

Pace Ad Shelter Program

A lot more than comfort and good looks.





Waiting for the bus on a cold winter morning can be anything but pleasant.

Comfort and convenience for riders. Cash for things that matter.

When you're part of the Pace Ad Shelter Program, it's win-win all around. The Pace riders in your community enjoy the added comfort of shelter from the elements. You generate extra cash to help pay for things that are important to your town and your residents.

That's new money flowing directly into your treasury without raising taxes or fees, or the ire of your voters; cash you can use to offset declining revenue bases or help pay for projects not otherwise manageable. Use the money for senior or youth programs; additional library resources; seasonal or cultural events and festivals; even new equipment for your police or fire departments. Any one or more of the dozens of ways needed to improve the quality of life and experience in your community. Or aid those who safeguard and protect it.

Six new modern and attractive designs.

Style and flexibility are part of the program too. You can select any of six fresh, elegant and architecturally pleasing shelter designs chosen expressly to complement the feel and ambience of any community. Whether your town is historic and steeped in tradition, newly re-developed, or fresh out-of-the-box, there's a style just right for you.

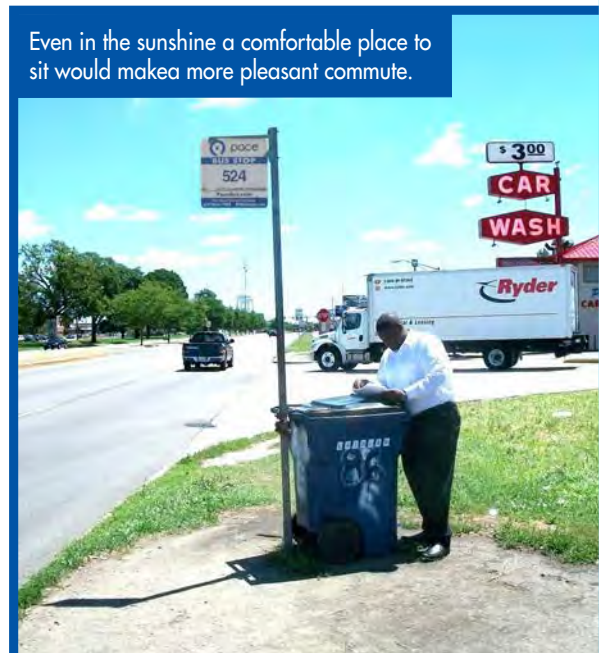
Trouble-free commitment.

Becoming an ad shelter community requires little effort on your part. All ads are sold and installed by Pace-contracted agents. Regular maintenance, cleaning and prompt service in the event of damage is provided free of charge.

Pace also assumes financial responsibility for construction, including excavation and cement work where needed. Reasonable runs of connecting sidewalk, complete with all mandated ADA accommodations, are also included. All we ask is that you waive the usual cost of construction permit application fees, and fast-track the permitting and inspection process. Then once your shelters are up you have your public safety officers help keep a watch on things, reporting any damage or vandalism to us as promptly as possible.

Advertising content is strictly regulated, too, and subject to Pace's stringent family-friendly guidelines which prevent messaging of any unsuitable or questionable nature. And unsold space is available to your town, for announcements of local interest and public importance, or promotion of community events.

Even in the sunshine a comfortable place to sit would make a pleasant commute.



Number and location.

The number of Pace shelters that may eventually be installed in your town, and their placement, is jointly determined by you and Pace. While the main criterion for qualification is number of bus boardings per day, other factors are also a consideration. For instance, Pace is always looking to improve pedestrian access at bus stops without any existing pedestrian infrastructure. Likewise, locations along major corridors and regional retail centers, or local commercial hubs with high traffic volume, are a distinct priority. Decisions on how many shelters should be installed and where they should be placed are based on all these variables. Final acceptance or rejection of any proposed shelter site, however, rests entirely with you and the appropriate permitting authority.

Income potential.

