FACT SHEET

TITLE	DATE	ORIGINATING DEPARTMENT
AN ORDINANCE TO AMEND SECTION 50-188 OF THE CODE OF ORDINANCES AND TO OTHERWISE PROVIDE WITH RESPECT THERETO	MARCH 25, 2014	CAO
		SPONSOR
		SAME

PURPOSE

To amend Section 50-188 of the Code of Ordinances relative to advertising on public property.

BACKGROUND INFORMATION

The operation of the city's public transit system is contracted to Metro Management Associates, Inc. ("MMA") with all services, obligations and duties of the Agreement performed by assignment by MMA to Shreveport Transit Management, Inc. (STM). Under the terms of the Management Agreement, all real estate, building and improvements, equipment, buses, motor vehicles, and any and all other materials and supplies reasonably necessary for the operation of the transit system are the property of the City. City desires to generate additional revenue for the system through the placement of paid advertising on city buses. Among other things, Section 50 -188 of the Code of Ordinances prohibits any persons from posting any form of advertising matter on any property belonging to the city. This ordinance would amend Section 50-188 of the Code of Ordinances to permit advertising on the buses.

TIMETABLE

Introduction - March 25, 2014
Final Passage - April 8, 2014

SPECIAL PROCEDURAL REQUIREMENTS

None

FINANCES

SPORTRAN officials estimate that the advertising contract will generate $70,000 in additional revenue for the system in year one (1) of the advertising contract with additional revenue of up to $150,000 in years two (2) and three (3) of the agreement.

ALTERNATIVES

1. Adopt the ordinance as submitted.
2. Amend the ordinance.
3. Deny the ordinance.

CONCLUSION

Alternative number 1 is recommended.

FACT SHEET PREPARED BY: Terri Anderson-Scott
City Attorney

ORDINANCE NO. _____ OF 2014

AN ORDINANCE TO AMEND SECTION 50-188 OF THE CODE OF ORDINANCES AND TO OTHERWISE PROVIDE WITH RESPECT THERETO

BY:

BE IT ORDAINED by the City Council of the City of Shreveport in due, regular and legal session convened, that Section 50-188 of the Code of Ordinances is hereby amended as follows:

Sec. 50-188. Posting on city property.

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(d) The provisions of this section shall not apply to the placement of signs or advertising on buses or on bus benches on the city right-of-way pursuant to a written agreement with the city or a duly authorized agent thereof authorizing such placement.

BE IT FURTHER ORDAINED that if any provision of item of this ordinance or the application thereof is held invalid, such invalidity shall not affect other provisions, items or applications of this ordinance which can be given effect without the invalid provisions, items or applications and to this end the provisions of this ordinance are hereby declared severable.

BE IT FURTHER ORDAINED that all ordinances or resolutions or parts thereof in conflict herewith are hereby repealed.

APPROVED AS TO LEGAL FORM:

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City Attorney's Office