



City of Philadelphia

City Council
Chief Clerk's Office
402 City Hall
Philadelphia, PA 19107

BILL NO. 120055

Introduced February 2, 2012

Councilmember Reynolds Brown

**Referred to the
Committee on Education**

AN ORDINANCE

Amending Title 21 of The Philadelphia Code, entitled "Miscellaneous," to authorize and regulate the placement of advertising on school buses owned or controlled by the School District of Philadelphia, under certain terms and conditions.

THE COUNCIL OF THE CITY OF PHILADELPHIA HEREBY ORDAINS:

SECTION 1. Title 21 of The Philadelphia Code is hereby amended to read as follows:

TITLE 21. MISCELLANEOUS

* * *

CHAPTER 21-2100. ADVERTISING ON SCHOOL BUS EXTERIORS

§ 21-2101. Advertising on School Buses.

(1) *The School District of Philadelphia shall solicit bids and award a contract or contracts for the placement of advertising, or for the administration of the placement of advertising, on the exterior of buses owned or controlled by the District.*

(2) *Advertisements for tobacco or alcohol products, advertisements that depict indecent sexual or excretory activities in a patently offensive manner as measured by contemporary community standards with respect to suitability for minors, or advertisements that contain material that is political in nature, or relates to a political activity, campaign, or candidate, shall be prohibited.*

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(3) *The design, placement, and size of signage on the exterior of a school bus shall, consistent with Title 75 of the Pennsylvania Consolidated Statutes, pertaining to Vehicles, be prescribed by the Superintendent of Schools.*

§ 21-2102. Revenues from Advertising.

(1) *The net proceeds of any program of advertising pursuant to this Chapter shall be funds of the School District.*

SECTION 2. This Ordinance shall become effective upon the enactment of authorizing legislation by the General Assembly.

Explanation:

[Brackets] indicate matter deleted.
Italics indicate new matter added.