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

The County Council for Montgomery County, Maryland approves the following Act:
Sec. 1. Section 2-57 is amended as follows:

2-57. [Reserved] Bus Advertising.

(a) The [[Director of Public Works and Transportation]] Chief Administrative Officer must issue a request for proposals for a contractor to sell, affix, maintain, and replace exterior and interior advertisements [[for]] on and in public transit buses owned [[and]] or operated by the Department of Public Works and Transportation.

(b) The contract must allow advertisements to be placed on all public transit buses owned or operated by the Department. A contract must be executed and advertising must begin within 6 months after a request is issued. [[If a contract is not executed as required. the Director must: (1) report to the Council why the deadline has not been met; (2) submit a revised schedule; and (3) estimate the revenue loss from any delay.]]

(c) Only commercial advertisements. or [[advertisements]] County government notices that [[promote]] inform the public of a County program or service, may be placed on or in public transit buses owned [[and]] or operated by the Department. County [[advertisements may]] notices must comprise [[no more than]] at least 10% of all exterior advertising space and [[no more than 10%]] 20% of all interior advertising space.

(d) An advertisement or notice must not:

(1) exceed 50 square feet; or

(2) cover a window of any [[public transit]] bus [[owned or operated by the Department]].

(e) All [[advertising]] revenue derived from bus advertising must be deposited in the Mass Transit Facilities Fund.
Sec. 2. [[Effective]] Expedited effective date. The Council declares that this legislation is necessary for the immediate protection of the public interest. This bill takes effect on the date it becomes law. The [[Director of the Department of Public Works and Transportation]] Chief Administrative Officer must issue the request for proposals required by Section 2-57, as amended by Section 1 of this Act, not later than [[30]] 60 days after this Act takes effect.

Approved:

Steven A. Silverman, President, County Council

April 22, 2004

RETURNED UNSIGNED

Douglas M. Duncan, County Executive

MAY 3, 2004

This is a correct copy of Council action.

Mary A. Edgar, Clerk of the Council

May 4, 2004