

Expedited Bill No. 5-04
Concerning: Transportation - Bus
Advertising - Requirement
Revised: 4-20-04 Draft No. 2
Introduced: March 9, 2004
Enacted: April 20, 2004
Executive: Returned unsigned
Effective: May 4, 2004
Sunset Date: None
Ch. 4, Laws of Mont. Co. 2004

COUNTY COUNCIL FOR MONTGOMERY COUNTY, MARYLAND

By: Councilmembers Perez, Silverman, Floreen, Denis, Praisner, and Knapp

AN EXPEDITED ACT to:

- (1) require the ~~[[Director of the Department of Public Works and Transportation]]~~ Chief Administrative Officer to hire a contractor to sell, affix, maintain, and replace advertising on public transit buses owned and operated by the Department;
- (2) ~~[[establish reporting requirements, if a contract is not executed within a specific time frame;]]~~
- ~~[[3]]~~ identify advertising specifications for public transit buses owned and operated by the Department; and
- ~~[[4]]~~ (3) generally amend the law governing ~~[[Administration]]~~ advertising on County buses.

By amending

Montgomery County Code
Chapter 2, Administration
Section 2-57

Boldface

Underlining

[Single boldface brackets]

Double underlining

[[Double boldface brackets]]

* * *

*Heading or defined term.**Added to existing law by original bill.**Deleted from existing law by original bill.**Added by amendment.**Deleted from existing law or the bill by amendment.**Existing law unaffected by bill.*

The County Council for Montgomery County, Maryland approves the following Act:

1 **Sec. 1. Section 2-57 is amended as follows:**

2 **2-57. [Reserved] Bus Advertising.**

- 3 (a) The [[Director of Public Works and Transportation]] Chief
 4 Administrative Officer must issue a request for proposals for a
 5 contractor to sell, affix, maintain, and replace exterior and interior
 6 advertisements [[for]] on and in public transit buses owned [[and]] or
 7 operated by the Department of Public Works and Transportation.
- 8 (b) The contract must allow advertisements to be placed on all public transit
 9 buses owned or operated by the Department. A contract must be
 10 executed and advertising must begin within 6 months after a request is
 11 issued. [[If a contract is not executed as required, the Director must:
 12 (1) report to the Council why the deadline has not been met;
 13 (2) submit a revised schedule; and
 14 (3) estimate the revenue loss from any delay.]]
- 15 (c) Only commercial advertisements, or [[advertisements]] County
 16 government notices that [[promote]] inform the public of a County
 17 program or service, may be placed on or in public transit buses owned
 18 [[and]] or operated by the Department. County [[advertisements may]]
 19 notices must comprise [[no more than]] at least 10% of all exterior
 20 advertising space and [[no more than 10%]] 20% of all interior
 21 advertising space.
- 22 (d) An advertisement or notice must not:
 23 (1) exceed 50 square feet; or
 24 (2) cover a window of any [[public transit]] bus [[owned or operated
 25 by the Department]].
- 26 (e) All [[advertising]] revenue derived from bus advertising must be
 27 deposited in the Mass Transit Facilities Fund.

28 **Sec. 2. [[Effective]] Expedited effective date.** The Council declares that this
29 legislation is necessary for the immediate protection of the public interest. This bill
30 takes effect on the date it becomes law. The [[Director of the Department of Public
31 Works and Transportation]] Chief Administrative Officer must issue the request for
32 proposals required by Section 2-57, as amended by Section 1 of this Act, not later
33 than [[30]] 60 days after this Act takes effect.

34 *Approved:*

35 
Steven A. Silverman, President, County Council

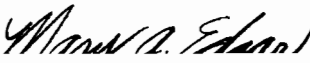
April 22, 2004
Date

36 *Approved:*

37 RETURNED UNSIGNED
Douglas M. Duncan, County Executive

MAY 3, 2004
Date

38 *This is a correct copy of Council action.*

39 
Mary A. Edgar, CMC, Clerk of the Council

May 4, 2004
Date