

Public Transit Department

TRANSIT ADVERTISING STANDARDS

Effective January 20, 2023

- 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 available only to advertising for: proposing commercial transactions, promoting tourism, or informing the public about City-provided or transit-specific services and programs. It is not the intent of the City to allow advertising of non-commercial speech. The City's primary purpose for the transit advertising panel is generating revenue.**

- B. Other than advertising for informing the public about City-provided and transit-specific services and programs, 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 or promotion of tourism. All messaging within the advertisement must be limited to words, symbols, or depictions that directly propose a commercial transaction or promote tourism.**
 - a. A proposed commercial transaction advertisement must solicit an exchange of property, goods, or services with intended customers that will necessarily result in something of economic value to the advertiser.**
 - b. A promotion of tourism advertisement must solicit travel to and tourism of a geographical area with the intent to derive commercial revenue from visitors who travel to the area and purchase goods or services.**

 - 2. The advertising may not:**
 - a. Be false, misleading, or deceptive.**
 - b. Relate to an activity or product that is prohibited under applicable federal, state, or local laws and regulations.**
 - c. Advertise or depict, by language or graphics, violence or anti-social behavior.**

- d. **Advertise or depict language, gestures, conduct, or graphical representations that are obscene, pornographic, vulgar, profane, or scatological.**
- e. **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.**
- f. **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.**
- g. **Advertise or depict the use of tobacco, marijuana, or smoking/vaping products, whether or not the product is advertised or depicted in a non-smoking form.**
- h. **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 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.**