



Bus Advertising Policy



**Adopted by the Calaveras County Board of Supervisors
January 13, 2015**

Calaveras County Department of Public Works
891 Mountain Ranch Road
San Andreas, CA 95249

The mission of the Calaveras Transit system is to improve the quality of life for the residents of Calaveras County through a coordinated, accessible, affordable, and efficient transportation system.

1. Introduction

The County has approved the practice of commercial advertising on the interior and exterior of its vehicles, as well as on bus shelters, as a means of raising revenue for the transit system. Bus advertising space is limited to commercial advertising. Calaveras Transit may use exterior and interior vehicle advertising itself to promote public awareness of transit programs and services.

The purpose of this policy is to formally establish guidelines for interior and exterior advertising on Calaveras Transit vehicles. As Calaveras County is the operator of the County's public transit system, the County Board of Supervisors is responsible for determining Calaveras Transit policies. The Board delegates the day-to-day administration of Calaveras Transit to the Department of Public Works.

2. Commercial Advertising Standards

Calaveras Transit provides opportunities for interior and exterior advertising subject to the following guidelines:

- A. Acceptance of all advertising on Calaveras Transit vehicles is subject to the County's approval. The County reserves the right at any time to alter, cancel or reject any advertisement including, but not limited to that which in its sole judgment is not in keeping with the best interests of the County.
- B. Permitted advertisements shall mean and refer to only commercial advertisements, which propose a commercial transaction. Because Calaveras Transit serves persons of all ages and backgrounds and strives to create a comfortable and enjoyable experience for all passengers, permitted advertisements shall *not* include any of the following:
 - i. Political advertising, including, but not limited to, advertisement implying a position for or against any political candidate, public issue or subject.
 - ii. Advertisements that display any word, phrase, symbol, or character likely to interfere with, mislead, or distract traffic, or conflict with any traffic control device.
 - iii. Advertisements that may be offensive to the public.
 - iv. Advertisements that incorporate any rotating, revolving, or flashing devices, or any other moving or otherwise distracting parts.
 - v. Advertisements that contain or promote the sale or use of alcohol, tobacco products, or electronic cigarettes.
 - vi. Advertisements that directly or indirectly promote the sale or use of a firearm or contain an image or depiction of a firearm.
 - vii. False, misleading or deceptive advertisements.
 - viii. Advertisements that promote illegal goods, services, or activities, or which advocate violence or crime.
 - ix. Advertisements that contain an image or description of violence.
 - x. Advertisements that contain language that is obscene, vulgar or profane.
 - xi. Advertisements that contain obscene matter or sexually explicit material.

- xii. Advertisements that infringe upon any copyright, trademark or registered mark.
 - xiii. Advertisements implying a position for or against any religion.
 - xiv. Advertisements that contain images, copy or concepts that actively denigrate a specific age, religion, ethnic or gender group.
 - xv. Advertisements that contain images, copy or concepts that actively denigrate public transportation.
 - xvi. Advertisements that imply or declare an endorsement by Calaveras County of any service, product or point of view, without prior written authorization of the County Transit Manager.
 - xvii. Other noncommercial advertisements or noncommercial speech.
 - xviii. Advertisements or any material contained in it, that direct viewers to a website or telephone number that contains material that violates this Policy.
- C. Exceptions to the above restrictions include governmental entities, or public entities specifically created by government action, which may acquire advertising space for messages that advance specific government purposes, except the space may not be used for advertising for or against a political candidate or issue of public debate.

3. Production and Placement Guidelines

Advertiser shall pay 100% of the printing and installation costs for its advertisement. Advertiser shall provide, in the event of vandalism or collision, at no cost to the County, all materials and labor necessary to repair or replace the graphics. All graphics are to be installed on Calaveras Transit buses at the transit yard located at 750 Industrial Way, San Andreas, CA 95249, Monday through Friday between the hours of 7:00 am and 5:00 pm.

Advertisers shall comply with the Bus Advertising Agreement Guidelines included in the Bus Advertising Space Agreement.

4. Compliance Responsibility

The County (or the transit operator contracted by the County) shall determine the interior and exterior spaces that will serve as appropriate locations for commercial advertising. The County reserves the right to modify, change, or alter the locations of the available ad spaces as it sees fit. The placement and size of any advertising shall be at the sole discretion of the County.

County Right of Rejection: Advertiser shall provide the Calaveras County Department of Public Works an advertising proof and obtain written approval from the County for all advertising prior to placement of the advertisement. If advertising on display is subsequently determined to be inappropriate, it shall be removed within 72 hours of receipt of written notification from the County Transit Manager. Decisions regarding the approval, rejection or removal of advertising shall be made by the Calaveras County Transit Manager, or designee, in conformance with the criteria in this policy.

5. Fee Schedule

The following fees shall be charged by the County for advertising on each Calaveras Transit bus:

	1-5 Month Term (monthly rate)	6-11 Month Term (monthly rate)	12 Month Term (monthly rate)
Exterior rear (frame or rear mount)	\$130	\$115	\$100
Exterior rear window (perforated vinyl film)	\$130	\$115	\$100
Each side window (perforated vinyl film)	\$130	\$115	\$100
Interior (11"x17")	\$30	\$30	\$25

The sizes of advertising space vary in different bus models. Advertisers will work directly with Calaveras Transit staff prior to producing advertisements.

All changes in the advertising rates will be approved by the Calaveras County Board of Supervisors.