

UPDATED AUGUST 2025

1. PURPOSE

The Yolo Transportation District (YoloTD) manages Yolo County's transit system whose mission is to provide safe, reliable, and efficient transportation options for the residents and visitors of our community. YoloTD permits limited types of advertising on its public transit vehicles (e.g. Yolobus) to generate revenue to support its public transit operational activities. In furtherance of this discrete and limited objective, YoloTD retains control over the nature of advertisements accepted for posting on its transit vehicles and maintains its advertising space as a nonpublic forum. By allowing limited types of advertising on or within vehicles, YoloTD does not intend by accepting advertising to convert the advertising space on its transit vehicles into a public forum for public discourse or expressive activity or to provide a forum for all types of advertisements.

Through this Policy, YoloTD intends to establish uniform, reasonable, and viewpoint-neutral standards for the display of advertising on YoloTD property.

YoloTD's acceptance of an advertisement does not constitute express or implied endorsement of the content or message of the advertisement, including any person, organization, products, services, information or viewpoints contained therein, or of the advertisement sponsor itself. This endorsement disclaimer extends to and includes content that may be found via internet addresses, quick response (QR) codes, and telephone numbers that may appear in posted ads and that direct viewers to external sources of information.

2. ADVERTISING STANDARDS

A. All commercial and promotional advertising must meet or exceed high quality standards of art and design as exemplified in the industry and as determined by YoloTD or its authorized Advertising Contractor as defined herein.

B. PERMITTED ADVERTISING CONTENT

The following classes of advertising are authorized on YoloTD property if the advertising does not include any material that qualifies as prohibited advertising, as described in subsection (C) below:

- i. Commercial and Promotional Advertising Advertisements that promote or solicit the sale, rental, distribution, or availability of goods, services, food, entertainment, events, programs, transactions, donations, products, or property (real or personal) for commercial or noncommercial purposes, or that promote an entity that engages in such activities more broadly. It does not include advertising that also conveys prohibited content as defined herein.
- ii. **Governmental Advertising** Notices or messages from government entities, which are public entities created specifically by government action, to further specific government goals. The governmental entity must be clearly identified on the face of the advertisement.
- iii. **Public Service Announcements (PSAs)** Announcements directed to the general public or a significant segment of the public and sponsored by either a government entity with jurisdiction in Yolo County, academic institution, or tax-exempt nonprofit (Internal Revenue Code 501(c)(3)) organization that relates to:
 - a. Prevention or treatment of illnesses;
 - b. Promotion of safety or personal well-being;
 - c. Education or training;
 - d. Art or culture;

- e. Provision of children and family services;
- f. Solicitation by broad-based contribution campaigns which provide funds to multiple charitable organizations; or
- g. Provision of services and programs that provide support to low-income citizens, senior citizens, and people with disabilities.

Additional guidelines for PSAs may be found under subsection 4.B.

C. PROHIBITED ADVERTISING CONTENT

In YoloTD's experience, certain types of advertisements interfere with the program's sole purpose of generating revenue to benefit the transit system and increase ridership. This policy advances the advertising program's revenue-generating objective and preserves the forum's primary transit purposes by prohibiting advertisements that interfere with and divert resources from transit operations, that detract from transit purposes by creating substantial controversy, and/or that pose significant risks of harm, inconvenience, or annoyance to transit passengers, operators, and vehicles. Such advertisements create an environment that is not conducive to achieving increased revenue for the benefit of the transit system or to preserving and enhancing the security, safety, comfort, and convenience of its operations or to protecting the interests of the captive audience that uses YoloTD's transit services. Accordingly, advertising is prohibited on YoloTD property if it contains any content, without regard to the viewpoint expressed, that falls into one or more of the following categories:

