

Slide 1: Operations Budget Stability Committee Report to FMCB: Own Source Revenue Strategy - Advertising YTD Update

In the left top corner is the MassDOT logo (mass is green and in lower case, DOT is in capital letters and in blue. Part of this logo includes the phrase "Massachusetts Department of Transportation" in green. In the top right corner is the MBTA logo (black T in a black circle) to the left of the phrase "Massachusetts Bay Transportation Authority" in black. There is a thin green straight line beneath these logos stretching across the top of the slide below the logos. The term "Operations Budget Stability Committee Report to FMCB" is in black text in the center of the slide beneath the green line.

Under this is a second phrase, also centered on the slide and in black reading " Own Source Revenue Strategy - Advertising YTD Update "

Under this is the date "2/22/2016 in gray.

Under this is the phrase: Reporting Period: YTD December Fy16

At the bottom of the slide is a note stating "Draft for discussion and Policy Purposes Only" in the center of the slide. In the right corner is the slide number "1." These are in gray.

Slide 2: FMCB / MBTA Statutory Mandate to Maximize Own-Source Revenues

In the top right corner is the MBTA logo (black T in a black circle) to the left of the phrase "Massachusetts Bay Transportation Authority" in black. There is a thin green straight line beneath these logos stretching across the top of the slide below the logos.

There slide consists of text with 2 bullets.

The first bullet states Under Section 5 of Chapter 46 of the Acts of 2015, the FMCB is directed to:

“Establish 1- and 5-year operating budgets under section 20 of chapter 161A, beginning in fiscal year 2017, which are balanced primarily through a combination of internal cost controls and increase in own-source revenues” This sentence is italicized, and the words "internal cost controls" and "own-source revenues" are underlined.

The second bullet states Massachusetts General Laws Chapter 161A, Section 11 , the MBTA Board is directed to: *“establish and implement policies that provide for the maximization of non-transportation revenues from all sources”* The text in quotation marks is in italics, and the word "maximization" is underlined.

In the bottom right corner of the slide is the number 2.

Slide 3: We are targeting 30% advertising revenue growth in FY16 and FY17, driven by digital panels

In the top right corner is the MBTA logo (black T in a black circle) to the left of the phrase "Massachusetts Bay Transportation Authority" in black. There is a thin green straight line beneath these logos stretching across the top of the slide below the logos.

The slide consists of a chart. The chart is entitled "Annual Systemwide Station and Vehicle Advertising (Titan). The chart consists of 3 boxes.

The chart's Y axis ranges from \$0 to \$30M in \$10M increments.

The box closest to the Y axis is labeled "FY15" at the bottom and "16M" at the top. Analog advertising accounts for \$14.04M of this box, while Digital accounts for \$1.46M.

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The next box is labeled "FY16" at the bottom, and "\$20M" at the top. Analog advertising accounts for \$17.6M of this total, and digital accounts for \$2.4M.

The last box is labeled "FY17" at the bottom, and "26M" at the top. Analog advertising accounts for \$19M of this total, while digital accounts for \$7M.

In the bottom center is the phrase "Draft for Discussion and Policy Purposes Only" and in the right corner of the slide is the number 3. These are in gray text.

Slide 4: In-Station Urban Panel Examples

In the top right corner is the MBTA logo (black T in a black circle) to the left of the phrase "Massachusetts Bay Transportation Authority" in black. There is a thin green straight line beneath these logos stretching across the top of the slide below the logos.

The slide consists of two pictures.

The left picture is of a rectangular digital panel affixed to a column in an outdoor setting. There are unknown persons in the foreground, and buildings and structure in the background. The picture is taken from the perspective of an individual looking up at the panel.

The right panel also shows a rectangular panel in an MBTA subway station. The sign in the background notes that the station is Kendall Square Red Line Station. The panel is in the gap between the inbound and outbound tracks. In the foreground is a tactile yellow strip. The picture is taken from the perspective of a customer looking at the panel.

In the bottom center is the phrase "Draft for Discussion and Policy Purposes Only" and in the right corner of the slide is the number 4. These are in gray text.

Slide 5: Street-Level Digital Urban Panel Examples

This slide also consists of two pictures side-by-side

The right picture is of a panel at the top of the stairs at Haymarket Station. The panel is centered, with the Haymarket station structure and cityscape in the background. In the foreground is the top of the escalator and stairs from the subway to the surface. The picture is taken from the perspective of a customer.

The left picture is of a panel outside of Prudential Station in Boston. The panel is below the Prudential Green Line sign. In the background at a restaurant's awnings, and a parking structure. In the foreground is a bit of the street and sidewalk. The picture is taken from the perspective of a customer.

In the bottom center of the slide is the phrase "Draft for Discussion and Policy Purposes Only" in gray text.

