

Shelter Advertising Update

Organizational, Services &
Performance Monitoring Committee

Tuesday, November 13, 2018

Greater Cleveland Regional Transit Authority



Transit Advertising Inventory

Revenue Vehicles

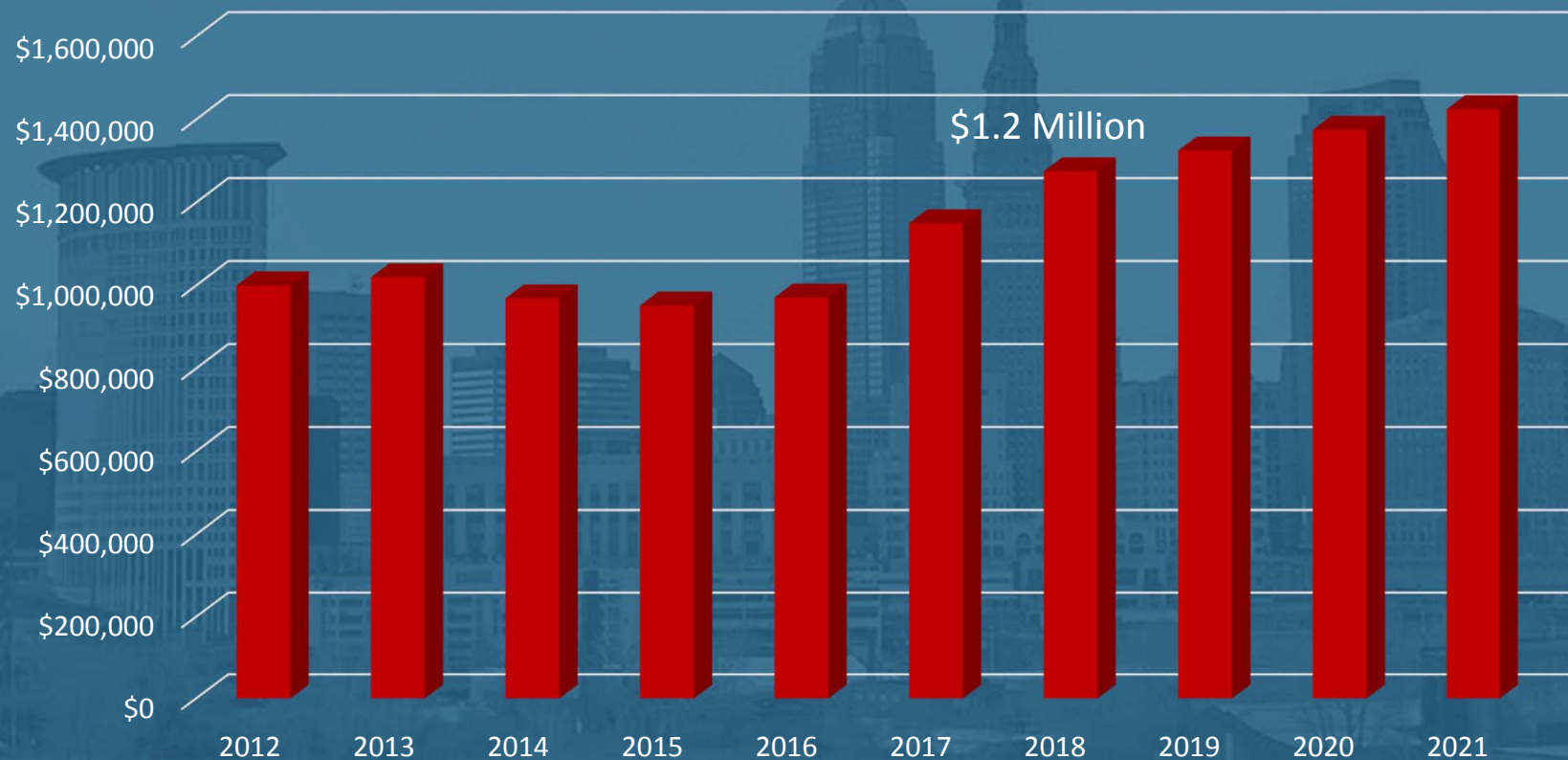


Transit Advertising Inventory

Passenger Facilities



Transit Advertising Revenue 2012 - 2021



Greater Cleveland Regional Transit Authority



Background Info

- Transit Authorities across the country sell shelter advertising.
- RTA maintains over 800 shelters throughout the County.
- Shelter permits prohibit RTA from selling shelter ads.