- i. **Political Advertising** "Political Advertising" means any material promoting or opposing (i) a political party; (ii) the election of any candidate or group of candidates for federal, state, or local government offices; (iii) any legislation, initiative, referendum, or ballot measure; or (iv) a political action committee, political campaign, or political philosophy.
- ii. **Public Issue** Any material expressing or advocating an opinion or position on matters of public debate about economic, political, religious, or social issues, that causes YoloTD property to become a public forum. The following nonexclusive factors may be considered when applying this section to proposed commercial advertising: (a) whether a commercial product or service is apparent from the face of the advertisement, and (b) whether the commercial product or service is incidental to the public interest content of the ad.
- iii. **False or Misleading** Any material that is or the sponsor reasonably should have known is false, fraudulent, misleading, deceptive, or would constitute a tort of defamation or invasion of privacy. Such materials include those that inaccurately state or imply YoloTD's endorsement of the subject of the advertisement.
- iv. **Copyright, Trademark, or Otherwise Unlawful Infringement** Any material that infringes on any copyright, trade or service mark, title, or slogan.
- v. **Religious** Any material that promotes or opposes any identifiable or specific religion, religious viewpoint, belief, message, or practice.
- vi. **Obscenity, Pornographic, Sexual/Adult-Oriented Content** Any material that is obscene, pornographic, or sexual and adult-oriented. Such content means any advertising that contains or involves any material that describes, depicts or represents sexual or excretory organs or activities in a manner that a reasonably prudent person, knowledgeable of YoloTD's ridership and using prevailing community standards, would find inappropriate for the public transit environment, including persons under the age of 18. Such prohibited adult content also includes

advertisements for adult book stores, adult video stores, nude dance clubs and other adult entertainment establishments or services, as well as advertisements for adult films rated "X" or "N-17," television rated "MA," or video games rated "AO" or "M."

- vii. **Defamation or Lawless Action** Any material that is clearly defamatory or that promotes or encourages, or appears to promote or encourage, unlawful or illegal behavior or violent action.
- viii. **Alcohol, Tobacco, Cannabis, or Firearms** Any material that constitutes commercial advertising of beer, wine, distilled spirits, alcoholic beverages, cannabis or cannabis-related products, marijuana, tobacco or tobacco-related products, firearms, or any substance licensed and regulated under California law.
- ix. **Profanity and Violence** Advertisement that contains any profane language, or <u>i</u>mages, copy or concepts that promote guns/firearms or gun violence, or that depict weapons or other devices in an act of violence or harm on a person or animal, or contain any material that incites or encourages, or appears to incite or encourage, violence or violent behavior, or that depicts weapons or devices that appear to be aimed or pointed at the viewer or observer in a menacing manner.
- x. **Demeaning or Disparaging** Advertising that contains material that demeans or disparages an individual, group of individuals, or entity. For purposes of determining whether an advertisement contains such material, YoloTD will determine whether a reasonably prudent person, knowledgeable of YoloTD ridership and using prevailing community standards, would believe that the advertisement contains material that ridicules or mocks, is abusive or hostile to, or debases the dignity or stature of any individual, group of individuals, or entity.
- xi. Harmful or Disruptive to Transit System Any material that is reasonably likely to cause harm to, disruption of, or interference with the transportation system. For purposes of determining whether an advertisement contains such material, YoloTD will determine whether a reasonably prudent person, knowledgeable of YoloTD's ridership and using prevailing community standards, would believe that the material is so objectionable that it is reasonably foreseeable that it may result in harm to, disruption of, or interference with the operation or business reputation of the transit system.
- xii. **Unsafe Transit Behavior** Any advertisement that encourages or depicts unsafe behavior with respect to transit-related activities, such as non-use of normal safety precautions in awaiting, boarding, riding upon, or disembarking from transit vehicles.
- xiii. **Adverse to YoloTD** Advertising, or any material contained in it, that is directly adverse to YoloTD's commercial interests or that tends to disparage public transportation generally.
- xiv. **YoloTD Graphics and References** Advertising that contains YoloTD, Yolobus, Yolobus Special or BeeLine graphics, logos, or representations without the express written consent of YoloTD.
- xv. **Symbols** Miscellaneous characters, images or symbols used as a substitute for prohibited content.
- xvi. **Unauthorized Endorsement** Any material that implies or declares that YoloTD endorses a product, service, point-of-view, event or program. The prohibition against endorsements does

not apply to advertising for a service, event or program for which YoloTD is an official sponsor, cosponsor or participant.

