



NEW YORK CITY TAXI & LIMOUSINE COMMISSION

Advertising on TLC-Licensed Vehicles:

Review of Proposals and Overview of Current Advertising

Office of the First Deputy Commissioner

Pilot Program Proposals



- Pilot Program Rules – Chapter 14
 - Passed by the Commission last year
 - Establish a clear evaluation process that involves the Commission
 - Multiple pilot program proposals received:
 - Equipment and technology
 - Advertising

Advertising Pilot Proposals



- Interior of Vehicles
 - Publication Pockets (Clear Channel)



Photo from Clear Channel Taxi Media

Advertising Pilot Proposals



- Interior of Vehicles
 - Decals (Tailored Media)



Photos from Tailored Media

Advertising Pilot Proposals



NEW YORK CITY TAXI & LIMOUSINE COMMISSION

- Exterior of Vehicles
 - Hubcaps (Ad Fleet)



Photo from Ad Fleet

Advertising Pilot Proposals



- Exterior of Vehicles
 - Wraps (Tailored Media)
 - Full vehicle or panels



Photo from Tailored Media

Advertising Pilot Proposals



- Exterior of Vehicles

- Rear Window Decals

- Apparent conflict with New York State Vehicle and Traffic Law



Photo from Best Moving Media

Current Advertising



- Medallion Taxicab Rooftops
 - Billboard-type
 - Tent or A-Frame



Photos from TLC staff

Current Advertising



- Medallion Taxicab Rooftops
 - Billboard-type
 - Rectangular



Photo from Astra Media Group website

Current Advertising



- Medallion Taxicab Rooftops
 - Digital units
 - Full digital

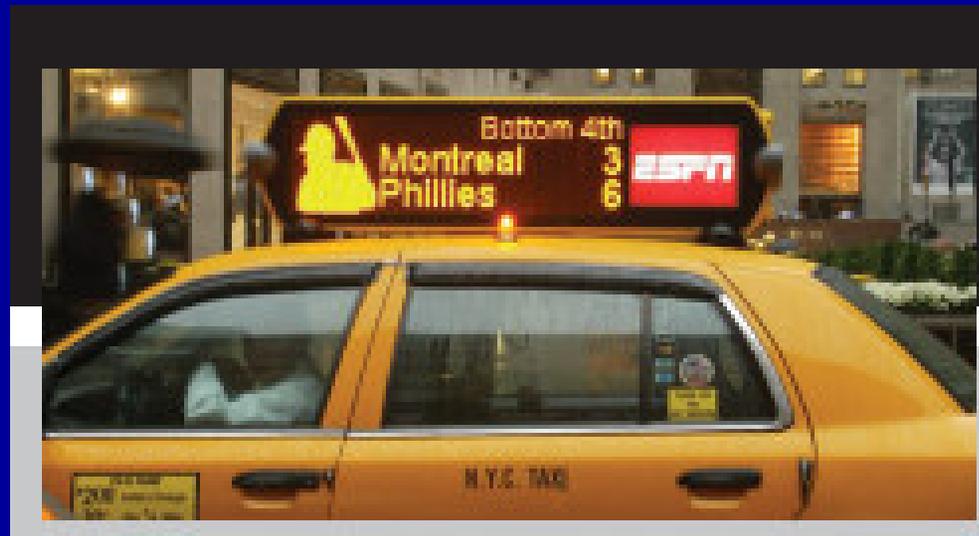


Photo from Adapt Media website

Current Advertising



- Medallion Taxicab Rooftops
 - Digital units
 - Billboard and digital combination



Photo from Astra Media Group website

Current Advertising



- Basis of approval
 - NYC Administrative Code (Section 19-525)
 - Mandates TLC permits for any exterior advertising
 - Sets annual fee of \$50
 - Authorizes the Commission to establish rules to regulate the type and size of advertising matter
 - Authorizes the Commission to revoke permits for advertising “offensive to public morals”

Current Advertising



- Basis of approval
 - TLC Rules (Taxicab Owners, Section 1-35)
 - Requires any exterior and interior advertising to be approved by the Commission
 - Requires that the advertising be “maintained in good condition”
 - No specifications in TLC rules for unit standards or size

Current Advertising



- Basis of approval
 - TLC Rules (FHV, Section 6-12 (f) (2))
 - Requires any exterior and interior advertising to be approved by the Commission (none currently approved)
 - Prohibits rooftop advertising
 - No rules for unit standards or size

Current Advertising



- Basis of approval
 - TLC Rules (Paratransit, Section 4-10 (I))
 - Requires any exterior and interior advertising to be approved by the Commission (none currently approved)
 - No rules for unit standards or size

Current Advertising



- Basis of approval
 - Legal Agreements/MOU's
 - Approval letters from TLC for various advertising units
 - MOU's authorizing limited pilot programs for various advertising units
 - Engineering review by City Department of General Services (DCAS) for certain units

Current Advertising



- Value Added
 - Licensees - Monthly revenue source
 - City - Permit fee covers administrative expenses
 - Public - General cost/benefit of outdoor advertising

Alternative Approaches



- Chicago model
 - Tied advertising to requirements for clean air and accessible taxicabs
 - Established revenue-sharing model to provide driver benefits (lower lease caps)
 - Rules on advertising unit size, materials and locations

Current Advertising



- Emerging Trends
 - “Taxi Top Extensions”



Photo from Clear Channel Taxi Media website

Current Advertising



- Emerging Trends
 - 4-sided advertising



Photo from Adapt Media Group website

Current Advertising



- Prior Commission discussions
 - Aesthetics and Public Value
 - Concerns about visual clutter
 - Concerns about use of the public domain for private purposes
 - Municipal Art Society input suggested

Current Advertising



- Prior Commission discussions
 - Other TLC-licensed vehicles
 - Concerns that rooftop advertising on FHV's would blur distinctions with medallion taxicabs
 - Concerns of unfairness if advertising were limited to certain types of TLC-licensed vehicles
 - Industry Economics
 - Concerns about level of economic benefits for drivers

Advertising: Current and Future



- Medallion rooftop advertising:
 - Safety
 - Aesthetics
 - Content
 - Public Value
 - Industry Economics

Advertising: Current and Future



- Other advertising:
 - Other TLC-licensed vehicles
 - Pilot Program review or separate rulemaking
 - Safety
 - Aesthetics
 - Content
 - Public Value
 - Industry Economics



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