

By Senator Montford

6-00237-12

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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8           requiring a school bus to be withdrawn from use under  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.

12  
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 exterior  
21 of a school bus according to district school board policies that  
22 require the following:

23           1. The school district must be reimbursed by the advertiser  
24 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:

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30 a. Solicit the sale, or promote the use, of alcoholic  
31 beverages or tobacco products.

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. Contain material that is not child and community  
37 sensitive.

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

40 g. Are false, misleading, or deceptive.

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

42 i. Distract from the effectiveness of required safety  
43 warning equipment.

44 3. The design, placement, and size of signage on the  
45 exterior of a school bus acknowledging the advertiser must be  
46 prescribed by the district school board and address the  
47 following minimum standards:

48 a. Cost of the advertising.

49 b. Designation of individuals authorized to sell and  
50 approve the advertising.

51 c. Specification of how the advertising will be attached,  
52 if not painted on the bus, including a prohibition against  
53 signage that:

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

56 (II) Covers any structural or sheet metal damage or  
57 alteration.

58 (III) Interferes with the operation of any door, window,

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59 required lettering, lamp, reflector, or other device.

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

62 (V) Interferes with school bus identification.

63 (VI) Is digital or electronic.

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

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

67 6. Each advertisement must be no larger than 2 feet high  
68 and 6 feet long.

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70 withdrawn from use as a school bus until it meets the  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

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

79 2. However, if a school district does not offer driver  
80 education in any of its schools, the 10 percent allocated for  
81 driver education programs may be allocated for other programs as  
82 determined by the school district.

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