

Establishing A Policy For Ulster County Bus Advertising

Referred to: The Economic Development, Tourism, Housing, Planning and Transit Committee (Chairman Maloney and Legislators Berky, Delaune, Lapp, Litts, Maio and Rodriguez)

Legislators Tracey Bartels, David B. Donaldson, and Jonathan Heppner offer the following:

WHEREAS, Ulster County presently owns and operates buses and bus shelters, in conjunction with operating the Ulster County Area Transit (UCAT) system throughout Ulster County, including ingress and egress to various municipalities; and

WHEREAS, UCAT is a vital component of the various public services the County provides within its service area; and

WHEREAS, Ulster County is committed to providing safe, efficient and affordable public transportation; and

WHEREAS, the Ulster County Legislature believes using County buses for the purposes of advertisement will be best achieved by following a uniform, viewpoint-neutral standard for the display of advertising that does not interfere with the County's obligations to maintain passenger safety, minimize disruption to public transportation services, ensure peace and order on the public transportation system, protect passengers from fraudulent activities, and protect the health, safety and welfare of passengers; and

WHEREAS, Ulster County provides many services and resources that may be unknown by certain populations within the County; and

WHEREAS, utilization of advertising space on UCAT buses can provide an exceptional opportunity for Ulster County to promote the various programs, resources, and services available to residents of the County; and

WHEREAS, establishing a bus advertising policy will ensure that the rules for accepting and displaying advertising are consistently enforced and will help maintain and enhance the County's reputation and public image; now, therefore be it

RESOLVED, that the "Ulster County Bus Advertising Policy" is hereby adopted as attached hereto as Exhibit A,

and moves its adoption.

Resolution No. 282 July 18, 2017

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ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

Postponed in Committee: Economic Development, Tourism, Housing, Planning and
Transit on July 12, 2017

FINANCIAL IMPACT:

NONE