City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 8, 2011

TO: THE HONORABLE MAYOR AND MEMBERS OF COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: BUDGET MEMO #50 : ADVERTISING ON DASH BUSES

This memorandum is in response to City Council's request at the ATC shareholders work session for more information on the DASH's policy not to sell advertising on buses. The attached slides are from a DASH presentation to the ATC Board of Directors on March 31, 2011.

Bus Advertising Policy

- The ATC Board of Directors has consistently declined to permit advertising on or in buses for the following reasons:
  - The impossibility, in view of a number of court decisions, of controlling advertising purpose or content
  - A reluctance to damage the image that DASH has created in the community
  - Some advertising on or in a City government supported transit vehicle is inherently inappropriate
  - Runs contrary to Alexandria's restrictive sign ordinance (traveling billboards)

DASH Bus Today

DASH Bus with Conventional Static Advertising

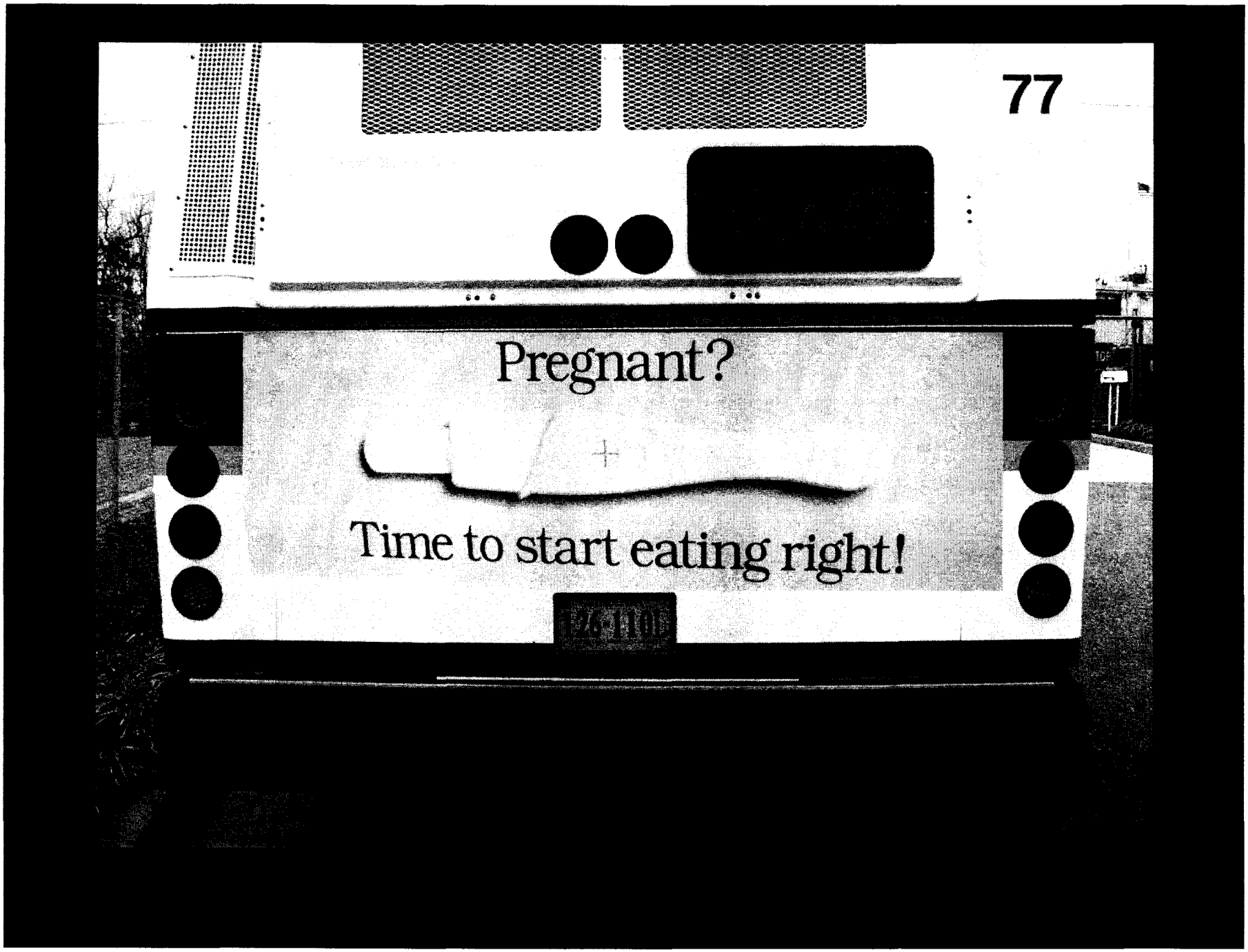
IN A DIRTY WORLD, HE'S OUR ONLY HOPE.
LUCY LIU
CEDRIC THE ENTERTAINER
NICOLLETTE SHERIDAN
CODE NAME: THE CLEANER
www.thecleanermovie.com
77

