Utilizing Bus Stop Furniture and **Buses for** Advertising





OVERVIEW

- 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



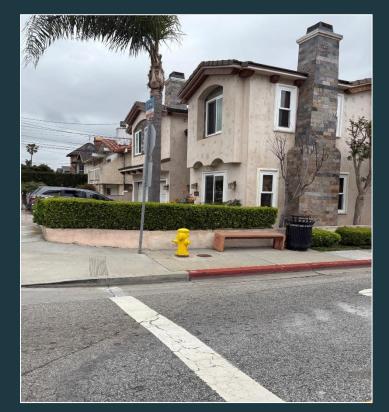
- **12 Buses**
- 7 Cutaways
- 1 MV1 (minivan)
- 4 Buses need to be replaced
- 1 Electric by 2029





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