Background Info

- City of Cleveland passed legislation that allows advertising in the 500 shelters located in the City's right-a-way.
- Lamar Transit awarded contract to sell shelter advertising. (3-year base; two, one-year options)
- Revenue \$140,000/year or 62.5% of total sales whichever is the larger.

Minimum Annual Guarantee (MAG):

Base Term:

Year One	\$140,000
Year Two	\$140,000
Year Three	\$140,000

Option:

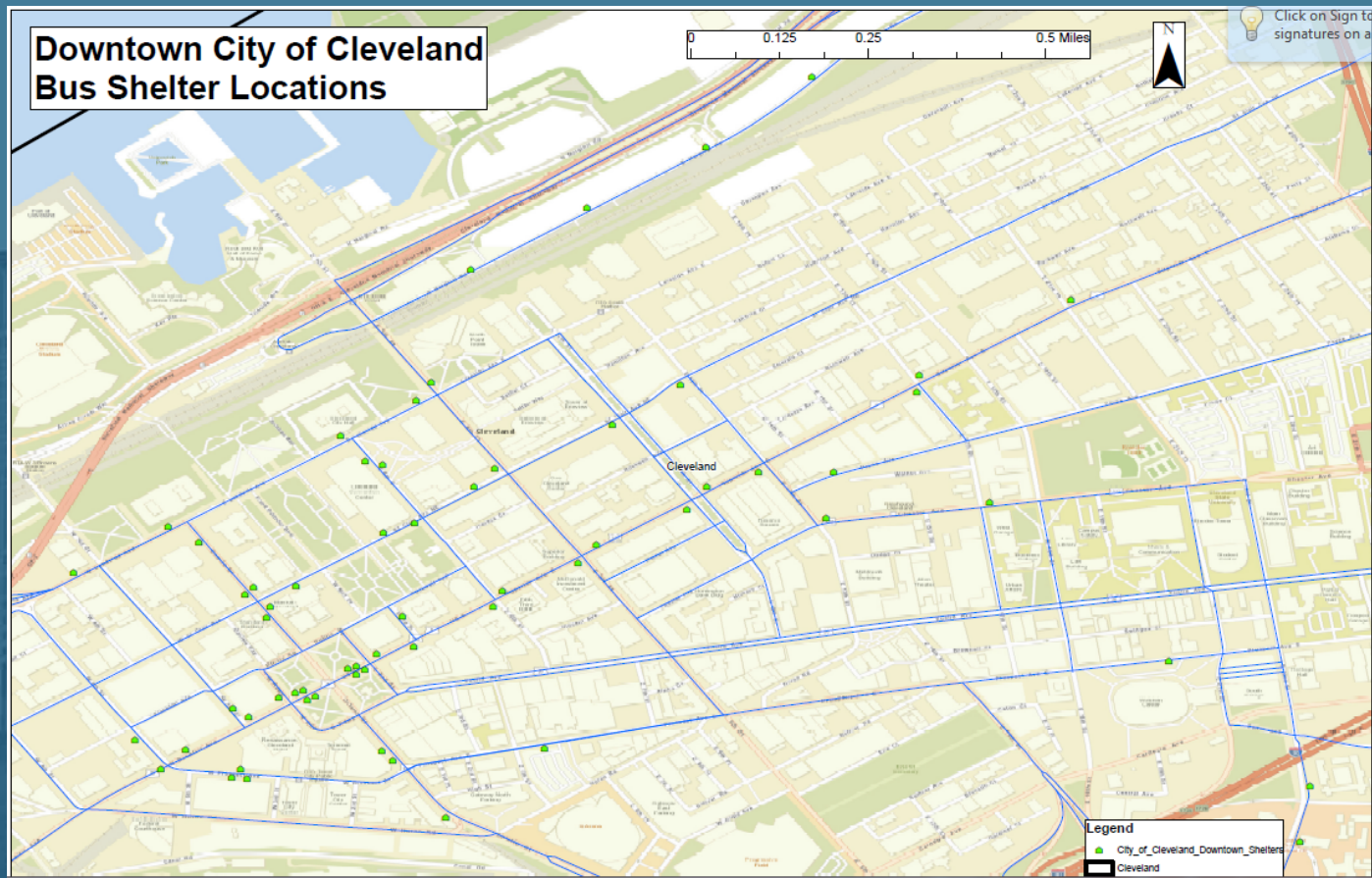
Year Four	\$140,000
Year Five	<u>\$140,000</u>