3. ADVERTISING ADMINISTRATION

A. RESPONSIBILITIES

- i. Executive Director, Communications and Marketing Specialist, or other YoloTD designee is responsible for managing messages and materials on YoloTD buses, overseeing transit information distribution, coordinating unique channels, reviewing and approving/rejecting exterior bus ads, cross-promotions, and added value programs based on the criteria in this document. They also enforce YoloTD's right to reject and/or order removal of revenuegenerating advertising based on the criteria in this document.
- ii. Advertising Contractors handle revenue-generating ads on YoloTD vehicles, follow YoloTD policies, and post informational ads as directed by the Executive Director or their designee. YoloTD's Advertising Contractors shall be responsible for the daily administration of YoloTD's advertising in a manner consistent with this Policy and with the terms and conditions of their agreements with YoloTD.

B. ENFORCEMENT OF POLICY

- i. **Review by YoloTD Representative** If YoloTD's Communications and Marketing Specialist determines that an advertisement does not comply with this Policy, he or she shall, in writing, specify the standard or standards with which the advertisement does not comply, and shall so notify the Advertising Contractor.
- ii. **Notification to Advertiser** YoloTD's Advertising Contractor will send prompt, written notification to the advertiser of the rejection of the advertisement and will include in that notification a copy of this Policy and written specification of which standard or standards the advertisement fails to comply with.
- iii. **Appeal to Executive Director** Rejection of an advertisement may be appealed to YoloTD's Executive Director by written notification to the Communications and Marketing Specialist. The Executive Director will allow the advertiser and the Communications and Marketing Specialist to present any argument or evidence they wish to offer. The Executive Director's decision shall be final.
- iv. **Severability** YoloTD reserves the right to suspend, modify, or revoke the application of any of the standards in this Policy as it deems necessary to comply with legal mandates, to accommodate its primary transportation function, or to fulfill the goals and objectives identified above. All of the provisions in this Policy shall be deemed severable.

4. GUIDELINES

A. REVENUE-GENERATING ADVERTISING

YoloTD can directly sell or post revenue-generating ads or contract with outside vendors for this purpose. Vendor selection follows YoloTD's procurement procedures through a Request for Proposal process.

B. PUBLIC SERVICE ANNOUNCEMENTS

i. The sponsor of the PSA must be a government entity having jurisdiction in Yolo County, including YoloTD's member agencies, or a charitable or nonprofit public benefit organization

(501(c)(3)), and advertising a community event or service that it is sponsoring, in whole or in part.

- ii. The community event or services advertised in the PSA must be directed to the general public or significant segment of the public and be intended to benefit residents, charitable or nonprofit organizations, and/or firms and owners that conduct business in Yolo County. PSAs must be non-commercial and non-partisan politically. Non-partisan in this context means that the advertising does not promote the candidacy of any person running for public office or a ballot measure.
- iii. PSA space allocation YoloTD reserves interior ad space (bulkheads) for PSA marketing on a first-come, first-serve basis. YoloTD currently does not accept revenue ads in internal spaces unless the Executive Director or their designee approves otherwise in writing. PSAs, except those for alternative transportation programs, can run for four weeks (with a waiting list) or eight weeks (without a waiting list) unless extended in writing by YoloTD's Executive Director or their designee.
- iv. Expenses The sponsoring entity must cover PSA artwork, installation, and removal costs. If space isn't available when requested, the entity will be waitlisted and notified of openings.

C. ADVERTISING LOCATIONS

Locations for revenue-generating advertising are limited to the exterior surface areas of buses or any location approved by YoloTD's Board of Directors. The specific exterior location on buses is subject to prior written approval by YoloTD's Executive Director, Communications and Marketing Specialist, or their designee.

D. SPONSOR IDENTIFICATION

Any advertising in which the identity of the sponsor is not readily and unambiguously identifiable must include the following phrase to identify the sponsor in clearly visible letters (no smaller than 72-point type for exteriors and 24-point type of interiors):

Paid for by	/		

"Teaser ads" that do not identify the sponsor will, however, be allowed so long as a similar number of follow up advertisements are posted within eight weeks of the initial tease ads that do identify the sponsor of those initial ads.

E. VINYL WINDOW GRAPHICS

For passenger, operator, and law enforcement safety, vinyl window graphics on YoloTD vehicles may not cover more than 80% of any bus side window surface and may not cover the front windshield, driver's side window, bus door windows, head sign, or curb sign. All vinyl wraps must adhere to Department of Transportation regulations and maintain visibility for passengers to see outside the bus.