

Section: CR&M

Policy: 1

Effective Date: October 18, 2019

Union Notification Date: n/a

## Defining Prohibited Transit Advertising Content



Approval:

\_\_\_\_\_

General Manager

\_\_\_\_\_

Date

### Purpose Statement

WTA's transit advertising program is designed to maximize revenue in a manner that supports its overall mission of providing efficient and safe public transportation services. As such, WTA can only allow transit advertising that is consistent with and will not interfere with WTA's efforts to provide such services.

It is therefore essential that any transit advertising be consistent with WTA's mission, including that its services are safe and efficient, that it maintain a non-discriminatory environment and avoid discrimination claims, that passengers feel welcomed when using its services, that it maintain an environment that is appropriate for minors, and that members of the general public perceive WTA as creating a secure and welcoming environment. These are based upon the overall goal of maximizing ridership and providing safe and efficient public transportation services. As such, any advertising must maintain WTA's neutrality and avoid even the potential occurrence of any negative association of WTA with controversial subjects. No advertising will be permitted that would result in the diversion of administrative or other resources away from WTA's providing of public transportation services, cause passengers to feel unsafe or unwelcome using WTA's services, or tend to discourage rather than promote WTA's ridership, or cause threats to or disruption of such services. WTA prohibits certain types of transit advertising that it has found to be inconsistent with its mission.

By making its buses available for limited advertising, WTA does not expressly or implicitly convert these areas to a general or designated public forum for any speech or expressive activities. WTA only permits advertising that conforms to this Policy and retains strict control over any advertising accepted under the Policy, to the maximum extent allowed by law.

<p><b>Scope</b></p>	<p>This policy applies to all paid or unpaid advertising on all authorized WTA property.</p>
<p><b>Defining Prohibited Content</b></p>	<p>WTA prohibits advertisements displaying unacceptable content. WTA defines “unacceptable content” as language or images which WTA concludes a reasonably prudent person, knowledgeable of WTA’s ridership and using prevailing community standards, would find:</p> <ul style="list-style-type: none"> <li>• Express or advocate an opinion, position or viewpoint on matters of public debate related to economic, political, religious or social issues.</li> <li>• Promote or encourage the sale or use of tobacco, e-cigarettes or related products.</li> <li>• Promote or encourage the sale or use of alcohol or related products.</li> <li>• Promote or encourage the sale or use of medical or recreational marijuana, other drugs or related products.</li> <li>• Promote or encourage the sale, possession or use of weapons or firearms.</li> <li>• Promote or encourage the use or possession of unlawful or illegal goods or services.</li> <li>• Promote or encourage unlawful or illegal behavior or activities. Promote or encourage adult goods, entertainment, services, movies or games. This includes brand names, trademarks, slogans, or other materials which are identifiable with adult products, services or websites. This also includes films rated NC-17 or X and video games rated A or M.</li> <li>• Depict violence of any kind.</li> <li>• Contain profanity, obscene or offensive material, nudity, or depict sexual activities in a way that is inappropriate for the public transit environment, including for viewing by minors.</li> <li>• State a position regarding any political party or candidate.</li> <li>• State a position regarding any initiative, referendum, proposition, proposed or existing law or ballot measure.</li> </ul>

	<ul style="list-style-type: none"> <li>• Imply or declare WTA’s endorsement of any service, product, or point of view without prior written consent by WTA.</li> <li>• Contain false, misleading, or deceptive claims.</li> <li>• Appear demeaning or disparaging towards an individual or group on the basis of race, color, religion, national origin, ancestry, gender, age, disability, ethnicity, sexual orientation, gender identity and expression, or any other characteristic protected under federal, state or local law.</li> <li>• Contain libelous speech, copyright or trademark infringements or other elements that could subject WTA to litigation.</li> <li>• Direct viewers to websites or call centers whose purpose can’t be determined by the advertisement itself, or to websites or call centers promoting subjects prohibited by this policy.</li> <li>• Contain material that is so objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with, the operation, or business reputation of the transit system.</li> </ul>
<p><b>Responding to Complaints</b></p>	<p>The Community Relations and Marketing Manager will address complaints from the public. She/he will also communicate major complaints to the Executive Committee.</p>
<p><b>Policy Administered by</b></p>	<p>Community Relations and Marketing Manager</p>