contractor and the County, however staff anticipates it will take up to two years for any substantial revenue flow to the County budget. This is due to the complexity of the design, permit and construction process, which can be very time consuming, and the limited number of shelters that will be available to generate revenue. The revenue potential for this program will be determined by the structure of the contract to be awarded.

Initially, 110 bus stop locations are targeted for this program. Advertisements will be governed by a similar County policy that regulates advertising on Fairfax Connector buses. The advertisements will be limited to one panel of the bus shelter, and will meet all County and VDOT safety requirements.

Under this program, the County will continue to maintain County shelters not installed by the contractor that existed prior to the inception of this program unless/until they are replaced by the contractor.