

Policy Change Comparison

System Advertising Policy

CURRENT LANGUAGE	RECOMMENDED CHANGES
<p>Metro will only accept paid commercial advertising that proposes, promotes, or solicits the sale, rent, lease, license, distribution or availability of goods, property, products, services, or events that anticipate an exchange of monetary consideration for the advertiser's commercial or proprietary interest, including advertising from tourism bureaus, chambers of commerce or similar organizations that promote the commercial interests of its members, and museums that offer free admission to the public.</p>	<p>Metro will only accept paid commercial advertising that proposes, promotes, or solicits the sale, rent, lease, license, distribution or availability of goods, property, products, services, <u>entertainment</u>, or events that anticipate an exchange of monetary consideration for the advertiser's commercial or proprietary interest, including advertising from tourism bureaus, chambers of commerce or similar organizations that promote the commercial interests of its members, <u>and charter and private education institutions</u>.</p>
<p>(NEW LANGUAGE)</p>	<p><u>Public Service Announcements From Non-Profits.</u></p> <p>Metro will accept paid promotional advertising by a nonprofit organization that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code the sole expressed purpose of which relates directly to: -(1) the availability of services to prevent or treat illnesses; (2) the availability of education or training services; (3) the availability of services or programs that provide support to low income citizens, senior citizens or people with disabilities; or (4) patronage of museums that offer free admission to the public.</p>

Commercial Sponsorship and Adoption Policy

CURRENT LANGUAGE	RECOMMENDED CHANGES
<p>Temporary – Sponsorship/Adoption/Advertising activity lasting up to ninety consecutive days — temporary commercial activity is within CEO’s approval authority. Contractor shall not allow or authorize any single advertiser to engage in Station Domination of a single station for a period of more than 90 consecutive days. Immediately following the period of Station Domination by an advertiser, said advertiser shall not be permitted to engage in Station Domination of that same station for at least 90 consecutive days.</p>	<p>Temporary is defined as any Sponsorship/Adoption/Advertising activity lasting up to ninety consecutive days <u>eighteen months</u>. All temporary commercial activity is within CEO’s approval authority. However, <u>any temporary activity affecting facility/station/service names and any requires Board notification: short-term renaming/co-naming requires Board notification via board box memo. while long-term renaming/co-naming requires Board approval.</u> Contractor shall not allow or authorize any single advertiser to engage in Station Domination of a single station for a period of more than 90 consecutive days. Immediately following the period of Station Domination by an advertiser, said advertiser shall not be permitted to engage in Station Domination of that same station for at least 90 consecutive days.</p>
<p>Long-term – Sponsorship/Adoption/Advertising activity lasting greater than ninety consecutive days with a maximum length of 10 years — all long-term commercial activity require Board reviewed and approval. The renaming of a facility or station requires a minimum five year commitment. Additionally, any activity affecting facility/station/service names requires Board notification: short-term renaming/conaming requires Board notification while long-term renaming/co-naming requires Board approval.</p>	<p>Long-term <u>is defined as a—ny</u> Sponsorship/Adoption/Advertising activity lasting greater than ninety consecutive days <u>nineteen months</u> with a maximum length of twenty<u>10</u> years. <u>—A</u>all long-term commercial activity require Board reviewed and approval<u>action</u>.</p>
<p>(NEW LANGUAGE)</p>	<p>Station Renaming is defined as any Sponsorship/Adoption/Advertising activity that requires the renaming of a facility or station as part of its sponsorship plan; in addition, the renaming activity will impact the facility’s official and operational name.</p>

	<p>Additive naming techniques such as 'Home of' or 'Presented by' that do not impact official and operational name, but may impact façade presentation, are also acceptable. Long-term station renaming requires a minimum five-year commitment to a maximum length of twenty years.</p>
<p>Proposal Review Committee A Proposal Review Committee will be established to review and vet each proposal submitted to the agency. The Proposal Review Committee will be managed by Marketing with concurrence from the Chief Communications Officer and will be composed of stakeholder departments to provide feedback and advisory recommendations for Board review and approval. Committee members may include, but are not limited to the following:</p> <ul style="list-style-type: none"> • Compliance Panel - The Compliance Panel ensures interested sponsors are in compliance with Metro policies and neither discriminate nor pose a conflict of interest. The Compliance Panel does not score the proposal, instead providing review and comment on the sponsoree, the Compliance Panel may include: <ul style="list-style-type: none"> o Civil Rights o Ethics o Legal Counsel o Office of Inspector General o Vendor/Contract Management • Evaluation Panel - The Evaluation Panel reviews and scores each proposal based on the Evaluation Criteria. The Evaluation Panel may be composed of scoring members, and non-scoring members that provide comments but do not participate in scoring; comments and recommendations are submitted to the CEO and Board for final review and approval, the Evaluation Panel may include: 	<p>Proposal Review Committee A Proposal Review Committee will be established to review and vet each proposal submitted to the agency. The Proposal Review Committee will be managed by <u>Marketing Customer Experience</u> with concurrence from the Chief <u>Communications Customer Experience</u> Officer, <u>or their designee</u>, and will be composed of stakeholder departments to provide feedback and advisory recommendations for Board review and approval. Committee members may include, but are not limited to the following:</p> <ul style="list-style-type: none"> • Compliance Panel - The Compliance Panel ensures interested sponsors are in compliance with Metro policies and neither discriminate nor pose a conflict of interest. The Compliance Panel does not score the proposal, instead providing review and comment on the sponsoree, the Compliance Panel may include <u>the Chiefs or their designee from these cabinets</u>: <ul style="list-style-type: none"> o <u>Office of Civil Rights, Race, and Equity</u> o Ethics o Legal Counsel o Office of Inspector General o Vendor/Contract Management o <u>Office of Management and Budget</u> • Evaluation Panel - The Evaluation Panel reviews and scores each proposal based on the Evaluation Criteria. The Evaluation Panel may be

<ul style="list-style-type: none"> o Communications (Arts & Design, Community Relations, Marketing, Public Relations) o Countywide Planning (Real Estate, Systemwide Design) o Customer Experience o Equity & Race o Respective Asset or Program Owner 	<p>composed of scoring members, and non-scoring members that provide comments but do not participate in scoring; comments and recommendations are submitted to the CEO and Board for final review and approval, the Evaluation Panel <u>may include the Chiefs or their designee from these cabinets:may include:</u></p> <ul style="list-style-type: none"> o <u>Communications-Customer Experience</u>(Arts & Design, Community Relations, Marketing, Public Relations) o Countywide Planning-(Real Estate, Systemwide Design) <ul style="list-style-type: none"> ▪ <u>Customer Experience</u> o <u>Equity & RaceProgram Management</u> o <u>Operations</u> o Respective Asset or Program Owner
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