



SunLine Transit Agency
April 25, 2018
11:30 a.m. – 12:00 p.m.

AGENDA

BOARD OPERATIONS COMMITTEE

Wellness Training Room
32-505 Harry Oliver Trail
Thousand Palms, CA 92276

In compliance with the Brown Act and Government Code Section 54957.5, agenda materials distributed 72 hours prior to the meeting, which are public records relating to open session agenda items, will be available for inspection by members of the public prior to the meeting at SunLine Transit Agency's Administration Building, 32505 Harry Oliver Trail, Thousand Palms, CA 92276 and on the Agency's website, www.sunline.org.

In compliance with the Americans with Disabilities Act, Government Code Section 54954.2, and the Federal Transit Administration Title VI, please contact the Clerk of the Board at (760) 343-3456 if special assistance is needed to participate in a Board meeting, including accessibility and translation services.

Notification of at least 48 hours prior to the meeting time will assist staff in assuring reasonable arrangements can be made to provide assistance at the meeting.

ITEM

RECOMMENDATION

1. CALL TO ORDER
2. ROLL CALL
3. PRESENTATIONS
4. FINALIZATION OF AGENDA
5. PUBLIC COMMENTS

RECEIVE COMMENTS

NON AGENDA ITEMS

Members of the public may address the Committee regarding any item within the subject matter jurisdiction of the Committee; however, no action may be taken on off-agenda items unless authorized. Comments shall be limited to matters not listed on the agenda. Members of the public may comment on any matter listed on the agenda at the time that the Board considers that matter. Comments may be limited to 3 minutes in length.

ITEM

RECOMMENDATION

6. COMMITTEE MEMBER COMMENTS

RECEIVE COMMENTS

7. [APPROVE REVISIONS TO ADVERTISING
POLICY NO. B-020598](#)

APPROVE
(PAGE 1-5)

(Staff: Norma Stevens, Public Outreach Specialist)

8. ADJOURN

SunLine Transit Agency

DATE: April 25, 2018 **ACTION**

TO: Board Operations Committee
Board of Directors

FROM: Norma Stevens, Public Outreach Specialist

RE: Approve Revisions to [Advertising Policy No. B-020598](#)

Recommendation

Recommend that the Board of Directors approve the revised Advertising Policy No. B-020598 which reflects revisions to the types of advertisements that are excluded in an effort to retain and build ridership.

Background

SunLine Transit Agency's desire to sell advertisement space stems from the recognized need to earn revenues to supplement operating costs that are not otherwise met through farebox revenue, local, state and federal levies, taxes and grants.

In January 2015, the Board approved revisions to the Advertising Policy that incorporated guidelines for permitted and excluded advertisements. During a recent review, staff recognized the need to incorporate language that protects the Agency from accepting advertisements that are in direct competition with public transit or discourages the use of public transportation. Additionally, under item six (6), advertising content that "depicts or promotes the sale of alcohol, tobacco products, any illegal products, service or entity and/or firearms" was revised to include cannabis.

The attached revised Advertising Policy highlights the recommended revisions.

Financial Impact

No financial impact.

SunLine Transit Agency
Advertising Policy
Policy No: B-020598

Adopted: 01/28/98
Revised: ~~04/26/17~~04/25/18

ADVERTISING POLICY

STATEMENT OF PURPOSE

SunLine Transit Agency (STA), acting in a proprietary capacity, operates public bus service in the Coachella Valley. STA's desire to sell advertisement space stems from the recognized need to earn revenues to supplement operating costs that are not otherwise met through farebox revenue and local, state and federal levies, taxes and grants.

SCOPE

This policy applies to all SunLine Transit Agency employees or contractors.

ADVERTISING GUIDELINES POLICY

It is STA's policy that its buses, bus shelters and any and all other forums for advertising under this policy are not public forums for political discourse or expressive activity.

These areas are not intended to provide a forum for all types of advertisements, but only the limited advertisements accepted under the policy. All advertising shall be subject to this uniform view point neutral policy.

Excluded advertising: Copy may not be displayed and, if displayed, will be removed by STA if it falls within the categories listed below.

In excluding said advertising, STA seeks to maintain a professional advertising environment that will maximize advertising revenue and minimize interference with or disruption to its transit system.

