

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)

Legislator David B. Donaldson offers 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, the primary purpose of the UCAT system is to provide safe and efficient 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, limiting bus advertisements to public service announcements 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 Legislature hereby establishes a policy to display only Public Service Announcements on Ulster County buses, which includes non-commercial and non-political advertising promoting social services and public benefit programs; and be it further

RESOLVED, that an advertisement shall satisfy the following criteria in order to qualify as a Public Service Announcement (PSA):

a. The sponsor of a PSA must be a government entity or a nonprofit corporation that is exempt from taxation under § 501c(3) of the Internal Revenue Code.

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b. The PSA must be directed to the general public or a significant segment of the public and relate to:

- i. Prevention or treatment of illness;
- ii. Promotion of safety, health or personal well-being;
- iii. Provision of family or child social services;
- iv. Solicitation by broad-based employee contribution campaigns which provide funds to multiple charitable organizations (e.g. United Way); or
- v. Provision of services and programs that support low income citizens or persons of disability.

c. A PSA may not include a commercial message or mention a festival, show, sporting event, concert, lecture, or event for which an admission fee is charged; and be it further

RESOLVED, that this policy shall be effective January 1, 2017, and no provision of this Resolution shall supplant or contradict the terms of existing contracts by and between the County of Ulster and existing outside vendors,

and moves its adoption.

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

No Action Taken in Committee: Economic Development, Tourism, Housing, Planning and Transit on July 5, 2016

Postponed in Committee: Economic Development, Tourism, Housing, Planning and Transit on August 2, 2016

FINANCIAL IMPACT:

NONE