

1 A bill to be entitled
 2 An act relating to powers and duties of district
 3 school boards; amending s. 1001.42, F.S.; requiring a
 4 district school board to implement public information
 5 programs containing certain information; amending s.
 6 1006.25, F.S.; authorizing a district school board to
 7 adopt policies allowing advertisements on school
 8 buses; providing policy requirements; requiring a
 9 school bus with an advertisement to meet certain
 10 requirements; limiting the number of advertisements on
 11 a school bus; prohibiting certain school buses from
 12 transporting students until certain requirements are
 13 met; amending s. 1010.08, F.S.; authorizing a district
 14 school board to budget and use certain funds for the
 15 implementation of certain public information programs;
 16 providing an effective date.

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

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 20 Section 1. Paragraph (a) of subsection (17) of section
 21 1001.42, Florida Statutes, is amended to read:

22 1001.42 Powers and duties of district school board.—The
 23 district school board, acting as a board, shall exercise all
 24 powers and perform all duties listed below:

25 (17) PUBLIC INFORMATION AND PARENTAL INVOLVEMENT PROGRAM.—

26 (a) Adopt procedures and implement public information
 27 programs whereby the general public can be adequately informed
 28 of the educational programs, needs, and objectives of public
 29 education within the district, including educational
 30 opportunities available through the Florida Virtual School.

31 Section 2. Subsection (5) is added to section 1006.25,
 32 Florida Statutes, to read:

33 1006.25 School buses.—School buses shall be defined and
 34 meet specifications as follows:

35 (5) ADVERTISEMENTS.—

36 (a) A district school board may adopt policies allowing
 37 advertisements promoting school district or school successes to
 38 be placed on the exterior of a school bus that is rented,
 39 leased, purchased, or contracted for by the school district.

40 Such policies must provide:

41 1. That an advertisement may not:

42 a. Include material or images that are political in
 43 nature, including, but not limited to, material or images
 44 relating to political activity, a political campaign, or a
 45 political candidate.

46 b. Contain content that is false, misleading, or
 47 deceptive.

48 c. Distract from the effectiveness of required safety
 49 warning equipment.

50 d. Extend from the body of the school bus to create a

51 handhold or pose a danger to pedestrians.

52 e. Be used to cover a damaged portion of a school bus,

53 including structural or sheet metal damage or alteration.

54 f. Be placed on a side emergency door or the back of the

55 bus.

56 g. Interfere with the identification of the school bus.

57 h. Be digital or electronic.

58 i. Be longer than 2 feet in width and 6 feet in length.

59 2. Requirements for the design, placement, and size of the

60 advertisements, including how an advertisement must be placed on

61 the school bus.

62 3. A process for the approval of an advertisement.

63 (b) A school bus with an advertisement must meet all other

64 requirements of this section.

65 (c) A school bus may not have more than two

66 advertisements.

67 (d) A school bus with an advertisement that does not meet

68 the requirements of this subsection may not be used to transport

69 students until the school bus advertisements conform to the

70 requirements of this subsection.

71 Section 3. Section 1010.08, Florida Statutes, is amended

72 to read:

73 1010.08 Promotion and public relations; funding.—

74 (1) Each district school board and Florida College System

75 institution board of trustees may budget and use a portion of

76 | the funds accruing to it from auxiliary enterprises and
77 | undesignated gifts for promotion and public relations as
78 | prescribed by rules of the State Board of Education. Such funds
79 | may be used to provide hospitality to business guests in the
80 | district or elsewhere. However, such hospitality expenses may
81 | not exceed the amount authorized for such contingency funds as
82 | prescribed by rules of the State Board of Education.

83 | (2) Each district school board may budget and use public
84 | funds as prescribed by rules of the State Board of Education for
85 | the implementation of public information programs pursuant to s.
86 | 1001.42(17)(a).

87 | Section 4. This act shall take effect July 1, 2017.