



Legislation Text

File #: 19-95, **Version:** 1

TITLE:

Discussion of a Proposed Amendment to the Chapel Hill Transit Advertising Policy and Possible Recommendation to the Chapel Hill Town Council

PURPOSE: The purpose of this agenda item is to discuss a proposed amendment to the current Chapel Hill Transit Advertising Policy and possibly make a recommendation to the Town of Chapel Hill.

DEPARTMENT: Town Manager's office.

CONTACT INFORMATION: Anne-Marie Vanaman, Management Assistant, 919-918-7321, amvanaman@townofcarrboro.org

INFORMATION: On January 22, 2019 the Chapel Hill Public Transit Committee (Partners Committee) recommended the Town of Chapel Hill pursue an advertising contract with Houck Transit Advertising. Transitioning to an established third-party vendor is expected to boost revenue considerably. Houck, which will focus on commercial advertising, guarantees a minimum payment to Chapel Hill Transit of \$185,000. In comparison, the FY18 maximum net revenue for the in-house advertising program was around \$90,000, much of which was due to the elimination of a staff position.

The transition to a third-party advertiser prompted a review of the current adopted Advertising Policy by the Transit staff and Chapel Hill Attorney who recommended an amendment that changes the role of transit vehicles and facilities from a "limited public forum" to a "nonpublic forum."

Carrboro Attorney Robert Hornik provided a memo regarding these two types of forums as Attachment A.

The current Advertising Policy, which was adopted by the Chapel Hill Town Council on December 3, 2012, can be found here: http://chapelhill.granicus.com/MetaViewer.php?view_id=7&clip_id=1689&meta_id=75863.

The draft proposed nonpublic forum option can be found as Attachment B.

At the January 22, 2019 Partners Committee meeting, representatives from the Town of Chapel and UNC expressed support for the nonpublic forum while Carrboro representatives had some concerns. The Partners Committee recommended the Carrboro Board of Aldermen have the opportunity to respond to the proposed nonpublic forum amendment. Aldermen Chaney and Seils, Carrboro's representatives on the Transit Partner's Committee, have provided a draft response to the ad policy for Board review (Attachment C).

FISCAL & STAFF IMPACT: There is no financial or staff impact.

RECOMMENDATION: Staff recommends the Board discuss the proposed amendment (nonpublic forum option) to the Chapel Hill Transit Advertising Policy and possibly approve the draft language opposing substantive changes to the Chapel Hill Transit advertising policy provided as Attachment C.