

By Senator Wise

5-00186B-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8 requiring a school bus to be withdrawn from use under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.

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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 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) All revenue from a contract under this subsection shall
73 be remitted to the respective school district, with 50 percent
74 allocated for school district transportation, 25 percent
75 allocated for programs as determined by the school district, and
76 25 percent allocated to the school district foundation for the
77 creation of an endowment that provides income from the interest
78 which is matched by corporate or individual gifts.

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