Total Minimum Guarantee: **\$700,000**

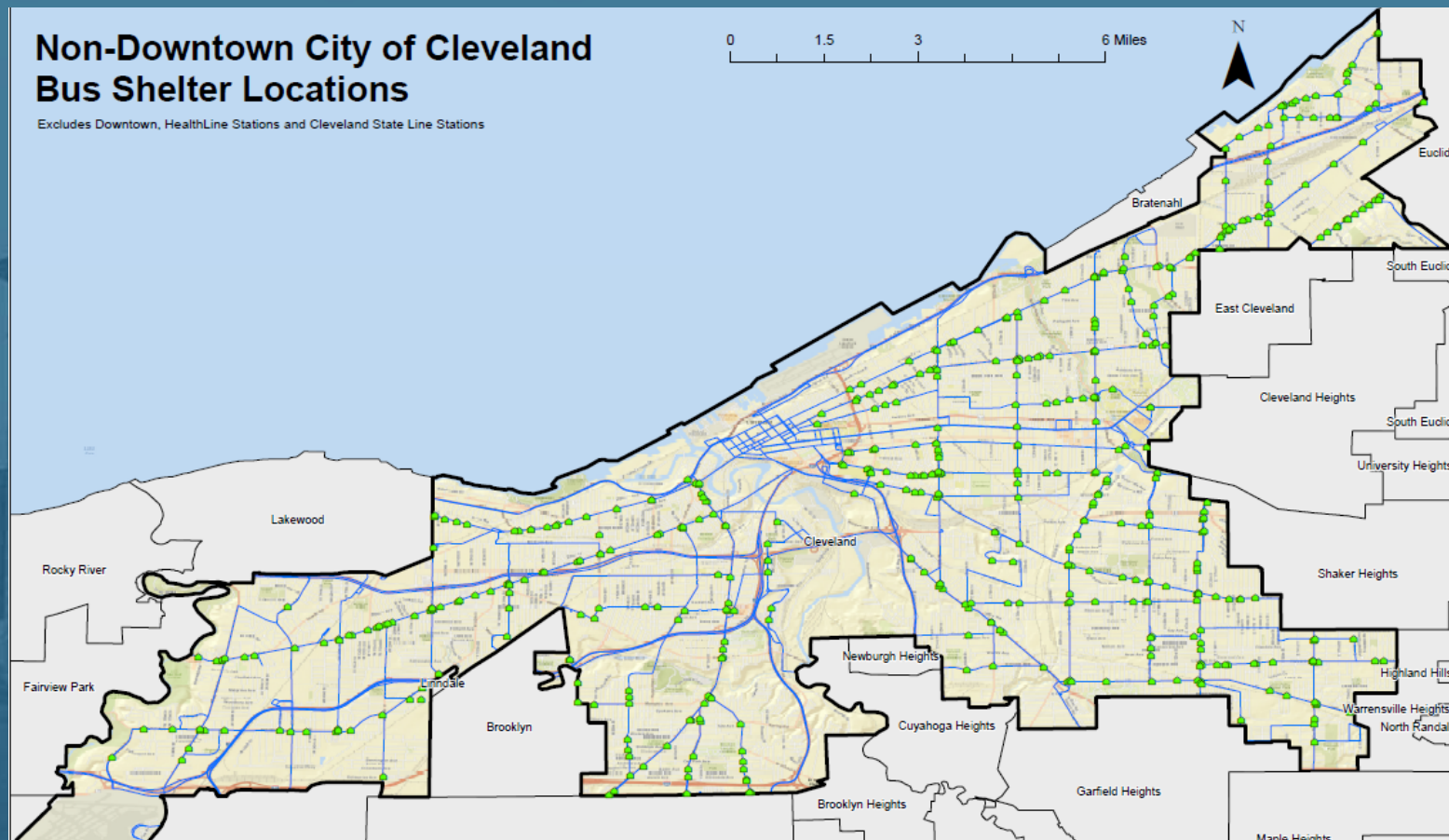
Current Shelter Inventory

- Shelters in the Downtown Area 60
- Shelters in City Neighborhoods 440
- Total Shelters within City Limits: 500

