

MOTION

TRANSPORTATION

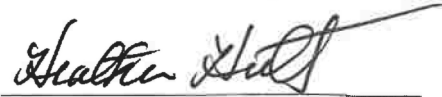
In 2006, the Los Angeles Department of Transportation (LADOT) began advertising on its vehicles through a service provider. The transit vehicle advertising contractor markets and sells advertising space inside and outside of the Commuter Express buses, Community DASH buses, and the Cityride Paratransit service vehicles.

The Department's Transit Advertising Content Policy and Guidelines allow commercial and promotional advertising, as well as governmental advertising and public service announcements. Moreover, LADOT retains the right to display exterior advertisements on up to five percent of the buses and up to 50 percent of the interior space for the optional use by LADOT or other City agencies to share information of public concern.

Advertising community and special events on DASH buses is a perfect opportunity for the City to reach community members who may not hear of the events through traditional ways. Such an effort would have the capacity to target local audiences with creative design concepts and ideas that can be highly engaging.

I THEREFORE MOVE that the Council instruct the Department of Transportation to report on the steps necessary to require Community DASH buses to advertise all special events that are adjacent to the transit route.

PRESENTED BY:



HEATHER HUTT

Councilmember, 10th District

SECONDED BY:



ORIGINAL

msr



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