2025

Mankato Transit Advertising Plan



City of Mankato

1/1/2025

Introduction

The City of Mankato operates the Mankato Transit System using the Urbanized Area Formula Funding program (49 U.S.C. 5307) which makes federal resources available to urbanized areas for transit capital and operating assistance and for transportation-related planning. One of eight in the state, the Mankato urbanized area was established in 2012 in response to the 2010 U.S. Census. Minnesota Department of Transportation also provides funding through the Office of Transit and Active Transportation.

Revenue Source

Transit agencies are allowed to use program income generated from the sale of advertising as the local share for subsequent eligible public transportation projects.

Plan Update

This Advertising Plan may be updated annually at the completion of the Annual Budget and Community Investment Plan to account for potential changes in investment priorities and best practices.

Service Area

Mankato Transit serves the population of 60,206 living over 25.6 square miles and includes the cities of Skyline, North Mankato, Mankato, and South Bend Township.

Assets

Collectively, these assets may be referred to as property in this policy.

- Bus: A fleet of 25 buses, comprised of eleven large-size heavy duty 30 feet or longer and fourteen medium-size light duty 20-30 feet in length operating in total over 3,083 hours per month. During peak times, eighteen buses are providing service to various fixed routes with a series of bus stops as well as curb to curb service. Buses are managed as assets and not designated for specific routes or operating areas. All buses are compatible with the provisions of the Americans with Disabilities Act (ADA).
- Shelter: A collection of 34 shelters are placed throughout the system. Design guidelines include shelters at bus stops with 20 or more daily boardings or major transfer points.
- Bench: A collection of 19 benches are placed throughout the system. Design guidelines include benches at bus stops with 15 or more daily boardings.

Non-Public Forum

The City's acceptance of transit advertising revenue does not provide or create a public forum for expressive activities. The discrete and limited purpose of the transit advertising program is to generate revenue to support the transit system. The City of Mankato places great importance on maintaining a secure, safe, inclusive, comfortable, efficient, and convenient public transit system as a means of

retaining existing users and attracting new users to public transit services. The achievement of that purpose can be undermined if advertising creates harm to its riders, employees, or disrupts the transit services. By accepting paid advertising for display in and on the Property, the City is acting in a proprietary capacity as a provider of public transportation seeking to maximize advertising revenue to support its transportation operations. In furtherance of the City's purpose of maximizing advertising revenue, the City in its proprietary capacity has adopted a policy regarding the advertisements it accepts for display in and on the Property to paid commercial advertising, certain public service announcements that will help build goodwill for the City among its riders and the public, and governmental messages. The City retains final approvals over the advertising installed in and on the Property and is guided by this Advertising Plan.

Non-Discrimination

The prohibition of discrimination on the basis of race, color, national origin, religious belief, age, gender, pregnancy, citizenship, familial status, disability status, veteran status and genetic information guide advertising on or in public transit equipment.

Objective

The City of Mankato will maintain its advertising space as a non-public forum and seeks to fulfill the following goals and objectives:

- Maximize advertising revenue.
- Maximize ridership and fare revenue.
- Maintain a secure and orderly operating environment.
- Maintain a safe and welcoming environment for all City employees and customers, including minors, who use Mankato Transit Systems.
- Minimize the extraordinary resources that often are expended when resolving disputes relating to the permissibility of certain political advertisements, thus unnecessarily diverting the organization from performing its mission.
- Avoid identification of the City with, and the appearance of City endorsement of, advertisements of non-City parties displayed in or on the Property, including the associated messages, products, services, or events being proposed or promoted.

Permitted Advertising

1. Governmental Entities, meaning public entities specifically created by government action, may purchase advertising space for messages that advance specific governmental purposes.
2. Public Service Announcements must be sponsored by a governmental entity or a nonprofit corporation that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code.

