

ADVERTISING POLICY

PURPOSE AND SCOPE

SunLine Transit Agency (STA), acting in a proprietary capacity, is engaged in the sale of advertisement space to earn revenue to supplement operating costs that are not otherwise met through farebox revenue and local, state and federal levies, taxes and grants.

This policy applies to the sale of all forms of advertising space in and upon STA's property and transit vehicles ("Transit Facilities"), including but not limited to: (1) advertising on the exterior of STA buses, (3) advertising on the interior of STA buses, and (3) advertising displayed on bus shelters in STA's service area.

By allowing limited types of advertising on the Transit Facilities, STA does not intend to create a public forum for political discourse or expressive activity, or to provide a forum for all types of advertisements. All advertising shall be subject to this uniform viewpoint neutral policy.

STA will not permit the types of advertising defined as Excluded Advertising in this policy. Excluded Advertising may not be displayed and, if displayed, will be removed by STA.

By not allowing Excluded Advertising, STA seeks to maintain a professional advertising environment that will maximize advertising revenue and minimize interference with or disruption to its transit system. STA further seeks to maintain an image of neutrality on political, religious and other issues that are not the subject of Commercial Advertising and are the subject of public debate and concern. Finally, STA's goal is to continue to build and retain ridership.

EXCLUDED ADVERTISING

An advertisement cannot be displayed or maintained on Transit Facilities if information contained in the advertisement falls within one or more of the following categories of Excluded Advertising, as determined by SunLine, in its sole discretion:

1. Defamatory or likely to hold up to scorn or ridicule a person or group of persons.

2. Is false, misleading or deceptive.
3. Relates to or promotes any illegal activity.
4. Obscene or pornographic.
5. Depicts or promotes the sale of alcohol, cannabis, tobacco products, any illegal product, service, or entity, and/or firearms.
6. Depicts or advocates violence.
7. 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.
8. Constitutes a political or public issue defined as advertising that contains political speech referring to a particular ballot question, initiative, petition, referendum, candidate, political party, or viewpoint or expresses or advocates opinions or positions upon any of the foregoing or on a matter of public debate about economic, political, religious, or social issues. This prohibition includes any advertisement referring to or depicting a candidate for public office in any context.
9. 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.
10. Constitutes a religious advertisement defined as advertising that contains direct or indirect reference to religion, or to a deity or deities, or which includes the existence, non-existence or other characteristics of any deity or deities, or to any religious creed, denomination, belief, tenet, cause or issue relating to (including opposing or questioning) any religion. This includes the depiction of text, symbols, or images commonly associated with any religion or with any deity or deities, or any religious creed, denomination, belief, tenet, cause or issue relating to (including opposing or questioning) any religion.

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. To realize the maximum benefit from the sale of advertising space, all advertising 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. To attain these objectives, STA will only allow advertising on its Transit Facilities that do not qualify as Excluded Advertising, as

defined above ("Permitted Advertising"). Permitted Advertising includes:

1. Commercial Advertising, defined as advertising for the sole purpose of promoting or soliciting the sale, rental, or distribution of products, goods, services, entertainment, events, programs, or real or personal property for commercial purposes. It does not include advertising that also conveys content that constitutes Excluded Advertising under this policy.
2. Advertising that promotes STA and its services.
3. Public Service Advertising, defined as advertising proposed by either a governmental entity, academic institution or tax-exempt nonprofit organization that relates to: community, art, culture, education/training, health, provision of children and family services, provision of services and programs that provide support to low income citizens, senior citizens and people with disabilities, or safety or special events, programs and/or messages and does not include or contain any content that constitutes Excluded Advertising. Upon STA's request, nonprofit entities must document their tax-exempt status. Unless the source of the Public Service Advertising is obvious from the content or copy, the advertisement must specifically identify the sponsor of the advertisement or the message.
4. Cross-Promotional Advertising, defined as advertising in which STA collaborates with for-profit or non-profit entities to promote using STA as a conveyance to a specific event; such advertising may not contain any content that constitutes Excluded Advertising.

ADMINISTRATION AND ENFORCEMENT OF POLICY

Advertisers must pay the applicable fee for the advertising space before the advertisement is installed. STA may, by mutual agreement with a city within its service area, waive this fee for a city wishing to advertise city sponsored events, city programs, or city agencies on a STA bus shelter located within the city's jurisdiction so long as (i) the bus shelter advertising space is not occupied by a revenue generating advertisement, and (ii) the advertisement is consistent with this policy.

The Board designates the CEO/General Manager to administer the Advertising Policy. This delegation includes the power of re-delegation by the CEO/General Manager to appropriate staff. 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 with this policy, written notification of same specifying the standard(s) with which the advertisement does not comply and the appeal process 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, on its own action or at the request of an advertiser wishing to appeal the CEO/General Manager's determination of an advertisement in accordance with appeal procedures developed by the CEO/General Manager, override any decision by the CEO/General Manager on ad content with a majority vote. The Board's decision shall be final.