It further seeks to maintain an image of neutrality on political, religious and other issues that are not the subject of commercial advertising and may instead be the subject of public debate and concern. Finally, STA's goal is to continue to build and retain ridership.

Subject thereto, a proposed advertisement will be excluded if Sunline, in its sole discretion, determines it:

1. Contains defamatory , libelous or obscene matter.

2. Is false, misleading or deceptive.
3. Supports or opposes any labor organization or any action by, on behalf of or against any labor organization.
4. Relates to or promotes any illegal activity.
5. Contains implicit or explicit sexual references, pictures or text, or includes material harmful to minors.
6. Depicts or promotes the sale of alcohol, cannabis, tobacco products, any illegal products, service or entity and/or firearms.
7. Depicts or advocates violence.
8. Includes language that is obscene, vulgar or profane.
9. Demeans, degrades or has the effect of promoting discrimination against any group or individual on the basis of race, color, religion, national origin, age, sex, disability, ancestry or sexual orientation.
10. Opposes the nomination or election of a candidate for public office, the investigation, prosecution or recall of a public official or the passage of a levy or bond issue. Constitutes an unauthorized endorsement defined as advertising that implies or declares that STA endorses a product, service, viewpoint, event or program. This definition does not include advertising for a service, event or program for which STA is an official sponsor, co-sponsor or participant.
11. Constitutes a religious advertisement defined as advertising that contains direct or indirect reference to religion, a deity or which includes reference to the existence, non- existence or other characteristics of a deity or any religious creed, denomination, belief, tenet, cause or issue relating to, opposing or questioning any religion. This includes, text, symbols, images commonly associated with any religion or deity or any religious creed, denomination, belief, tenet, cause or issue relating to, opposing or questioning any religion.
12. Advertising that encourages person to refrain from using SunLine Transit Agency services or public transit in general.
13. Advertising that explicitly and directly promotes or encourages the use or means of transportation in direction competition with public transit.

PERMITTED ADVERTISING

In permitting limited advertising, STA seeks only to supplement fare revenue and other

income that funds its operations and to promote its services.

STA does not desire to have its passengers subject to advertisements containing controversial material relating to political, religious or other issues about which public opinion can be widely divergent.

To realize the maximum benefit from the sale of space, all advertising programs must be managed in a manner that will generate as much revenue as practicable while ensuring that the advertising does not discourage use of the system, does not diminish STA's reputation in the communities it serves and is consistent with the goal of providing safe and efficient public transportation.

1. Commercial advertising has a sole purpose of promoting a business or to sell products, goods or services. It does not include advertising that both promotes a business or offers to sell products, goods or services and also conveys a political or religious message or can be construed as issue advocacy or which expresses an opinion or position.
2. Operations advertising is permitted. This is defined as advertising that promotes STA and its services.
3. Governmental advertising is permitted. This is defined as advertising that promotes programs and events of governmental entities, political subdivisions and state agencies.
4. Political advertising is permitted. Ad content must be approved and must state "Paid Advertisement" as part of the creative artwork. The font must be an appropriate size.
5. Entering into barter deals is permitted if Sunline determines that it is a benefit to Sunline Transit Agency.
6. Customers requesting advertisement orders will need to provide payment upfront – before each advertising period (flight) begins.

ADMINISTRATION AND ENFORCEMENT OF POLICY

Review by the General Manager.

The CEO/General Manager or designee shall review all advertisement content and determine whether it complies with this policy.

If the CEO/General Manager or designee determines that the advertisement does not comply, written notification of same shall be provided to the advertiser with a copy of this policy.

On an as needed basis, the CEO/General Manager may refer any controversial proposed

ad content to the Board for approval or rejection with a majority vote.

The Board of Directors may override any decision by the CEO/General Manager on ad content with a majority vote.

Sunline Transit Agency shall submit bus shelter ad content to the corresponding city, delegated to the City Manager, for approval. The cities have five business days to respond. Sunline Transit Agency will have ad content approval discretion, if the corresponding city fails to respond within the five day period.

The Board designates the General Manager to administer the Advertising Policy. This delegation is with the power of re-delegation to appropriate staff.