3. Commercial and Promotional Advertising promotes or solicits the sale, rental, distribution or availability of goods, services, food, entertainment, events, programs, transactions, donations, products, or property (real or personal) for commercial or noncommercial purposes or more generally promotes an entity that engages in such activities in the Mankato Transit System service area.
4. To avoid identification of the City with messages or images contained within advertisements displayed in and on the Property and to avoid the appearance of City endorsement of goods, products and services, advertisements shall readily and unambiguously identify the person, corporation, or entity paying for the advertisement. An Advertiser may, at the City's discretion, be required to include in the advertisement a statement explicitly identifying the person, corporation, or entity paying for the advertisement. An advertiser may also, at the City's discretion, be required to incorporate additional language to avoid the appearance of City endorsement.

Prohibited Advertising

1. Direct competition with Mankato Transit Service or directly adverse to the commercial or administrative interests of the City of Mankato.
2. Use of the City of Mankato or Mankato Transit Service logo, slogan, or graphic representation which appears to endorse or imply endorsement of a product or service.
3. Untruthful, misleading, or deceptive advertisement, including exaggerated or illegal copy and or illustrations.
4. Promotion of unlawful or illegal goods, services, or activities, or involves other unlawful conduct.
5. Language, pictures, or graphic representations that, if sold or loaned to a minor for monetary consideration with knowledge of its character and content, would give rise to violation of Minnesota Statute Section 617.293 which prohibits the dissemination of indecent material to minors, as that provision may be amended, modified, or supplemented from time to time.
6. Promotion of or opposition of a political party, or promotion of or opposition to any ballot referendum or the election of any candidate or group of candidates for federal, state, judicial, or local government offices.
7. Promotion of alcoholic beverages, tobacco or tobacco related products, electronic cigarettes, Tetrahydrocannabinol (THC) or Cannabis products the distribution or sale of which would be illegal to minors.
8. Containing materials, the display of which, the City reasonably foresees would imminently incite or provoke violence or other immediate breach of the peace, and so could harm, disrupt, or interfere with the safe, efficient, and orderly transit operations.
9. Containing material that is obscene or depicts or describes in a patently offensive manner sexual or excretory activities so as to satisfy the definition of obscene material as contained in Minnesota Statutes, Section 617.241, as

such provision may be amended, modified or supplemented from time to time.

10. Containing material which, if displayed with knowledge of its character and content, would give rise to a violation of Minnesota Statutes Section 617.291 which prohibits the public display of offensive sexual material, as such provision may be amended, modified, or supplemented from time to time.
11. Containing sexually explicit material that appeals to the prurient interest in sex or is so violent or frightening as to reasonably be deemed harmful to minors or contains materials which, if displayed with knowledge of its character and content, would give rise to violations of Minnesota Statutes, Section 617.247, as such provision may be amended, modified, or supplemented from time to time.
12. Promoting an escort service or sexually oriented business.

Rental Fees and Schedules*

Bus Advertising Options	4 Weeks	6 Months	12 Months
Bus Exterior Both Sides	$386.25	$334.75/mo	$283.25/mo
Bus Exterior Tail	$303.85	$252.35/mo	$200.85/mo
Bus Interior Seatback (each)	$15.45	$12.36/mo	$10.30/mo
Bus Interior Ceiling Slides (11” x 28”)	$30.90	$20.60/mo	$10.30/mo
Bus Interior Ceiling Slides (11” x 56”)	$61.80	$41.20/mo	$20.60/mo
Other Advertising Options	**4 Weeks**	**6 Months**	**12 Months**
Bench Custom Sign	$51.50	$46.35/mo	$41.20/mo
Advertising Shelter	$154.50	$149.35/mo	$144.20/mo
Custom Window Shelter	$154.50	$149.35/mo	$149.35/mo

*Subject to the approval of the Mankato Fee Schedule by the Mankato City Council which is annually adjusted on January 1st.

Vendor Approval

Entities wishing to advertise may choose from the approved vendor list to identify the company who will prepare, apply, and remove graphics on Mankato Transit equipment. To become an approved vendor, companies will need to share a point of contact and insurance information.

