

Update, Nov. 15: Committee Approves Military Leave Policy Revision

MTA May Expand Advertising to Metro Rail System

- [Schedule of committee meetings](#)

(Nov. 13, 2001) Beginning in 2003, Metro Rail commuters may see product and service advertising in train cars and in station display cases – something that previously was permitted only on Metro Buses.

The Board's Operations Committee will hear a report, Wednesday, on a plan to expand the placement of ads on the Metro System to include trains and train stations. The MTA would continue its practice of displaying interior car cards and exterior jumbo ads on buses, as well as bus exterior "wraps."

The Operations Committee meeting at 1 p.m., Wednesday, is the first of the Board's committee meetings for November. The report on advertising is Item 9 on the committee agenda.

Under the proposal, advertisers would not be permitted to place exterior ads on trains, on Metro Rapid buses, on Bus Rapid Transit coaches or on "any other new types of transit service," according to Board policy.

The rules for "wrap ads" on buses also restrict ads to no more than 30 percent of the total window surface of a bus. No more than 50 percent of the window surface may be covered by a "wrap ad." No more than 100 buses in the fleet may carry "wrap ads" at any one time.

Potential advertising vendors will be offered an opportunity to bid on any or all of three advertising options: exterior and interior ads only on the Metro Bus fleet; "wrap ads" on up to 100 buses; or advertising on the Metro Rail system.

The current five-year advertising agreement should have raised a total of \$65.5 million in revenue for the MTA by the time it expires Dec. 31, 2002. The new agreement would begin Jan. 1, 2003 and continue for two years with three one-year options.

Military leave policy

Approved and sent to full Board. The motion expands the MTA's military leave for reservists recalled to active duty from 30 to 180 days, with a further 180-day extension following a review. It includes a provision for the agency to pay the differential between a reservist's military and MTA pay and extends agency benefits during the active duty period. To date, 12 MTA employees have been recalled for service. On Thursday, the Executive Management and Audit Committee will consider a proposal to revise the MTA's military leave policy to include a special provision for military mobilization and national security efforts. The motion also calls for incorporating current provisions of the California Military and Veteran's Code and updates from the Uniformed Services Employment and Reemployment Rights Act in the MTA's policy.

November committee meetings:

- **Operations Committee**
1 p.m., Wednesday, Nov. 14
- **Construction Committee**

2 p.m., Wednesday, Nov. 14

- **Executive Management and Audit Committee**
11 a.m., Thursday, Nov. 15
- **Planning and Programming Committee**
1 p.m., Thursday, Nov. 15

[Back to MTA Report](#)