



# **Advertisements on Pace Bus Shelters placed within County Highway Right-of-Way**

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**Public Works, Planning and Transportation Committee**

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# Today's Agenda

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- Background and legality
- Pace's shelter programs
- Peer comparison
- Considerations & Discussion



# Background

- LCDOT will provide concrete bus pad and sidewalks as part of our capital projects (as requested by Pace/Local Agency)
- Installation of bus shelters are the responsibility of Pace and the Local Agency (via LCDOT permit)
- First shelter on County ROW was installed on Winchester Rd in 2003
- Historically advertisements have not been allowed on bus shelters within LCDOT right-of-way.





# Is it Legal?

## 605 ILCS 5/9-112.1

No person shall place or cause to be placed any sign or billboard or any advertising of any kind or description upon any State highway or on any other highway outside the corporate limits of any municipality except as may be required by this Code or “The Illinois Vehicle Code”





# Is it Legal?

## 605 ILCS 5/9-112.3

Shelters for ... persons waiting for buses ... may be placed and maintained within the right of way of any street or highway ... The owners may place advertising on the shelters if authorized by the license or permit, provided, however, that no political advertising shall be placed on any shelter...





# Pace Ad Shelter Program

- Allows ads to be placed in the shelter
- Ad revenue provides for 3<sup>rd</sup> party maintenance
- Remaining revenue split between Pace and Municipality
- Pace owns shelter
- Municipality owns concrete pad and sidewalk
- Allows municipalities and non-profits to promote local events (as space allows).
- Ad guidelines currently prohibit the following content: tobacco/smoking, political, firearms, cannabis, nudity/sexual, trademarked, illegal activity, violence/death (further details in Section III of Pace Ad Guidelines)
- Local governments have the option to prohibit alcohol advertising in addition





# Peer Comparison

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## IDOT

- Allows Shelters

## Kane County

- Allows shelters, allows advertisements
- Pace put up High School artwork

## McHenry County

- Agreement to install shelters with advertisements, lighting, and Bus Tracker sign
- County agreement with Pace to prohibit alcohol ads
- Receive a portion of Pace's revenue

## Cook County

- Allows Shelters, allows advertisements

## DuPage County

- County led shelter program
- Installed and maintained by private company (splits ad revenue with County)
- Limited Pace involvement – shelters not always moved as routes are changed/updated

# Things to Consider

## Benefits

- Shelters help reduce barriers to public transportation
- Protects users from harsh weather conditions
- Opportunities for technology like bus tracker screens and LED lighting
- Maintenance provided by 3<sup>rd</sup> party advertising company
- Provides revenue stream for Pace/Local Agency

## Challenges

- Typically located at intersections where space is limited
- Placement of shelter and ads needs to account for sight lines of motorists and pedestrians
- May prompt additional requests for advertising within County right-of-way







**Thank You!**