Insurance Limits:

Before beginning work on a contract, the Contractor must submit to the City, and obtain the City’s approval, a certificate of insurance. This certificate shall be composed of a Standard Form C.I.C.C.-701 or an ACORD 25 form. The

certificate of insurance shall list the City as the policies additional insured and shall be maintained at all times throughout the life of the contract and provide for the following minimum coverage.

- Comprehensive General Liability: $1,000,000.00 per occurrence; $2,000,000 aggregate
- Automobile Liability for All Automobiles: $1,000,000.00 combined single limit
- Workman’s Compensation: Statutory Amounts

The insurance cancellation language should state that the company will provide the City with 30 days' written notice of cancellation (include this requirement in bid specifications if applicable).

Approved Vendor List

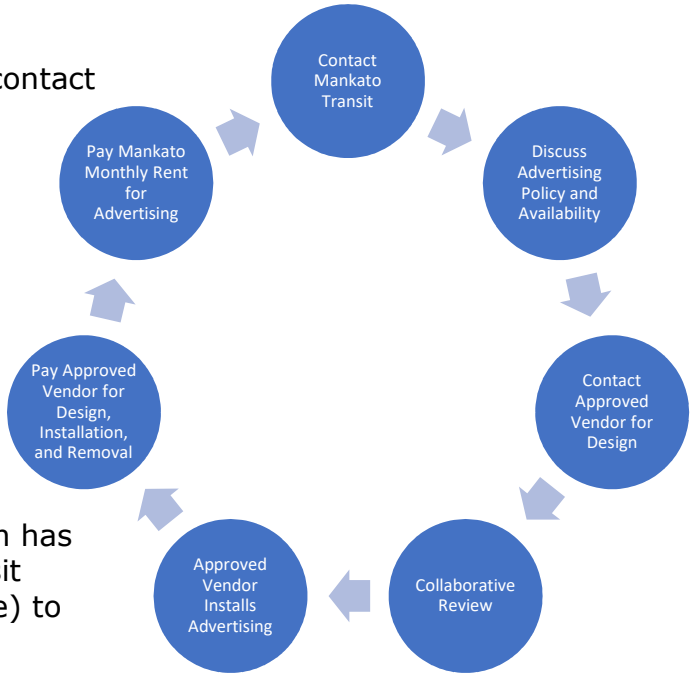
Sign Pro
301 Webster Ave, North Mankato, MN 56003
507-340-2908
jobailey@signpromankato.com

Quality 1-HR-FOTO Inc./SPX Sports

1235 Caledonia St, Mankato, MN 56001
507-345-7196
beth@spxsports.com

Houck Transit Advertising
1025 Tomlyn Ave #100, Shoreview, MN 55126
651-295-7235
John@houckads.com

Advertising Process



1. **Contact Mankato Transit**

   For more information about advertising contact Dani Theis, Transit Administrative Specialist, at 507-387-8546 or danitheis@mankatomn.gov.

2. **Discuss Advertising Policy and Availability**

   General discussion of policy, available transit assets, and duration of advertising.

3. **Contact Approved Vendor for Design**

   Once messaging, placement and duration has been approved, reach out Mankato Transit System's approved list of vendors (above) to develop graphics.

4. **Collaborative Review**

   After meeting with approved vendor, send final draft to the Transit Administrative Specialist. Mankato Transit System reserves the right to deny design proofs pursuant to Mankato Transit System Advertising Policy.

5. **Approved Vendor Installs Advertising**

   Once approved, vendor and Mankato Transit coordinate for advertising installation. Mankato Transit System needs to ensure that assets are available and not needed for route coverage.

6. **Pay Approved Vendor for Design, Installation and Removal**

   Coordinate with chosen vendor on payment for design, installation, and removal.

7. **Pay Mankato Monthly Rent for Advertising**

   As detailed in the Mankato Transit System Advertising Agreement, rent payments are to be made to City of Mankato, 10 Civic Center Plaza, Mankato, MN 56001. Automated Clearing House (ACH) withdrawal method is required. The sum of applicable monthly rental payments shall be invoiced monthly and due by the first day of the month following receipt of the invoice.