Downtown – Shelter Locations



Neighborhood Shelter Locations



Greater Cleveland Regional Transit Authority



Shelter Advertisements

“BEST BUY” Panel Advertisement



Greater Cleveland Regional Transit Authority



Shelter Advertisements

“buckeye health plan” Panel Advertisement



Shelter Advertisements

“Amazon Prime” Panel Advertisement



Greater Cleveland Regional Transit Authority



Shelter Advertisements

Cleveland Clinic and Oscar Panel Advertisement



Shelter Advertisements

Kent State University - Wrap



Greater Cleveland Regional Transit Authority

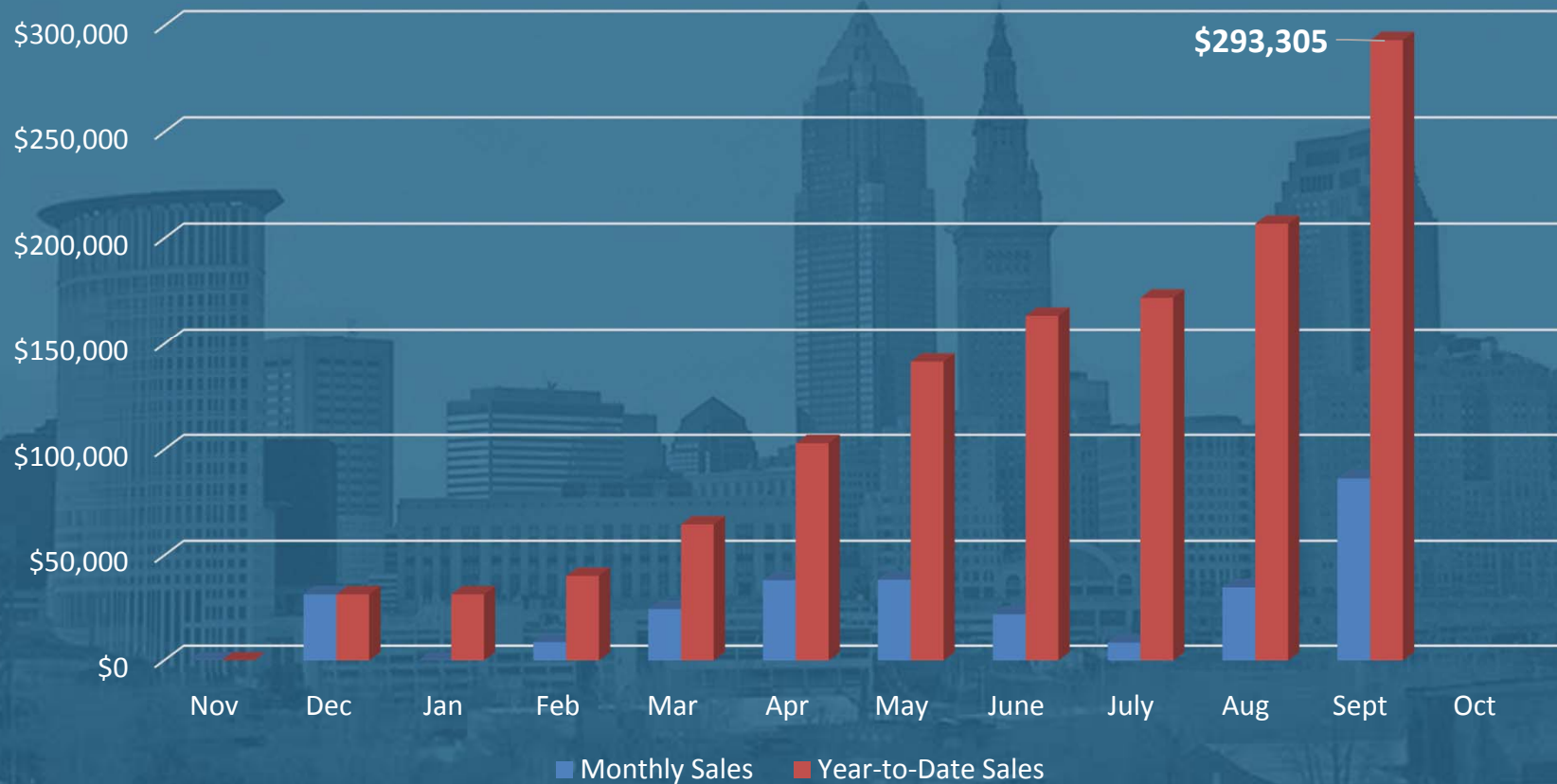


Current Shelter Advertisers

Cleveland Clinic, Humana, Kent State University, Google, American Heart Association, Giant Eagle, Best Buy, Amazon Prime, Pepsi, Metro PCS, Cuyahoga County Library, Care Alliance Health Centers, Oscar Health Insurance, Vote.org, Centers for Family and Children

