

Perez, Benito (DDOT)

From: DDOT, Policy (DDOT)
Sent: Wednesday, January 09, 2013 9:36 AM
To: Perez, Benito (DDOT)
Subject: FW: DCMR Title 13 Sign Regulations

Can you confirm that this is in the comments.

Alice Kelly
202-671-2252

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From: Althea Evans [mailto:aevans@omniride.com]
Sent: Friday, September 28, 2012 5:04 PM
To: DDOT, Policy (DDOT)
Subject: DCMR Title 13 Sign Regulations

This message is being submitted as the Potomac and Rappahannock Transportation Commission's response to the posted Notice of Proposed Rulemaking – DCMR Title 13 Sign Regulations.

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RE: Notice of Proposed Rulemaking – DCMR Title 13 Sign Regulations

Chapter 6, Section 609 as proposed would regulate signs of vehicles in public space to disallow transporting advertising through public space on vehicles with an exception granted for signs that advertise the business of the vehicle owner. While section 609.1 establishes a proposed exception for WMATA public transit vehicles and section 609.4 establishes a proposed exception for DC Circulator vehicles (and other assets), no such exception or acknowledgement is proposed for vehicles providing commuter bus service in the District – whether operated by public or private carriers.

The Potomac and Rappahannock Transportation Commission (PRTC) requests that the proposed regulations be amended to allow the sale and use of commercial revenue advertising space on the rear and side exteriors, or entire exterior surfaces on commuter bus vehicles (serving established bus stops with published schedules) operating on public space. As a public agency, PRTC (and most other commuter bus operators) depends on revenues from on-vehicle advertising to lessen the magnitude of required public funding to sustain its operations, so the exception we're seeking bears directly on PRTC's bottom line.

PRTC also requests that the proposed regulations be further amended to remove the requirement in section 609.2 (b) that at least 10% of rear and side exterior advertising space on the total number of vehicles available for public transit operations be reserved for free public service announcements and advertisements regarding community, art, cultural, educational, and similar events. PRTC's contract with its exterior advertising vendor provides space for public service advertising on a "space available" basis. The regulations as now drafted would compel space to be set aside for such purposes, with the potential of limiting revenue generation.

Because the regulations as proposed establish exemptions for two public transit providers operating in the District of Columbia, PRTC's perception is that the absence of "commuter bus vehicles" from these exemptions is by omission rather than by design, inasmuch as the commuter bus providers serve the same public purposes as WMATA and the DC Circulator in reducing traffic congestion and improving air quality in the District.

Althea Evans

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