

<b>GREEN BAY METRO POLICY</b>	<b>TITLE: Advertising/Solicitation Policy</b>
<b>PRESENT TO TRANSIT COMMISSION ON:</b>  <b>July 21, 2021</b>	<b>APPROVED BY TRANSIT COMMISSION ON:</b>  <b>July 21, 2021</b>

**INTRODUCTION:**

The purpose of this policy is to establish guidelines for interior and exterior advertising on Green Bay Metro buses. The Transit Commission is ultimately responsible for the adoption of this policy and any amendments. The Transit Commission intends that it is operating in a proprietary capacity and its buses constitute non-public forms that are subject to the viewpoint-neutral restrictions set forth below.

The Transit Commission has approved the concept of commercial advertising on the exterior of its buses as a means of raising revenue for the transit system. Revenue generated from commercial advertising is returned to the general operating budget.

In order to realize the maximum benefit from the sales of advertising space, the program will be managed in a manner that produces as much revenue as practical, while ensuring that advertising does not:

- ✓ Discourage the use of the transit system.
- ✓ Diminish Green Bay Metro’s reputation in the community.
- ✓ In any way interfere with operations or jeopardize the safety of passengers, employees, and the public.
- ✓ Cause offense to its customers or the general public.

The exterior of buses is reserved for commercial advertising only. In addition, a portion of the interior of buses will be available for commercial advertising, with Green Bay Metro also making available free public service advertising spaces for non-profit organizations, as defined.

Green Bay Metro may, from time to time, also use exterior and interior bus advertising itself to promote public awareness of transit programs, services and promotions. This type of advertising may include the display of flyers, brochures, posters and special advertisements.

**APPLICABILITY:**

This policy is applicable to the Transit Commission members and its employees, and companies that contract with Green Bay Metro for the leasing of advertising space on Green Bay Metro buses.

## **DEFINITIONS:**

**Commercial Advertising:** Advertising for the sole purpose of selling or renting services or property for profit.

**Political Advertising:** Any advertising that supports or opposes the election of any candidate or group of candidates, or any ballot questions, initiative, petition, or referendum issue, including bond issues, constitutional amendments, or proposed legislation.

**Non-Profit Organizations:** Organizations that meet the requirement for a tax-exempt organization under Section 501 (c) (3) of the Internal Revenue Code and that: 1. have a physical office in the geographical boundaries served by Green Bay Metro; 2. provide social welfare services; and 3. serve the needs of Green Bay Metro passengers.

**Public Service Announcements:** Non-commercial and non-political advertising by Non-Profit Organizations promoting their social services.

## **COMMERCIAL ADVERTISING STANDARDS:**

Advertising displayed on the interior and exterior of Green Bay Metro buses shall be strictly commercial in nature and purpose. Commercial advertising also is available on the interior of the buses. Because Green Bay Metro serves persons of all ages and backgrounds and strives to create a comfortable and enjoyable experience for all passengers, the following types of advertising are prohibited:

- ✓ Materials that contain false, misleading, libelous, slanderous, or deceptive images.
- ✓ Advertising alcoholic products, and illegal drugs.
- ✓ Advertising for adult products, services or entertainment directed to sexual stimulation.
- ✓ Advertising of contraceptive products or hygiene products of an intimately personal nature.
- ✓ Advertising that depicts sexually explicit, obscene and/or pornographic images or words;
- ✓ Advertising that portrays graphic violence.
- ✓ Advertising that contains discriminatory, derogatory, negative or personal attacks against individuals, groups, or organizations.
- ✓ Advertising that is political.
- ✓ Advertising that is directed to inciting or producing imminent lawless action, or is likely to incite or produce such action, including but not limited to unlawful actions.
- ✓ Advertising that promotes illegal activity of any kind.

- ✓ Advertising that encourages persons to refrain from using Green Bay Metro or public transit in general.
- ✓ Advertising that explicitly and directly promotes or encourages the use of means of transportation in direct competition with public transit.
- ✓ Advertising messages that conflict with the mission of Green Bay Metro.
- ✓ Advertising that contains Green Bay Metro's name, brand logo, slogans or other graphic representations of the transit system, unless written consent from Green Bay Metro's Transit Director is obtained prior to use.

The prohibitions also apply to advertisements that include a website that provides a message that does not comply with this Section.

#### **PRODUCTION AND PLACEMENT GUIDELINES:**

Advertising materials will be produced at the advertiser's expense and must be of good quality and conform to standards for size, weight, material and other physical characteristics as set by Green Bay Metro.

Advertisers must pay for installation and removal of vinyl advertising on buses, and all associated costs if damage to the bus would occur. It is the advertiser's responsibility to deliver or reclaim materials within 15 days or they may be disposed of at Green Bay Metro's discretion.

#### **COMPLIANCE RESPONSIBILITY:**

Green Bay Metro shall determine the interior and exterior spaces that will serve as appropriate locations for commercial and /or non-profit advertising. Green Bay Metro reserves the right to modify, change, or alter the locations and sizes of the available ad space as it sees fit. The placement and size of any advertising shall be at the sole discretion of Green Bay Metro.

Green Bay Metro shall approve or reject a proposed advertisement or public service announcement within 15 days when the request and all other documents associated with it are received by Green Bay Metro.

#### **INTERIOR ADVERTISING FOR NON-PROFIT ORGANIZATIONS:**

Interior advertising may be allowed and available to Non-Profit Organizations to display public service announcement (PSA) materials free of charge at the discretion of Green Bay Metro. Guidelines for the acceptance of non-profit advertising are as follows:

- ✓ PSA materials will be produced at the non-profit organizations expense, and must be produced through a process that ensures reproduction of good quality on materials of specific quality and size, and conform standards set by Green Bay Metro.
- ✓ PSAs must be non-commercial, non-partisan, and non-political.

- ✓ PSAs are also prohibited from advertising in the manner provided in Section Commercial Advertising Standards of this policy.
- ✓ PSAs space may be available on the interior of the buses only, provided display space is available.
- ✓ PSAs will be accepted on first come, first-served basis, and may be displayed for up to 90 days.

**SOLICITATION ON METRO PROPERTY:**

No person shall be permitted to:

- 1) Distributes any form of advertising or literature to Green Bay Metro employees or passengers.
- 2) Sell or offer for sale any goods or services to the operator or other passengers.
- 3) Display banners or posters to other passengers.
- 4) Solicit donations, subscriptions, signatures, or petitions for any purpose whatsoever.