

Request for City of Austin to Consider Sign Ordinance Change

SUBJECT:

Approval of a resolution requesting that the Austin City Council consider amendments to the City Code of Ordinances, Chapter 25-10 – Sign Regulations, to allow advertising at bus stops and transit facilities for additional revenue for transit services.

FISCAL IMPACT:

This action has no fiscal impact.

STRATEGIC PLAN:

Strategic Goal Alignment:

1. Customer
3. Community

Strategic Objectives:

- 1.4 Deliver a customer-friendly experience through our people and systems
- 2.5 Generate funding
- 3.4 Support plans and programs designed to build ridership and increase market share of alternate transit use. (This requires support from all departments including planning, IT, Ops, and Marketing)

EXPLANATION OF STRATEGIC ALIGNMENT:

Capital Metro has an obligation to identify and pursue additional means of generating funding to support the transit system.

BUSINESS CASE:

Pursuit of an opportunity to advertise at bus stops and transit facilities allows Capital Metro to diversify its revenue streams to provide enhanced transit benefits such as free fares for K-12 students and MetroAccess passengers under the age of 19, additional bus stop amenities and potentially other fare discounts.

COMMITTEE RECOMMENDATION:

This agenda item will be presented to the full board on December 5, 2018.

EXECUTIVE SUMMARY:

Advertising space at bus stops and transit facilities has proven to be a valuable funding source for transit services throughout the country. In order for Capital Metro to access this funding opportunity a change to the City of Austin Code of Ordinances is required to allow off-premises signs in certain circumstances.

DBE/SBE PARTICIPATION: Does not apply.



RESPONSIBLE DEPARTMENT: Operations



**RESOLUTION
OF THE
CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY
BOARD OF DIRECTORS**

STATE OF TEXAS

COUNTY OF TRAVIS

RESOLUTION (ID # AI-2018-933)

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WHEREAS, Capital Metro desires to provide enhanced transit service in the region and requires additional funding sources to provide these enhancements; and

WHEREAS, advertising at bus stops and transit facilities is a customary and common source of funding for transit systems around the country; and

WHEREAS, City Code, Chapter 25-10 – Sign Regulations, prohibits Capital Metro from advertising at its bus stops and transit facilities to access this valuable funding source.

NOW, THEREFORE, BE IT RESOLVED that the Capital Metro Board of Directors respectfully requests that the Austin City Council consider amendments to the City Code of Ordinances, Chapter 25-10 – Sign Regulations, to allow advertising at bus stops and transit facilities to support enhanced transit benefits for the community.


Secretary of the Board

Date: December 5, 2018