

Permit vs. License

Many Cities' across North America have bus bench advertising programs in place. The program that City's have often adopted allow permits to a Contractor (or contractors) giving them the ability to place benches within the community. This process of allowing street furniture in a City has caused problems for the City, the community and the advertisers.



Unattractive and unsafe, traditional units.

The permit process has many drawbacks, normally leading to poor products and services. Many contractors that are involved with the permit system do not maintain their product because the company does not have a long enough term of commitment from the City. This results in poor product quality and service from the contractor.

Permits are granted for specific locations within the City. As time goes on, and the landscape of the municipality changes, a location may no longer be ideal for a bus bench because Transit stops move or bus routes change. To continue having a bus bench located at a non-functioning location looks poorly on the City planning and does not address the needs of the community.

The permit process gives the City a nominal amount of money, far less than what a City could receive from a long term agreement with a solid financial commitment from a Contractor.

To help ensure that the City creates a relationship with a reputable company with a history of providing quality products and services an RFP or Expression of Interest should be issued. This will ensure an open and fair selection process for both the City and all contractors.

An exclusive and longer-term Agreement will solicit responses from established and professional street amenity firms that will be willing to invest in the program with both superior products and maintenance procedures while delivering meaningful revenue to the Municipality or Transit system. A longer term Agreement will allow a firm a reasonable term over which to recoup the investment it will make in new product. It will also permit the firm to hire permanent local staff which will be required to sell the sponsorship messages and maintain the benches on a regular basis. The permit process has a strong negative impact on the amount of revenue a firm could offer the City.



The City determines its overall Streetscape.

How to Move from Bench Permits to Bench Licenses

When the Permits are up for renewal it is important for the City to give proper notification to the current Contractor advising them the Permits will not be renewed. The City should advise the current Contractor that they will be permitted to bid on the RFP and that it will be open to all contractors that meet the RFP requirements.

Criteria for a Successful Program

When a City is moving forward with an RFP or Expression of Interest it is imperative that the contractors that submit a bid meet these criteria:

- Reputable product that will meet the needs of the community
- Maintenance program in place
- References
- Revenue program offered to City

COA's Approach

Creative Outdoor Advertising of America has had a successful 22 year history in the implementation and management of bus bench and street amenity programs. We currently manage over 5,000 street amenity products and approximately 3,000 sponsorship clients in 47 municipalities throughout North America.

COA approaches the entire program differently than other companies have done in the past. COA does NOT allow its sponsorship clients to dictate placement of the units and instead focuses on the service to the community.

Over the years, Creative Outdoor Advertising of America has evolved as an organization. We have more experience in the management of bench advertising products than any other firm today. This experience has shown us that, simply speaking, certain products are better than others.

Each year, your City spends a large amount of money on aesthetic considerations. It makes no sense to compromise a bench-advertising program that is so widely viewed by the community. At Creative Outdoor Advertising of America, we believe that the best streetscape-advertising program in the world is right here in North America, and it is:



COA Concourse Unit Features Attractive Seating and Professional Signage

Streetscaping®