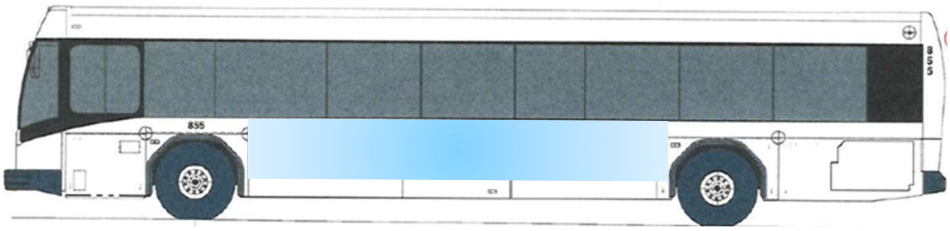
8. **End of Term Removal**

   At the end of the advertising term, all advertising is removed by the approved vendor and Property returned to its pre-advertising condition.

Class 700 - Large Size Heavy Duty Bus

Manufactured by Gillig Corporation (35 & 40 Foot)

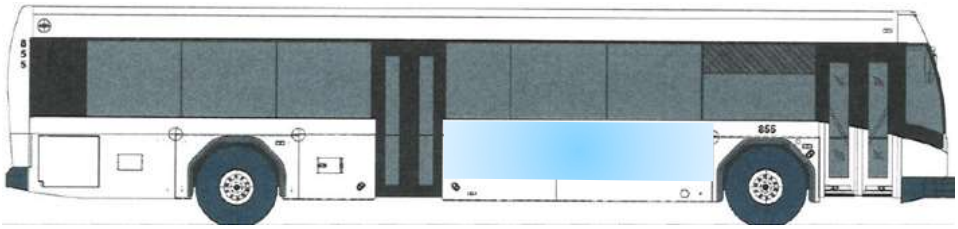
Driver Side:



35 Foot Bus: 170 inches wide by 33 inches in height

40 Foot Bus: 218 inches wide by 33 inches in height

Passenger Side:



35 Foot Bus: 93 inches wide by 33 inches in height

40 Foot Bus: 142 inches wide by 33 inches in height

Tail:



35 & 40 Foot Buses: 42 inches wide by 22 inches in height

Class 400 - Medium Size Light Duty Bus

Manufactured by Arboc Specialty Vehicles (24 & 26 Foot)

Passenger Side:



24 Foot Bus: 154” Wide by 42” Tall.

26 Foot Bus: 195” Wide by 42” Tall.

Driver Side:



24 Foot Bus: 168” Wide by 42” Tall.

26 Foot Bus: 181” Wide by 42” Tall.

Tail:



24 & 26 Foot Buses: 42 inches wide by 22 inches in height

Class 700 - Large Size Heavy Duty Bus

Manufactured by Gillig Corporation (35 & 40 Foot)

Seat Backs

14” Wide by 17” Tall.

- 16 Seat Backs in 35 foot buses
- 18 Seat Backs in 40 foot buses





Overhead Ceiling Sliders:

300” Wide by 12” Tall per side.





Bench Custom Sign

8 ft. long, 16 inches tall, and max. 1/4 inch thick.

Usable space is 8 ft. long, 16 inches tall.

Bench Manufacture: Pilot Rock B410/G-8HB

Alumilite aluminum laminate (.040 ga.), with a 1/4” thick, polycarbonate core, a 3M vinyl digitally printed graphic material, and a 3M protective lamination over the graphic.



Advertising Shelters

Bus Shelter Manufacture: Handi Hut

Features one 72”H x 52” wide box produced in durable, anodized aluminum with a locking door.

Remaining area is free of advertising to ensure driver and passenger visibiltiy.



Custom Window Shelters

Left side window is available.

Remaining area is free of advertising to ensure driver and passenger visibiltiy.