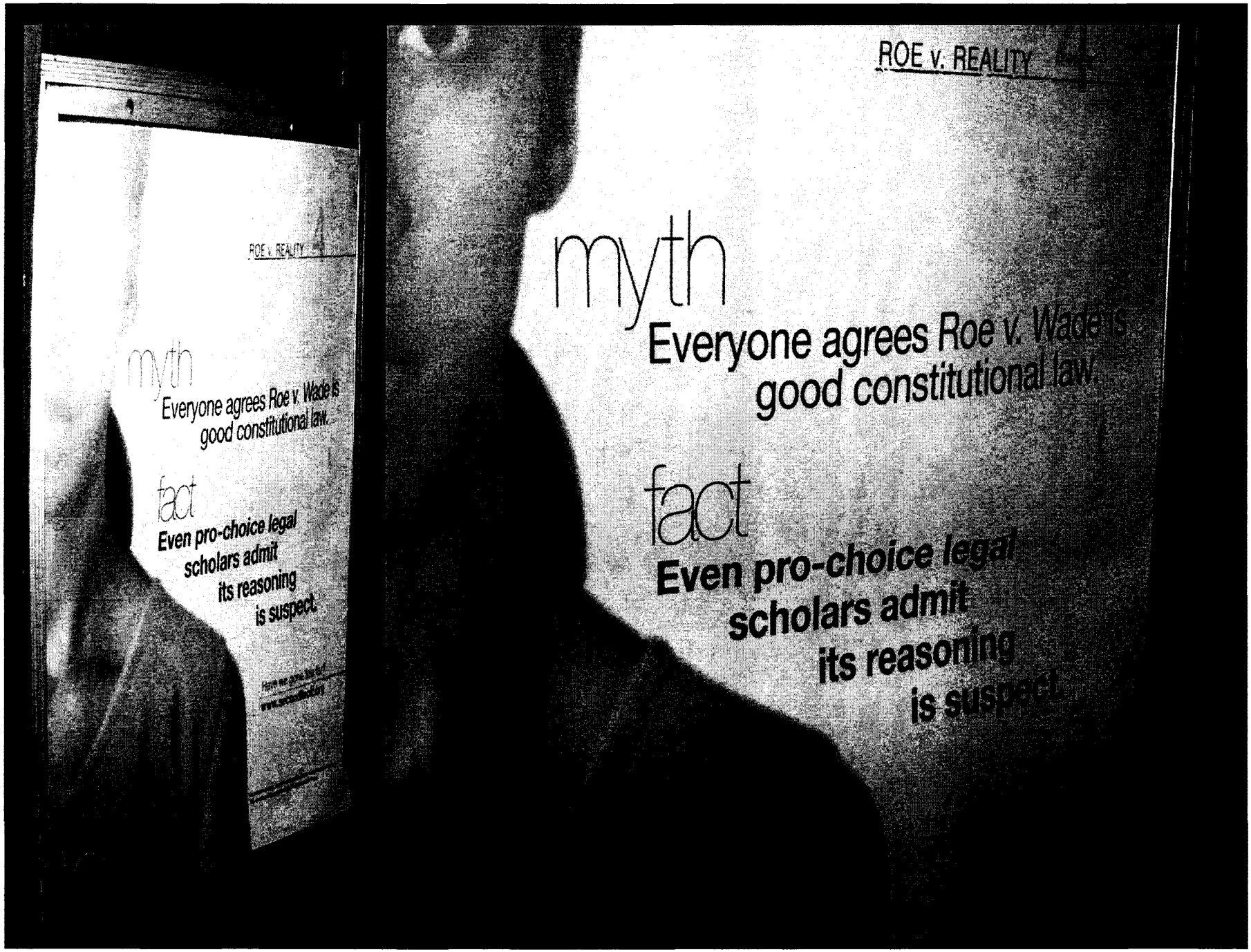
93.9 WKYS fm
The People's Station
RUSS PARR Morning Show
www.dashbus.com
ALEXANDRIA TRANSIT COMPANY
93.9 WKYS fm
Morning Show

