



# Westchester County Bus Shelter Program

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**A SUCCESS  
STORY !**



# Start of Bus System

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- As part of a comprehensive effort to bring together over 20 private bus companies into one countywide transit system, The Westchester County Transit System was created in 1977.



# Improvements

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- 105 new buses ordered.
- Zone transfers eliminated.
- Systemwide transfer system implemented.
- Planning for a bus shelter program started.



# Bus Shelter Program Design

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- There are 45 municipalities in Westchester County.
- County buses operated in 38 of them.
- As a “Home Rule” state, the county could not arbitrarily identify locations and install shelters at bus stops.
- Local municipalities needed to be convinced to “buy in” to the program.



# Program Design

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- The program needed to be operated “cost free” to the County and the local municipality.
- The only way to do that was to allow the sale of advertising on the shelters.
- A bus shelter vendor would be selected to provide the day-to-day maintenance of the shelter and to sell the advertising.
- The shelters needed to be illuminated.
- No seats were to be placed in the shelter.



# The Buy In

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- To induce municipalities to join the program, revenue received from the sale of shelter advertising would be shared with the municipality.
- Municipalities would identify where the bus shelters would be installed.
- It was a MUST to have Yonkers in the program.



# Program Start

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- 18 municipalities bought in to the program including Mount Vernon, White Plains and Yonkers.
- Sites for 250 shelters were identified.
- An RFP was issued for an advertiser to sell ads and install bus shelters throughout the county.



# Program Start

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- Permits were secured from municipalities and, where necessary, NYSDOT to install shelters at bus stops.
- Westchester County DPW provided engineering and construction management during the installation.



# Program Start

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- A bus shelter vendor was selected via a Request for Proposals (RFP) process.
- County Board of Acquisition & Contract authorized entering into a 5 & 5 contract.
- County Board of Legislators authorized Inter-Municipal Agreements



# Program Start

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- First shelter installed at South 5<sup>th</sup> Ave. and West 1<sup>st</sup> St. in Mount Vernon in June 1979.



# Advertising Restrictions

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- Commissioner must approve all advertising in advance of posting.
- No obscene or pornographic ads.
- No violent actions.



# Advertising Restrictions

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- No ads promoting tobacco.
- No ads promoting alcohol.
- No ads displaying weapons.
- No ads of a political public issue.



# Advertising Restrictions

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- No editorial ads.
- No religious ads.



# Program Finances

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- During the first 5 years of the program, \$ 800K in revenue was received by the county as it's share of the advertising revenue.
- \$ 350K went to the local municipalities.



# Current Program Status

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- 22 municipalities in the program.
- 325 shelters installed.
- Shelters are being retrofitted with benches and trash cans.
- All old shelters have been refurbished twice.
- 2006/07 per shelter revenue to municipalities \$ 491.



# Lessons Learned

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- Passengers love the shelters.
- Municipalities appreciate the “magnet” for passengers and the revenue.
- Politicos love it.
- We haven't figured out a way how to screw up the program yet !!