



May 19, 2026 - Regular Meeting

Subject

Advertising Revenue for Public Transit System – District 3

Category

COMMISSIONER AGENDA/COMMENTS

Briefings

None

Contact and/or Presenter Information

Commissioner Siddique, 941-392-1740

Action Requested

Direction to staff to research and evaluate options for implementing a public transit advertising program, including, but not limited to, advertisements on transit vehicles, shelters, benches, digital platforms, and related transit assets, and to return to the Board with potential business models, estimated revenues, legal considerations, operational impacts, and any policy recommendations necessary for implementation.

Enabling/Regulating Authority

N/A

Applicable Advisory Board

N/A

Background Discussion

Manatee County's public transit system, MCAT, does not have a funding source outside of property taxes. It is currently fare-free and does not sell advertising space. In 2025, the Board of County Commissioners reallocated a portion of the library millage to the transit millage to address operating cost increases which outpaced the millage's ability to sustain them. Given this, it is imperative the transit system evaluate alternative funding sources

See attached Agenda Update Memos 5.13.26 & 5.14.26

to reduce reliance on property taxes and eliminate impacts to other services outside of transit.

Most local and regional transit systems in Florida have developed a business model to sell advertising space on public transit assets to sustain transit operations. Lee County's system, "LeeTran", is a similarly sized system which generated \$4.8M in ~~FY23-24~~ between 2019 and 2024. These advertisements take shape in the form of vinyl wraps of varying sizes on vehicles, transit cards on the interior, sign space on shelters & bus benches, and digital advertising in transit mobile apps. These ads are sold on a monthly basis with discounts provided for long-term contracts. This model is implemented by Lee County directly but in counties with a Transit Authority, such as PSTA, this program is administered by a vendor.

The need to diversify funding sources for county services is intensifying and an advertising business model for public transit is an appropriate and proven model to generate revenue.

Attorney Review

N/A

Instructions to Board Records

N/A

Cost and Funds Source Account Number and Name

N/A

Amount and Frequency of Recurring Costs

N/A

Attachments:

LeeTran Advertising Rate Card



May 19, 2026 - Regular Meeting

Subject

Updates to Agenda – May 13, 2026

Category

ANNOUNCEMENTS

Briefings

None

Contact and/or Presenter Information

Bobbi Roy, Agenda Division Supervisor, ext 6878

Action Requested

Updates incorporated appropriately

Enabling/Regulating Authority

N/A

Applicable Advisory Board

N/A

Background Discussion

Below are agenda updates (dated 5/13/26) for the meeting of May 19, 2026:

GENERIC PUBLIC COMMENTS

- This agenda item was updated with additional generic comments.

CONSENT AGENDA

Financial Management

Item 14, Execution of Change Order No. 1 to GMP Addendum No. 1 to Agreement No. 24-TA005354JK for North Regional Water Reclamation Facility Storage Expansion, Daniel Velazquez, Project Manager - District 1

- This agenda item was updated to correct the presenter from Daniel Velazquez, Project Manager, to read Patrick Shea, Utilities Director.

Item 15, Execution of Change Order No. 3 to Agreement No. 20-TA003404CD for Southwest Water Reclamation Facility Electrical Distribution System Rehabilitation, Daniel Velazquez, Project Manager - District 4

- This agenda item was updated to correct the presenter from Daniel Velazquez, Project Manager, to read Patrick Shea, Utilities Director.

REGULAR

Item 32, Follow-Up Presentation of Results from the Manatee County AI Pilot with Digibuild

- This agenda item has been deferred to June 16, 2026.

Item 35, Approval to fund the Manatee County Task Force for a period of five years; and Adoption of Budget Amendment Resolution B-26-000, Jodie Fiske, Public Safety Director

- This agenda item was updated with a public comment.

COMMISSIONER AGENDA ITEMS

Items for Discussion

Item 37, Old Memphis Cemetery Desecration and County Response – District 2

- This agenda item was added to the Agenda.

Item 38, Advertising Revenue for Public Transit System – District 3

- This agenda item was added to the Agenda

Item 39, Old Memphis Cemetery – District 5

- This agenda item was added to the Agenda.