Washington Metropolitan Area Transit Authority
DRIVING KILLS
Negligent Driving.com
#1 priority

Washington Metropolita
"In O"
WTOP
AM | 820 AM | 107.7 FM
Hey Slick,
NEGLIGE
Washington Metropolita
Hey Princess, stop p
NT DR
SAFETY is our
#1 priority

77
THE MICHAEL BAISDEN SHOW
AFTERNOONS 3-7
WHUR
96.3
WHUR.COM
ALEXANDRIA TRANSIT COMPANY


77
Pregnant?
Time to start eating right!


ROE v. REALITY
myth
Everyone agrees Roe v. Wade is good constitutional law.
fact
Even pro-choice legal scholars admit its reasoning is suspect.
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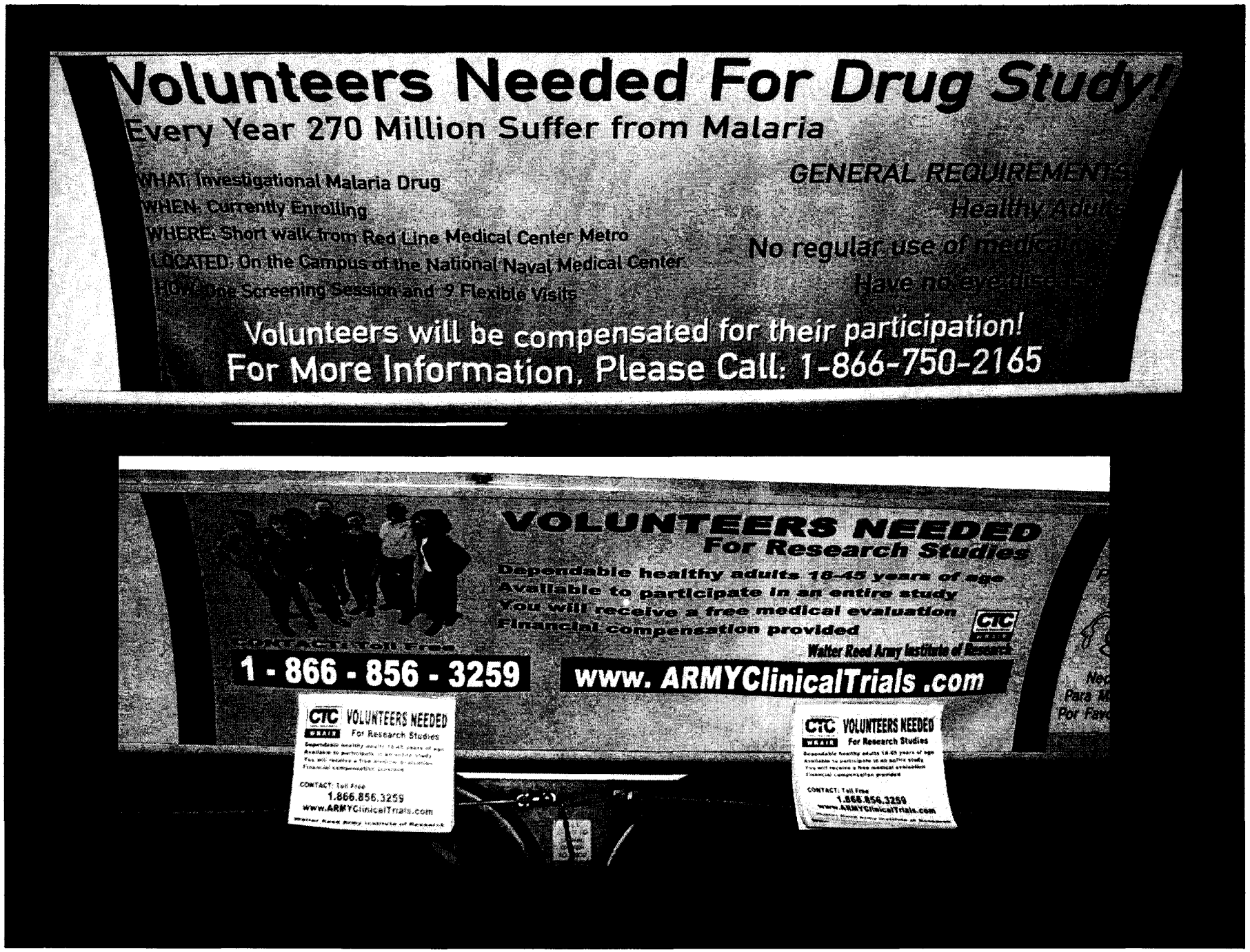
Volunteers Needed For Drug Study!
Every Year 270 Million Suffer from Malaria
WHAT: Investigational Malaria Drug
WHEN: Currently Enrolling
WHERE: Short walk from Red Line Medical Center Metro
