

# Advertising in Public Transit Buses

County of Maui | December 16, 2019

## Bus Advertising Code

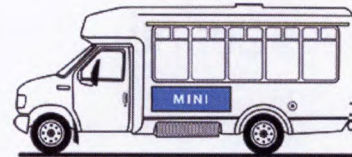
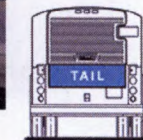
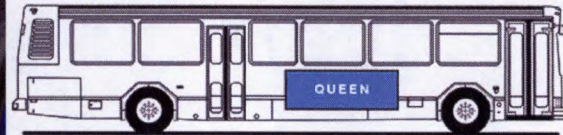
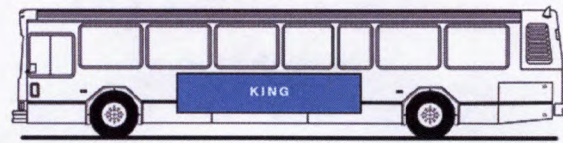
- ▶ 11.02.040 – Advertising inside County transit buses
- ▶ 11.02.050 – Advertising on exterior of County transit buses
- ▶ 11.02.060 – Advertising on County bus passes
- ▶ 11.02.065 – Advertising at County bus stops, transit facilities, and transit facility amenities

RECEIVED AT MT MEETING ON 12-16-19

FROM MARC TAKAMORI

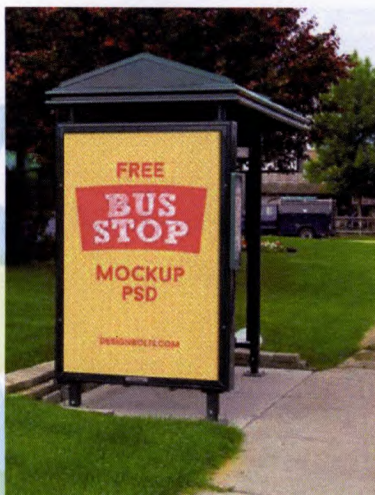


# Bus Advertising Types



Individual elements not to scale.

# Bus Advertising Types





## Benefits of Transit Advertising

- ▶ Additional Revenues
- ▶ Effectively increases top-of-mind awareness through repeated exposure.
- ▶ The ability to reach a large number of people without completing for ad space or airtime.
- ▶ Provides greater frequency than other forms of traditional advertising and helps build brand recognition with repeated impressions.

## Maui Bus At A Glance

- ▶ Service Area covers 100.6 square miles in Maui County.
- ▶ Each Maui Bus travels an average of 244 miles per day.
- ▶ Annual Ridership of more than 1.8 million boardings.
- ▶ Operates 14 Fixed Bus Routes with 17 Vehicles operating in maximum service.



# Prohibited Items

## Advertising that:

- ▶ contains political or campaign speech.
- ▶ by reason of design, format, or subject matter, promotes or appeals to racial, religious, or ethnic prejudice or violence.
- ▶ contains pictures, words, or symbols of an obscene, illicit or pornographic character.
- ▶ promotes illegal activities.
- ▶ any project or service that is prohibited by law to be sold or offered to sale to minors.
- ▶ contains profanity or depicts violence.

# Prohibited Items

## Advertising that:

- ▶ contains false or misleading information, copyright or trademark infringement, or is otherwise unlawful.
- ▶ implies or declares an endorsement by the County of any service, product or point of view, without prior written authorization by the department.
- ▶ contains libelous speech.
- ▶ is harmful to or disruptive to the transit system.
- ▶ emits light, noise, or special effects.



# Tax-exempted Organizations

- ▶ Advertising shall be provided on a space available basis, in consideration of revenue generating advertisements under subsection 11.02.040 (C).



# Scope of Work

- ▶ Solicit and retain advertisers
- ▶ Maximize the advertising revenues
- ▶ Install and maintain advertising on buses
- ▶ Remove outdated advertising on buses
- ▶ Propose amendment to rules and regulations if necessary
- ▶ Work with Maui Bus Fixed Route Contractor to set installation and removal dates/times of day.



