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**CCTA POLICY NUMBER C-1
RE: BUS ADVERTISING CONTENT**

I. PURPOSE

The purpose of this policy is to define bus advertising standards for transit vehicles operated by or for CCTA.

II. BACKGROUND

CCTA supports the sale of bus advertising as an important means of generating operating revenue which can be used to fund Authority programs and services, leverage grant funding and limit the need for additional public subsidy while providing a service to businesses and consumers.

III. POLICY

CCTA, or its designated agent, will not accept or display bus advertising which:

- a. Is clearly false, misleading or deceptive.
- b. Relates to an illegal activity.
- c. Is explicit sexual material or obscene material as these terms are defined by the Courts.
- d. Advertises alcohol or tobacco products.
- e. Advocates or opposes an issue or cause, religion, denomination, religious creed, tenet or belief.
- f. Depicts violence or antisocial behavior.
- g. Subjects individuals or groups of people to public ridicule, derision or embarrassment.
- h. Includes language which is obscene, vulgar, profane or scatological.

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The CCTA general manager is responsible for administration of this policy. Advertisements deemed unacceptable by the general manager, or her designee, shall not be displayed or shall be immediately removed.

Adopted by the CCTA Board of Commissioners on January 22, 1997

By: 

William S. Parkhill, Secretary of the Board

Dates of Revision: