

CITY OF SANTA MONICA

BIG BLUE BUS POLICY FOR ADVERTISEMENTS ON BUS EXTERIORS

This bus advertising policy was approved by the Santa Monica City Council on February 9, 2016. Its purpose is to maximize bus ridership, maintain governmental neutrality and avoid actual or perceived discrimination in advertising, respect First Amendment rights, avert harm or abuse to bus riders and buses and to the City's transit system, maximize advertising revenues, and preserve marketability of advertising space on City bus exteriors.

In order to achieve these purposes, the City allows all types of exterior bus advertising, without regard to content, except advertising that falls within the following categories which were approved in *American Freedom Defense Initiative v. King County*, 796 F.3d 1165 (9<sup>th</sup> Cir. 2015) for exclusion from exterior bus advertising:

1. Political campaign speech;
2. Adult-related products and services, alcohol, firearms, and tobacco, smoking, smoking materials, including electronic smoking or "vapping";
3. Sexual or excretory subject matter;
4. False, misleading or deceptive;
5. Copyright, trademark, or otherwise unlawful;
6. Illegal activity;
7. Profanity or violence;
8. Demeaning or disparaging;
9. Harmful or disruptive to transit system;
10. Lights, noise and special effects; and
11. Unsafe transit behavior

2/9/16