

Public Transit Department

TRANSIT ADVERTISING STANDARDS

October 2, 2014

A. It is the intent of the City that all transit advertising panels on city buses and on transit furniture are non-public forums and are to be set aside only for commercial advertisements or for City-specific services. The City's primary purpose for the transit advertising panel, outside of informing the public about City services, is generating revenue.

B. Other than for City-specific services, no advertising will be accepted for use on any city bus or transit furniture that fails to comply with the following standards:

- 1. The subject matter of and the speech in the advertisement must be limited to a proposed commercial transaction.**
- 2. The advertising may not:**
 - a. Be false, misleading, or deceptive.**
 - b. Relate to an illegal activity.**
 - c. Contain non-commercial speech.**
 - d. Advertise or depict, by language or graphics, violence or anti-social behavior.**
 - e. Advertise or depict language, gestures, conduct, or graphical representations that are obscene, pornographic, vulgar, profane, or scatological.**
 - f. Depict a *nude* or *seminude* person, as those terms are defined in Section 11-811, Arizona Revised Statutes, or the exposed buttocks of any person.**
 - g. Depict, relate to, or reference a website or other medium that relates to *specified sexual activities* or *specified anatomical areas* as those terms are defined in Section 11-811, Arizona Revised Statutes.**
 - h. Advertise or depict the use of tobacco or smoking products, including if the product is advertised or depicted in a non-smoking form.**

- i. Advertise or depict the use of *spirituous liquor* as that term is defined in Section 4-101, Arizona Revised Statutes:**
 - i. On the exterior or interior of Phoenix Neighborhood Circulator and Reserve-a-Ride vehicles.**
 - ii. On the interior of any transit vehicle.**
 - iii. On transit furniture that is located less than 600 feet from a church or similar structure of worship, or school building.**