

Marble Valley Regional Transit District  
BUS ADVERTISING & CONTENT POLICY

The purpose of this policy is to define bus advertising standards for transit vehicles and facilities operated by or MVRTD.

MVRTD supports the sale of bus advertising as a means of generating operating revenue that can be used to fund MVRTD's programs and services, leverage grant funding and limit the need for additional public subsidy while providing a service to businesses and consumers.

MVRTD, or its designated agent, will not accept or display bus sign advertising or bus wraps which:

- a. Is clearly false, misleading, deceptive or slanderous.
- b. Relates to an illegal activity.
- c. Is explicit sexual material or obscene material as these terms are defined by the courts.
- d. Promotes alcohol use unless clearly denotes using a designated driver or some other form of drinking responsibly.
- e. Advertises tobacco products.
- f. Advocates or opposes an issue or cause, religion or belief.
- g. Depicts violence or antisocial behavior.
- h. Subjects individuals or groups of people to public ridicule or embarrassment.
- i. Includes language which is obscene, vulgar, profane or lewd.
- j. Any other advertising display deemed unacceptable by MVRTD.

Advertisements deemed unacceptable by MVRTD Policy, will not be displayed or will be immediately be removed as directed by the MVRTD Administrator or designee.

Adopted by the MVRTD Board of Commissioners at its regular scheduled meeting February 2010