

Policy Regarding Messaging on WeGo Assets

The primary mission of the Metropolitan Transit Authority (MTA) is to provide safe, convenient, and professional transportation to its customers. Visual displays on WeGo's assets that detract from this mission are not permitted.

With the rebranding of MTA's transit system to "WeGo Public Transit" in 2018, the Board of Directors made a conscious decision to use the visual appearance of WeGo's assets to enhance the riding experience, increase transit usage and ridership, and to improve the image of public transportation in the community as a desirable and cost-effective transportation option for the public. Toward that end, the Board previously restricted various forms of signage and displays on WeGo's assets.

As of the effective date of this policy, the MTA shall no longer sell traditional transit advertising. However, any advertising agreements executed prior to the adoption of this policy shall be allowed to remain in effect for the duration of the agreement, but none of these existing agreements will be renewed or extended.

For the purposes of this policy, "WeGo assets" are defined as publicly visible public transportation facilities (rolling stock, waiting shelters, stations, terminals, benches, etc.) used by the public for travel, and may also include paper and electronic marketing materials such as brochures, maps and schedules, social media feeds, web pages and on-board messaging via visual displays or annunciators.

As of the effective date of this policy, the following is guidance to staff and partners concerning the display of messaging on WeGo assets:

1. WeGo Public Transit controls the editorial and creative content of any displayed messaging on WeGo assets.
2. No displayed messaging shall compromise the overall visual integrity of a WeGo asset. As an example, no partial wraps or poster signs shall be installed on buses that detract from the visual appearance of the WeGo Public Transit paint scheme, but full wraps that completely cover the paint scheme could be allowed.
3. No messaging shall detract from wayfinding elements or other techniques used to help customers navigate the transit system.
4. Any displays on WeGo assets shall not compromise the safety of MTA's customers or employees. As an example, future full bus wraps shall not cover windows.
5. Displays on WeGo assets may not diminish the overall appearance of the WeGo Public Transit brand or logo. Toward this end, any displays that cover WeGo branding, or logo generally should not exceed ten percent (10%) of any type of WeGo asset (such as buses or shelters) in the system.
6. Other partners may be included in messaging that appears on WeGo assets, provided that messaging is part of a broader partnership arrangement developed to enhance the riding experience, increase transit usage and ridership, and improve the image of public transportation in the community as a desirable and cost-effective transportation option for the public. WeGo Public Transit possesses editorial and creative control of the messages.
7. WeGo Public Transit may post public service announcements from the Metropolitan Government of Nashville and Davidson County organizations on WeGo assets, provided that such announcements do not take precedence over transit system information.