Attorney Review

Not Reviewed (No apparent legal issues)

Instructions to Board Records

N/A

Cost and Funds Source Account Number and Name

N/A

Amount and Frequency of Recurring Costs

N/A



May 19, 2026 - Regular Meeting

Subject

Updates to Agenda - May 14, 2026

Category

ANNOUNCEMENTS

Briefings

None

Contact and/or Presenter Information

Bobbi Roy, Agenda Division Supervisor, ext 6878

Action Requested

Updates incorporated appropriately

Enabling/Regulating Authority

N/A

Applicable Advisory Board

N/A

Background Discussion

Below are agenda updates (dated 5/14/26) for the meeting of May 19, 2026:

CONSENT AGENDA

Government Relations

Item 20, Execution of Updated Non-Profit Agreement with Manatee Educational Television Consortium (METV), Stephanie Garrison, Director of Government Relations

- This agenda item was updated to include the revised Non-Profit Agreement.

Item 21, Authorization to submit recommended census tracts for Opportunity Zone designation through Florida Commerce, Stephanie Garrison, Government Relations Director

- This agenda item was updated with a revised Action Requested and Attorney Review designation in strikethrough/underline format.

Sports and Leisure Department

Item 28, Execution of Agreement for Charitable Services with The Patterson Foundation for the 2026 Suncoast Summer Reading Challenge- Molly White- Director, Sports and Leisure Services, Countywide

- This agenda item was updated with a revised Charitable Services Agreement.

COMMISSIONER AGENDA ITEMS

Items for Discussion

Item 38, Advertising Revenue for Public Transit System – District 3

- This agenda item was updated to revise the Background Discussion in strikethrough/underline format.

Attorney Review

Not Reviewed (No apparent legal issues)

Instructions to Board Records

N/A

Cost and Funds Source Account Number and Name

N/A

Amount and Frequency of Recurring Costs

N/A



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Enabling/Regulating Authority

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term contracts. This model is implemented by Lee County directly but in counties with a Transit Authority, such as PSTA, this program is administered by a vendor.

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Attorney Review

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Instructions to Board Records

N/A

Cost and Funds Source Account Number and Name

N/A

Amount and Frequency of Recurring Costs

N/A

REVISED/REPLACED

TRANSIT ADVERTISING

The best advertising value in Lee County



BUS PROGRAMS



Advertising Sales
239.533.0339

FULL WRAP

Quantity	Rate/Month	Discount	Production
1	\$1,900	0%	\$6,500 Per ad
2	\$1,520	20%	
3	\$1,425	25%	
4	\$1,330	30%	



HALF WRAP

Quantity	Rate/Month	Discount	Production
1	\$1,200	0%	\$3,500 Per ad
2	\$960	20%	
3	\$900	25%	
4	\$840	30%	



SUPER KING (Street Side) SUPER QUEEN (Curb Side)

Quantity	Rate/Month	Discount	Production
1	\$800	0%	\$1,600 Per ad
2	\$720	10%	
3	\$680	15%	
4	\$640	20%	
5	\$600	25%	



TAIL

Quantity	Rate/Month	Discount	Production
1	\$500	0%	\$800 Per ad
2	\$450	10%	
3+	\$400	20%	



PARATRANSIT TAIL

Quantity	Rate/Month	Discount	Production
1	\$500	0%	\$800 Per ad
2	\$450	10%	
3+	\$400	20%	



INTERIOR CARDS (Minimum 5 Units)

Quantity	Rate/Month	Discount	Production
All	\$25	0%	\$20 Per ad



Actual size 28"x11"

RATES

(Bus ads require a 6 month contract.)

Rates are a monthly cost per unit. All ad content must be approved by LeeTran.*

All rates subject to change with 30 days notice. Rates last updated 11/19/25. *According to Lee County Administrative Code AC-1-19.

** Dimensions vary based on size and model of bus. Bus size depends on availability for requested route.

- Fixed Route
- Paratransit

TRANSIT ADVERTISING

The best advertising value in Lee County



Advertising Sales

239.533.0339



SHELTER PROGRAMS

SHELTERS

Quantity	Rate/Month	Discount	Production
1	\$300	0%	\$200 Per ad
2	\$270	10%	
3	\$255	15%	
4	\$240	20%	
5	\$225	25%	



Actual size 48"x68.55"



BENCH PROGRAMS

BENCHES

Quantity	Rate/Month	Discount	Production
1	\$150	0%	\$150 Standard Per ad
2	\$135	10%	
3	\$127	15%	
4	\$120	20%	\$200 Acrylic Per ad
5	\$112	25%	
6	\$105	30%	



Actual size 72"x24"



TRAM PROGRAMS

FORT MYERS BEACH TRAM INTERIOR PANELS

Rate/Month	Production
\$149	\$500 Total



Viewed by
Passengers



Actual size
Truck Tram Wagon: 86.5"x30.75"
Tram Engine Car: 65"x22"
Tram Passenger Car: 74.5"x22"

