

Utilizing Bus Stop Furniture and Buses for Advertising

Community Services
Transportation Division
May 6, 2025



OVERVIEW

1. Current Stops & Fleet
2. FTA Regulations
3. Potential Advertising
4. Implementation Models
 - a. 3rd Party
 - b. In-House
5. Recommendation

Route 109 and 102 Bus Stops

Bus Stop by Line 109 or 102	# of Stops
109 North Bound	72
109 South Bound	67
Total	139
102 North Bound	41
102 South Bound	28
Total	69
109/102 North Bound Shared	4
109/102 South Bound Shared	2
Total	6
Total	214



Beach Cities Transit Fleet

Buses and Cutaways



12 – Buses
7 – Cutaways
1 – MV1 (minivan)

4 – Buses need to be replaced
1 – Electric by 2029



Types of Bus Stop

Beach Cities Transit Stops

Redondo Beach Transit Center Kiosk



Rindge Lane & Carnegie



Rindge Lane & Ripley



Rindge Lane & Clark



Redondo Beach Transit Center Kiosk

FTA Regulations for BCT-Owned Stops

- For Federally Funded Assets
 - Competitive Procurement Required
 - Revenue must feed Transit Programs
- All City Assets are Federally Funded

Shared Agency Stops



Artesia & Mackay Lane



Artesia & Rindge



Artesia & Inglewood

Potential Advertising

Beach Cities Transit Shelters



Artesia & Mackay Lane

Shared Stop: No Seating



Redondo Beach Ave & Space
Park Dr.

Implementation

- Policy Development
- Models
 - Third Party
 - In-House



RECOMMENDATIONS

- When staffing allows, conduct Targeted Economic Research:
 - Projected Cost
 - Potential Revenue
 - Develop Advertising Policy
 - Utilize Third Party Model/Options
 - Reduces Direct Use of City Staffing
 - Enables Transportation Division Oversight