

1                                   **ADVERTISEMENTS ON SCHOOL BUSES**

2   2011 GENERAL SESSION

3   STATE OF UTAH

4                                   **Chief Sponsor: Jim Bird**

5                                   Senate Sponsor: Michael G. Waddoups

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7   **LONG TITLE**

8   **General Description:**

9           This bill authorizes the sale of advertising space on a school bus.

10 **Highlighted Provisions:**

11       This bill:

- 12           ▶ allows a local school board or charter school governing board to sell advertising
- 13 space on the exterior of a school bus;
- 14           ▶ requires a local school board or charter school governing board to adopt guidelines
- 15 for the type of advertising permitted on a school bus;
- 16           ▶ prohibits certain types of advertising on a school bus;
- 17           ▶ requires the Department of Transportation to make rules governing the placement
- 18 and size of an advertisement on a school bus; and
- 19           ▶ requires that revenue from the sale of advertising space on a school bus be used for
- 20 pupil transportation.

21 **Money Appropriated in this Bill:**

22       None

23 **Other Special Clauses:**

24       None

25 **Utah Code Sections Affected:**

26 ENACTS:

27       **41-6a-1309**, Utah Code Annotated 1953

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29 *Be it enacted by the Legislature of the state of Utah:*

30 Section 1. Section **41-6a-1309** is enacted to read:

31 **41-6a-1309. Advertising on a school bus.**

32 (1) A local school board or charter school governing board may sell advertising space  
33 on the exterior of a school bus in accordance with this section.

34 (2) (a) A local school board or charter school governing board that sells advertising  
35 space on the exterior of a school bus shall adopt guidelines for the type of advertising that will  
36 be permitted.

37 (b) Advertising on a school bus:

38 (i) shall be age appropriate;

39 (ii) shall be consistent with the instructional requirements of Section 53A-13-101;

40 (iii) may not contain:

41 (A) promotion of any substance or activity that is illegal for minors, such as alcohol,  
42 tobacco, drugs, or gambling;

43 (B) promotion of any political party, candidate, or issue; or

44 (C) sexual material; and

45 (iv) may not resemble a traffic-control device as defined in Section 41-6a-102.

46 (3) (a) The Department of Transportation shall make and enforce rules pursuant to  
47 Section 41-6a-1304 governing the placement and size of an advertisement on a school bus.

48 (b) Rules made under Subsection (3)(a) shall:

49 (i) prohibit the placement of an advertisement on the back or the front of a school bus;  
50 and

51 (ii) limit the size of an advertisement to no more than 35% of the area of the side of a  
52 school bus.

53 (4) (a) A school bus advertisement shall be painted or affixed by decal on a school bus  
54 in a manner that complies with rules adopted under Subsection (3).

55 (b) A commercial advertiser that contracts with a school district for the use of space for  
56 an advertisement shall pay:

57 (i) the cost of placing the advertisement on a school bus; and

58            (ii) for the removal of the advertisement after the term of the contract has expired.  
59            (5) A school district or charter school shall use revenue from the sale of advertising  
60 space on a school bus for expenditures made within accounting function classification 2700.  
61 School Transportation Services, of the Financial Accounting for Local and State School  
62 Systems guidelines developed by the National Center for Education Statistics.