Slide 6: Drivers of Revenue Growth

This slide also consists of a list on the right and two pictures on the left, top-to-bottom.

The list of the right starts with a bullet that states: Growth is due to aggressive sales, increased demand for digital from advertisers and the practice of digital media being bundled with station dominations; along with large media buys from the following companies:

Capital One

Webster Bank

Yahoo

DraftKings

Microsoft

Bank of America

DraftKings
Microsoft
Poland Springs
Minuteman Health
JetBlue
Samsung Pay
Delivery.com
Coca Cola

On the right are two pictures. The top picture shows a set up panels at south station. The panels are affixed to columns. The picture is taken from the perspective of an individual looking at the screen.

The bottom picture show a panel on a busy red line platform. The picture is taken from the perspective of an individual looking at the screen.

In the bottom right is the slide number 6 in gray text.

Slide 7: Station Digital Expansion Plan (In-Station)

In the top right corner is the MBTA logo (black T in a black circle) to the left of the phrase "Massachusetts Bay Transportation Authority" in black. There is a thin green straight line beneath these logos stretching across the top of the slide below the logos.

The slide consists of the MBTA spider map. At certain stations are circles over the station. These circles are color coded and correspond to when panels are scheduled for execution.

80 such panels are currently installed, 52 are scheduled for installation in FY17, and 52 are scheduled for installation in FY18.

Current

14 at South Station
12 at Back Bay
12 at Downtown Crossing
12 at Kenmore
12 at Park Street
10 at North Station
8 at Harvard

FY2017

12 at Government Center
8 at Airport
8 at Charles
8 at Copley
8 at Kendall
8 at State Street

FY2018

8 at Arlington
8 at Central
8 at Haymarket
8 at North Station
4 at Back Bay
4 at Downtown Crossing
4 at Hynes
4 at park Street
4 at South Station

In the bottom center is the phrase "Draft for Discussion and Policy Purposes Only" and in the right corner of the slide is the number 7. These are in gray text.

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Slide 8: Street Level Digital Expansion Plan (Urban Panels)

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The slide also consists of the MBTA spider map. At certain stations are circles over the station. These circles are color coded and correspond to when panels are scheduled for execution.

2 such panels are currently installed, both at Haymarket. 8 are scheduled for installation in FY16, 40 in FY2017, and 40 for installation in FY18 for a total of 90.

Current

2 at Haymarket

FY2016

2 each at Back Bay, Broadway, Kendal, Prudential

FY2017

2 each at Airport, Alewife, Aquarium, Arlington, Central, Charles, Courthouse, Davis, DTX, Forest Hills, Harvard, Hynes, JFK, Kendall, North Station, Park Street, Porter, South Station, Symphony, World Trade.

FY2018

2 each at Arlington, South Station, Airport, Central, Charles, Coolidge Corner, Courthouse, DTX, Harvard, Kendall, Mass. Ave. Maverick, North Station, Park Street, Ruggles, Symphony, Tufts, World Trade.

In the bottom center is the phrase "Draft for Discussion and Policy Purposes Only" and in the right corner of the slide is the number 8. These are in gray text.

Slide 9: Display Locations

In the top right corner is the MBTA logo (black T in a black circle) to the left of the phrase "Massachusetts Bay Transportation Authority" in black. There is a thin green straight line beneath these logos stretching across the top of the slide below the logos.

The slide consists of two lists.

On the right is a list of 184 In-Station locations

80 Current:

South Station, Back Bay, DTX, Kenmore, Park Street, North Station, Harvard

52 FY17 Installations

Gov Center, Airport, Charles, Copley, Kendall, State Street

52 FY18 Installations

Arlington, Central, Haymarket, North Station, Back Bay, DTX, Hynes, Park Street, South Station

On the left is a list of 90 Urban Panels

2 Current:

Haymarket

8 FY16 Installations

Back Bay, Broadway, Kenmore, Prudential

40 FY17 Installations

Airport, Alewife, Aquarium, Arlington, Central, Charles, Courthouse, Davis, DTX, Forest Hills, Harvard, Hynes, JFK, Kendall, North Station, Park Street, Porter, South Station, Symphony, World Trade

40 FY18 Installations

Arlington, South Station, Airport, Central, Charles, Coolidge Corner, Courthouse, DTX, Harvard, Kendall, Mass Ave, Maverick, North Station, Park Street, Ruggles, Symphony, Tufts, World Trade

Arlington, South Station, Airport, Central, Charles, Copley Corner, Courthouse, DTX,
Harvard, Kendall, Mass Ave, Maverick, North Station, Park Street, Ruggles, Symphony, Tufts,
World Trade

In the bottom center is the phrase "Draft for Discussion and Policy Purposes Only" and in the
right corner of the slide is the number 9. These are in gray text.

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