

**EXECUTIVE SUMMARY**  
**Committee Action**  
**Item 5A**  
**Endorsement of the Advertisement Policy**

**Objective:**

To provide additional revenue opportunities for the transit system.

**Considerations:**

Collier County Alternative Transportation Modes (ATM) staff has developed an advertising policy. CAT is funded by a combination of federal, State and local funds, as well as fare box revenue. It is in the public interest to implement the following advertising policy to protect the interests and the image of Collier County while maximizing revenues received from advertisers. The County's fundamental objective in selling advertising space inside its transit buses and transit and transfer terminals, consistent with this policy, is to maximize and generate revenues to supplement fares and cover un-funded operating costs. The County's sale and display of advertising is not intended to provide a general public forum for expressive activities or public discourse and debate. Consistent with the County's proprietary function to operate CAT as a provider of public transportation, the County retains strict control over the nature of the advertisements accepted for display in its Transit Facilities and maintains its advertising space as a limited public forum.

ATM staff presented the draft advertising plan at the past meeting and will now be asking for endorsement.

**Recommendation:**

Endorse the Advertising Policy.

**Attachments:**

A. Draft Advertising Policy

**Prepared by:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Spencer Smith, CAT Mobility Manager

**Approved by:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Trinity Scott, Public Transit Manager