LOCATED: On the Campus of the National Naval Medical Center
HOW: One Screening Session and 9 Flexible Visits
GENERAL REQUIREMENTS:
Healthy Adult
No regular use of medica
Have no eye disease
Volunteers will be compensated for their participation!
For More Information, Please Call: 1-866-750-2165
VOLUNTEERS NEEDED
For Research Studies
Dependable healthy adults 18-45 years of age
Available to participate in an entire study
You will receive a free medical evaluation
Financial compensation provided
CTC
Walter Reed Army Institute of Research
CONTACT: Toll Free
1 - 866 - 856 - 3259
www. ARMYClinicalTrials .com
CTC VOLUNTEERS NEEDED
For Research Studies
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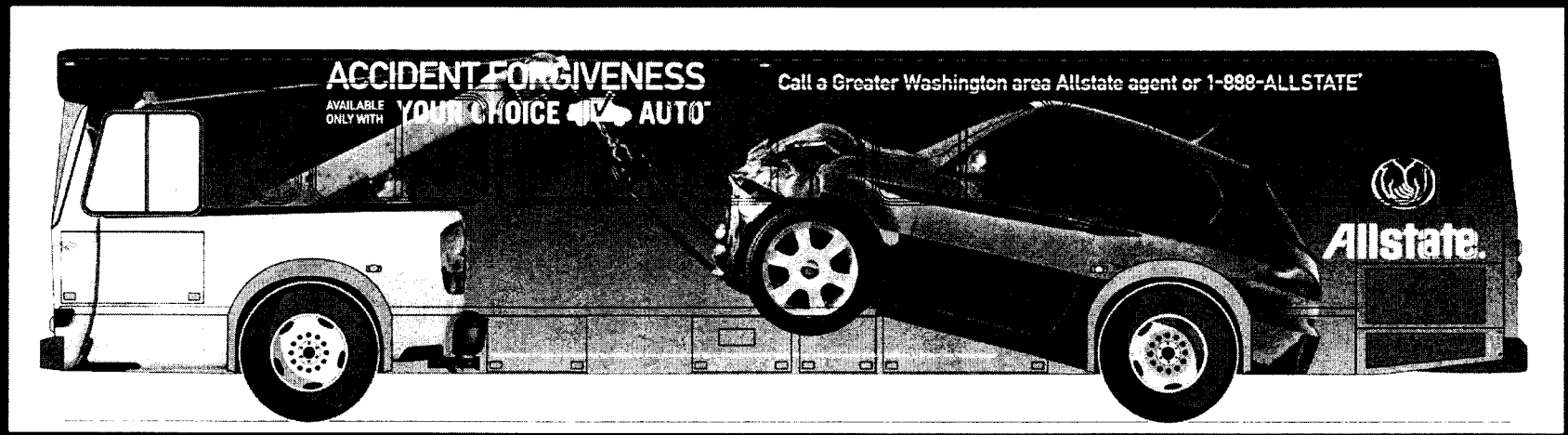
Wrapped Bus Advertisements