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A bill to be entitled  
 An act relating to public school buses; amending s.  
 1006.25, F.S.; providing for district school board  
 policies that authorize certain commercial  
 advertisements on school buses; providing policy  
 requirements relating to reimbursement to the school  
 district, prohibited advertisements, and signage and  
 equipment standards; requiring a school bus to be  
 withdrawn from use under certain circumstances;  
 providing for the remittance and allocation of  
 revenue; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Subsection (5) is added to section 1006.25,  
 Florida Statutes, to read:

1006.25 School buses.—School buses shall be defined and  
 meet specifications as follows:

(5) ADVERTISEMENTS.—

(a) Commercial advertisements that are family and child  
 friendly may be placed on the exterior of a school bus according  
 to district school board policies that require the following:

1. The school district must be reimbursed by the  
 advertiser for all costs incurred by the school district and its  
 contractors for supporting the advertising, including, but not  
 limited to, retrofitting buses, storing advertising, attaching  
 advertising to the bus, and related maintenance.

2. At a minimum, a contract must prohibit advertising and

29 | advertising images that:  
 30 |     a. Solicit the sale or promote the use of alcoholic  
 31 | beverages, tobacco products, prescription drugs, or any  
 32 | materials, compounds, mixtures, or preparations that contain  
 33 | hallucinogenic substances within specific chemical designations  
 34 | listed in Schedule I of s. 893.03.  
 35 |     b. Are discriminatory in nature or content.  
 36 |     c. Imply or declare endorsement of the product or service  
 37 | by the school district.  
 38 |     d. Contain material that is sexual in nature.  
 39 |     e. Contain material that is pro-abortion or anti-abortion  
 40 | in nature.  
 41 |     f. Are inappropriate for or offensive or insensitive to  
 42 | children or the community.  
 43 |     g. Contain material that is political in nature or relates  
 44 | to a political activity, campaign, or candidate.  
 45 |     h. Contain material effecting the establishment of  
 46 | religion.  
 47 |     i. Are false, misleading, or deceptive.  
 48 |     j. Promote an illegal activity or antisocial behavior.  
 49 |     k. Contain material that promotes any form of pari-mutuel  
 50 | wagering as identified in chapter 550 or Internet gaming.  
 51 |     l. Distract from the effectiveness of required safety  
 52 | warning equipment.  
 53 |     3. The design, placement, and size of signage on the  
 54 | exterior of a school bus acknowledging the advertiser must be  
 55 | prescribed by the district school board and address the  
 56 | following minimum standards:

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57 a. Cost of the advertising.

58 b. Designation of individuals authorized to sell and  
59 approve the advertising.

60 c. Specification of how the advertising will be attached,  
61 if not painted on the bus, including a prohibition against  
62 signage that:

63 (I) Extends from the body of the bus so as to allow a  
64 handhold or pose a danger to pedestrians.

65 (II) Covers any structural or sheet metal damage or  
66 alteration.

67 (III) Interferes with the operation of any door, window,  
68 required lettering, lamp, reflector, or other device.

69 (IV) Is placed on a side emergency door or the back of the  
70 bus.

71 (V) Interferes with school bus identification.

72 (VI) Is digital or electronic.

73 4. A school bus with attached advertising must meet the  
74 school bus equipment standards under this section.

75 5. A school bus may not have more than two advertisements.

76 6. An advertisement may not be larger than 2 feet high and  
77 6 feet long.

78 (b) A school bus that violates this subsection must be  
79 withdrawn from use as a school bus until it meets the  
80 requirements of this subsection.

81 (c)1. All revenue from a contract under this subsection  
82 must be remitted to the respective school district, with 50  
83 percent allocated for school district transportation, 15 percent  
84 allocated for school district driver education programs of which

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85 30 percent must be allocated for behind-the-wheel instruction,  
86 and 35 percent allocated for other programs as determined by the  
87 school district.

88 2. If a school district does not offer driver education in  
89 any of its schools, the 15 percent allocated for driver  
90 education programs may be allocated for bicycle safety or  
91 pedestrian safety programs.

92 Section 2. This act shall take effect July 1, 2013.