

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

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

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**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

<b>Boldface</b>	<i>Heading or defined term.</i>
<u>Underlining</u>	<i>Added to existing law by original bill.</i>
<del>[Single boldface brackets]</del>	<i>Deleted from existing law by original bill.</i>
<u>Double underlining</u>	<i>Added by amendment.</i>
<del>[[Double boldface brackets]]</del>	<i>Deleted from existing law or the bill by amendment.</i>
* * *	<i>Existing law unaffected by bill.</i>

*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.