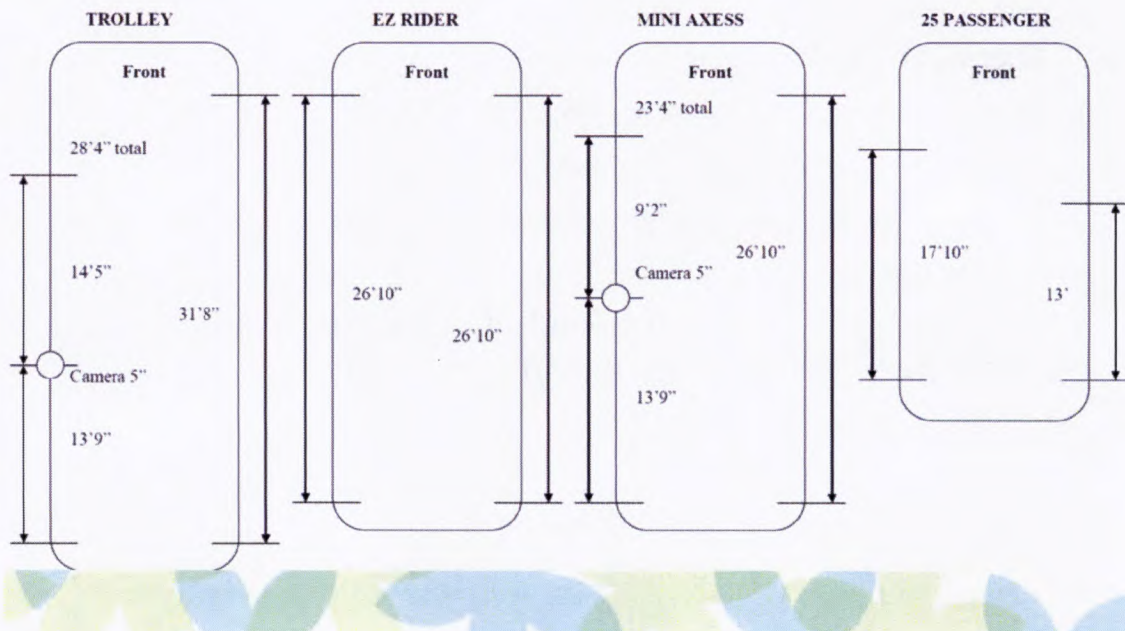
# Reports

## ► Monthly Reports Includes:

- Contracts in effect
- Billings for the month
- Collections for the month
- Past due amounts
- Total remaining balances on accounts
- Contract expiration dates

## ► Quarterly Payments

# Bus Spaces





# Advertisement Sizes

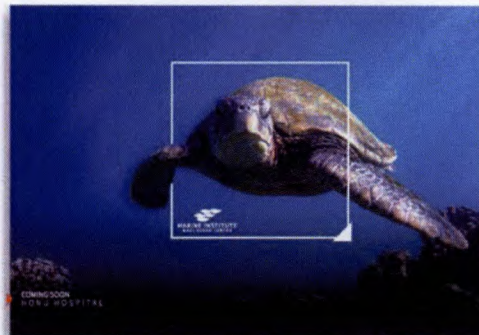
- ▶ Standard Display
  - 11" x 28" or 11" x 24"
- ▶ Cut-Away Buses Display
  - 11 ¼" x 28" or 11 ¼" x 24"



**Cut-away Bus**

  
**STRANDING  
RESPONSE**  
HOTLINE: 808.286.2549

The Maui Ocean Center Marine Institute operates a comprehensive 36hr, 7 days a week rescue program to respond to reports of sick or injured Hawaiian sea turtles. Support these efforts and learn more at [MOCMarineInstitute.org](http://MOCMarineInstitute.org)



# Historical Timeline

- ▶ Department Solicited Bids in FY2017
- ▶ Bid opening on September 20, 2016
  - Adwalls
  - Stone Jetty Advertising, LLC
- ▶ Concession Agreement and NTP was on January 24, 2017.
  - 2 year contract w/ 3 additional terms of 1 year each
- ▶ Letter received on December 11, 2018 requesting cancellation of agreement.
- ▶ Letter sent on January 22, 2019 from Acting Director of Finance confirming termination of agreement.



## Historical Timeline

- ▶ Department Solicited Bids in FY2020
- ▶ Sent bid information to:
  - Public Purchase Website
  - AdWalls
  - Gilbert Advertising
  - Pacific Media Group
  - Sae Designs
  - Sky Hi Media
- ▶ Bid opening on July 25, 2019
  - No Bidders

## Advertisers and Revenues

- ▶ Previous Paid Advertisers:
  - Coconut Glens Ice Cream
  - Mobi PCS
  - Kama'aina Loans
  - Travel2Change
  - State of Hawaii, Dept. of Education
- ▶ Revenues:
  - FY2018 - \$25,900
  - FY2019 - \$5,550



## Rates

- ▶ FY2018 - \$25 / card
- ▶ FY2019 - \$25 / card
- ▶ FY2020 – Minimum annual rate of \$30,000.
- ▶ Revenues generated shall be placed in the County highway fund.

## Stone Jetty - Pricing

### 12 Month Program

**\$30**

*per ad space per month\**

32 Ad Minimum  
Total Cost: \$960/month

### 9 Month Program

**\$35**

*per ad space per month\**

32 Ad Minimum  
Total Cost: \$1120/month

### 6 Month Program

**\$40**

*per ad space per month\**

32 Ad Minimum  
**Total Cost:**  
**\$1280/month**

### 1-5 Month Program

**\$45**

*per ad space per month\**

32 Ad Minimum  
Total Cost: \$1440/month

*\*All pricing includes installation fees and Hawaii General Excise Tax (GET) rate of 4.166%*

Above pricing does not include sign production. Design and Printing of bus signs are additional. You may supply your own signs as long as our production specifications are followed. We can also work with you to design and produce your signs. A competitive cost estimate for design and production will be provided upon request.



# Neighbor Island Counties

## ► City & County of Honolulu

- Sky Hi Media LLC
- [www.kinsen.co.jp/hawaii](http://www.kinsen.co.jp/hawaii)
- \$13.00 per space (card)
- 540 Buses

## ► County of Hawai'i

- Allows non-profit organizations to post one bus placard on every bus for one month for free, once a year.

## ► County of Kauai

- No program at this time, but plans to move forward with contracting it out in the near future.