Shared advertising income distributed to participating communities is currently rated at 50% of net area-wide revenue received by Pace. This amount is apportioned across the total number of shelters deployed during the reporting year. Direct proceeds paid to your municipality are the apportioned amount multiplied by the number of shelters in service in your community. Based on this formula the average per-unit payout over the last ten years has exceeded \$1,000. So the more shelters in your community means not only happier Pace riders but more money for your town.

Upgrade, expand, or start fresh.

If you're currently part of Pace's ad shelter program, you may be interested in expanding the number of shelters present in your community. If yours is a town with Pace non-ad shelters or private ad shelters, or even no shelters at all, we encourage you to join the Pace ad shelter program.

Contact Doug Sullivan, Manager of Marketing and Communications, at 847-228-4264 today. Learn what dozens of Pace Ad Shelter partners across the six counties already know. A brand new Pace ad shelter is more than just an eye-catching amenity, or a place to get out of the weather. It's a whole new means of creating new revenue for you; to help you do the things that matter.

Sign up for your share now.



A bus stop shelter sure would have improved this rider's experience. Will he be willing to ride transit in the future?

Make your Pace Ad Shelter selection from one of these fresh and exciting designs.

All Pace shelters offered in this brochure are certified by the manufacturer to meet the minimum standards of the Uniform Building Code and the BOCA National Building Code related to wind load and snow load.

Style #1

5' x 12' footprint



Style #2

5' x 12' footprint



Optional Bus Tracker Sign



Depending on passengers' usage and availability of electricity at a particular location, Pace may include a real-time Bus Tracker sign in a shelter. This "countdown" sign can be a great way to ease rider uncertainty about when the next bus is coming.

Pace offers two narrower shelter models for any space in which our full-sized, 5-foot-deep shelter would not fit (or not meet ADA regulations). These units still offer protection from wind and rain and contain a standard-sized advertisement, so revenue is not impacted.

Style #3

5' x 12' footprint



Style #4

5' x 12' footprint



Style #5

3' x 12' footprint



Style #6

3' x 12' footprint





Pace ad shelter income can help you do the things that need doing. Or do the things you'd like to do.

Every town can use extra resources—especially these days. The revenue received through your participation in the Pace Ad Shelter Program can help you cover the cost of providing basic services, buying new equipment, covering off-budget contingencies, or just doing things your residents appreciate.

Use the money for important things like a new copier for the office, new vests for the police department, or an extra vehicle for public works. Or just spend it on something nice for the community like a new scoreboard for the little league ballpark, a senior aerobics class, a summer street festival or hot dogs and fireworks on the 4th of July. The choice is yours. It's certainly rare to be presented with an opportunity to help improve the quality of life and the experience of living and working in your community, at absolutely no cost to the municipality.

The Pace Ad Shelter Program creates a continuing, trouble-free revenue stream you can put to good use in your town year after year. Call Doug Sullivan, Manager of Marketing and Communications, today at 847-228-4264 for complete information and details.



Here's just a sampling of the positive things participants have to say about the Pace Ad Shelter Program.



"The Pace ad shelter program has worked out great for the residents of Melrose Park. The shelters not only look great and protect our many residents that use the Pace system from the elements, they are a good revenue generator for our community. Melrose Park works hard everyday to be fiscally responsible so it can offer some of the best services found in any municipality in the state of Illinois and this is one of the programs that help us achieve our goals."

Mayor Ronald M. Serpico
Village of Melrose Park



"We are always looking for creative ways to bring in revenue without placing an additional burden on our residents, and the Pace ad shelters provide us with the opportunity to do just that! The space can be used to provide much needed information about goods and services, but perhaps most importantly, it provides shelter from the seasonal elements that we are all too familiar with here in Dolton!"

Mayor Riley H. Rogers
Village of Dolton



"The Pace Ad Shelter Program has worked out very well for the residents of the Village of North Riverside who travel Pace daily. These shelters help keep riders out of the rain, snow, wind and sun, they are always well maintained and very clean. Above all this they provide a nice revenue source for the Village of North Riverside that we can count on every year."

Mayor Hubert E. Hermanek
Village of North Riverside



"The Pace Ad Shelter Program offers McHenry residents with shelter from the elements and generates revenue for our city."

Mayor Wayne S. Jett
City of McHenry



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PaceBus.com

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