Sales Performance

November '17 – October '18

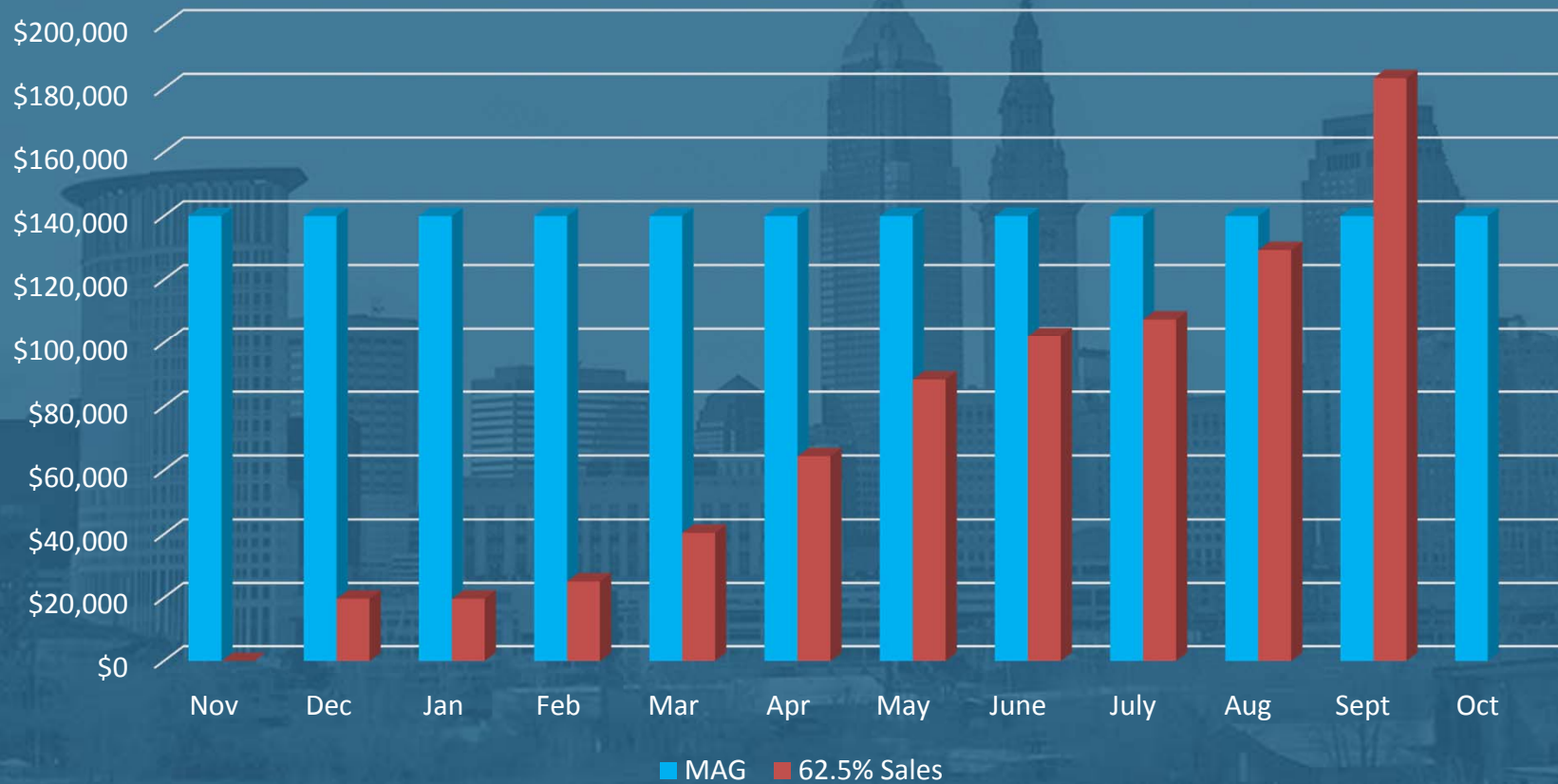


Greater Cleveland Regional Transit Authority



Revenue Performance

MAG vs. 62.5% Commission



Greater Cleveland Regional Transit Authority



Resulting Good News . . .

- Commission Rate exceeds MAG by at least \$60,000!*
- Year 2 MAG increases by \$10,000 to \$150,000!*

Shelter Inventory:

Current:

Cleveland 500

Proposed:

Euclid 35

Parma 68

Cleveland Hts. 44

Lakewood 22

Garfield Hts. 17

East Cleveland 21

207

Potential Inventory: 707



What does \$200,000 mean . . .

- *Local Match for 2 CNG Coaches*
- *3 Additional Bus Operators*
- *Extended Evening or Weekend Service*

Shelter Advertising Update

Organizational, Services &
Performance Monitoring Committee

Tuesday, November 13, 2018

Greater Cleveland Regional Transit Authority

