

1                   A bill to be entitled  
 2           An act relating to public school buses; amending s.  
 3           1006.25, F.S.; providing for district school board  
 4           policies that authorize commercial advertisements on  
 5           school buses; providing policy requirements relating  
 6           to reimbursement to the school district, prohibited  
 7           advertisements, and signage and equipment standards;  
 8           requiring a school bus to be withdrawn from use under  
 9           certain circumstances; providing for the remittance  
 10          and allocation of revenue; providing an effective  
 11          date.

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 13 Be It Enacted by the Legislature of the State of Florida:

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

17           1006.25 School buses.—School buses shall be defined and  
 18 meet specifications as follows:

19           (5) ADVERTISEMENTS.—

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

23           1. The school district must be reimbursed by the  
 24 advertiser for all costs incurred by the school district and its  
 25 contractors for supporting the advertising, including, but not  
 26 limited to, retrofitting buses, storing advertising, attaching  
 27 advertising to the bus, and related maintenance.

28           2. At a minimum, a contract must prohibit advertising and

29 advertising images that:  
 30 a. Solicit the sale, or promote the use, of alcoholic  
 31 beverages, tobacco products, or prescription drugs.  
 32 b. Are discriminatory in nature or content.  
 33 c. Imply or declare endorsement of the product or service  
 34 by the school district.  
 35 d. Contain material that is sexual in nature.  
 36 e. Are inappropriate for or offensive or insensitive to  
 37 children or the community.  
 38 f. Contain material that is political in nature or relates  
 39 to a political activity, campaign, or candidate.  
 40 g. Contain material effecting the establishment of  
 41 religion.  
 42 h. Are false, misleading, or deceptive.  
 43 i. Promote an illegal activity or antisocial behavior.  
 44 j. Contain material that promotes any form of pari-mutuel  
 45 wagering as identified in chapter 550.  
 46 k. Distract from the effectiveness of required safety  
 47 warning equipment.  
 48 3. The design, placement, and size of signage on the  
 49 exterior of a school bus acknowledging the advertiser must be  
 50 prescribed by the district school board and address the  
 51 following minimum standards:  
 52 a. Cost of the advertising.  
 53 b. Designation of individuals authorized to sell and  
 54 approve the advertising.  
 55 c. Specification of how the advertising will be attached,  
 56 if not painted on the bus, including a prohibition against

57 signage that:

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

60 (II) Covers any structural or sheet metal damage or  
 61 alteration.

62 (III) Interferes with the operation of any door, window,  
 63 required lettering, lamp, reflector, or other device.

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

66 (V) Interferes with school bus identification.

67 (VI) Is digital or electronic.

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

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

71 6. Each advertisement must be no larger than 2 feet high  
 72 and 6 feet long.

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

76 (c)1. All revenue from a contract under this subsection  
 77 must be remitted to the respective school district, with 50  
 78 percent allocated for school district transportation, 40 percent  
 79 allocated for other programs as determined by the school  
 80 district, and 10 percent allocated for the school district  
 81 driver education programs, of which 30 percent must be allocated  
 82 for behind-the-wheel instruction.

83 2. However, if a school district does not offer driver  
 84 education in any of its schools, the 10 percent allocated for

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85 | driver education programs may be allocated for other programs as  
86 | determined by the school district.

87 | Section 2. This act shall take effect July 1, 2012.