



784406

LEGISLATIVE ACTION

Senate	.	House
Comm: RCS	.	
03/23/2011	.	
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The Committee on Education Pre-K - 12 (Montford) recommended the following:

Senate Amendment (with title amendment)

Delete everything after the enacting clause and insert:

Section 1. Subsection (5) is added to section 1006.25, Florida Statutes, to read:

1006.25 School buses.—School buses shall be defined and meet specifications as follows:

(5) ADVERTISEMENTS.—

(a) Commercial advertisements may be placed on the exterior of a school bus according to district school board policies that require the following:



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13 1. The school district must be reimbursed by the advertiser
14 for all costs incurred by the school district and its
15 contractors for supporting the advertising, including, but not
16 limited to, retrofitting buses, storing advertising, attaching
17 advertising to the bus, and related maintenance.

18 2. At a minimum, a contract must prohibit advertising and
19 advertising images that:

20 a. Solicit the sale, or promote the use, of alcoholic
21 beverages or tobacco products.

22 b. Are discriminatory in nature or content.

23 c. Imply or declare endorsement of the product or service
24 by the school district.

25 d. Contain material that is sexual in nature.

26 e. Contain material that is not child and community
27 sensitive.

28 f. Contain material that is political in nature or relates
29 to a political activity, campaign, or candidate.

30 g. Are false, misleading, or deceptive.

31 h. Relate to an illegal activity or antisocial behavior.

32 i. Distract from the effectiveness of required safety
33 warning equipment.

34 3. The design, placement, and size of signage on the
35 exterior of a school bus acknowledging the advertiser must be
36 prescribed by the district school board and address the
37 following minimum standards:

38 a. Cost of the advertising.

39 b. Designation of individuals authorized to sell and
40 approve the advertising.

41 c. Specification of how the advertising will be attached,



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42 if not painted on the bus, including a prohibition against
43 signage that:

44 (I) Extends from the body of the bus so as to allow a
45 handhold or pose a danger to pedestrians.

46 (II) Covers any structural or sheet metal damage or
47 alteration.

48 (III) Interferes with the operation of any door, window,
49 required letting, lamp, reflector, or other device.

50 (IV) Is placed on a side emergency door or the back of the
51 bus.

52 (V) Interferes with school bus identification.

53 (VI) Is digital or electronic.

54 4. A school bus with attached advertising must meet the
55 school bus equipment standards under this section.

56 5. A school bus may not have more than two advertisements.

57 6. Each advertisement must be no larger than 2 feet high
58 and 6 feet long.

59 (b) A school bus that violates this subsection must be
60 withdrawn from use as a school bus until it meets the
61 requirements of this subsection.

62 (c)1. All revenue from a contract under this subsection
63 must be remitted to the respective school district, with 50
64 percent allocated for school district transportation, 40 percent
65 allocated for other programs as determined by the school
66 district, and 10 percent allocated for the school district
67 driver education programs, of which 30 percent must be allocated
68 for behind-the-wheel instruction.

69 2. However, if a school district does not offer driver
70 education in any of its schools, the 10 allocated for behind-



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71 the-wheel instruction may be allocated for other programs as
72 determined by the school district.

73 Section 2. This act shall take effect July 1, 2011.

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75 ===== T I T L E A M E N D M E N T =====

76 And the title is amended as follows:

77 Delete everything before the enacting clause
78 and insert:

79 A bill to be entitled

80 An act relating to public school buses; amending s.
81 1006.25, F.S.; providing for district school board
82 policies that authorize commercial advertisements on
83 school buses; providing policy requirements relating
84 to reimbursement to the school district, prohibited
85 advertisements, and signage and equipment standards;
86 requiring a school bus to be withdrawn from use under
87 certain circumstances; providing for the remittance
88 and allocation of revenue; providing an effective
89 date.