

TRANSIT ADVERTISING

Date Issued: May 5, 2017

Mandated by: City Manager

Current Revision: May 5, 2017

Cross Reference:

- Transit Advertising Procedure GEN-026-A

Next Review: January 1, 2020

Responsibility: Director, Infrastructure Management

PURPOSE

To grant the ability for vendors to advertise aboard transit vehicles and transit property in a manner that is consistent with the *Canadian Code of Advertising Standards*.

POLICY

The City shall approve advertising which is consistent with the *Canadian Code of Advertising Standards* for City buses and transit property, at a rate determined by the City.

DEFINITIONS

Advertisement – a notice or announcement in a public medium promoting a product, service, or event.

Bus – a public transit vehicle owned by the City of Fort Saskatchewan.

City – the City of Fort Saskatchewan.

The Code – the “Canadian Code of Advertising Standards.”

Transit property – City-owned property located on a fixed bus route in Fort Saskatchewan which includes, but is not limited to, bus shelters, benches, and waste receptacles.

Vendor – an external company, organization, enterprise, association or individual that wishes to place an advertisement on City transit property and who completes the *Fort Sask Transit Advertising Agreement*.

GUIDING PRINCIPLES

- The *Canadian Code of Advertising Standards* shall be used as a guide.
- The acceptability of advertisements for display on City buses and transit property shall be governed by this Policy and its corresponding procedure as interpreted by City administration.

- Unapproved advertising shall be removed as soon as reasonably possible.

AUTHORITY / RESPONSIBILITY TO IMPLEMENT

The City Manager delegates responsibility to the Director, Infrastructure Management to ensure the uniform application of this Policy within the organization and in accordance with legislative requirements.

Original signed by Troy Fleming
City Manager

TRANSIT ADVERTISING

Date Issued: May 5, 2017

Responsibility: Director, Infrastructure
Management

Current Revision: November 24, 2017

Cross Reference:
• Transit Advertising Policy GEN-026-A

PURPOSE

To provide a framework and guidelines for vendors to advertise on City buses and transit property in a manner that meets City standards and aligns with the *Canadian Code of Advertising Standards*.

DEFINITIONS

Advertisement – a notice or announcement in a public medium promoting a product, service, or event.

Advertising contractor – an external company selected by the City responsible for the printing, application and removal of all advertising material related to this procedure.

Bus – a public transit vehicle, owned by the City.

City – the City of Fort Saskatchewan.

The Code – the *Canadian Code of Advertising Standards*.

Transit property – City owned property, located on a fixed bus route in Fort Saskatchewan, including bus shelters, benches, and waste receptacles.

Vendor – an external company, organization, enterprise, association or individual that wishes to place an advertisement on City transit property and completes the *Fort Sask Transit Advertising Agreement*.

PROCEDURE

Application Process:

1. Advertisers must first complete a *Fort Sask Transit Advertising Agreement Form*. This form can be found online at www.GoFortTransit.ca. The completed form and advertising drafts must be submitted to the City.
2. Advertising material will be developed by the vendor however, the printing, application and removal of all advertising from transit property will be conducted by the advertising contractor.

3. Once the vendor has completed and submitted the *Fort Sask Transit Advertising Agreement Form*, the City will have 15 business days to review and process the application.
4. The vendor is responsible for the cost of developing, printing, application, modification, and removal of advertisements on City buses and transit property.
5. Advertising submissions will be reviewed by the City. After review, the City shall determine if a submission is acceptable.
6. The advertising contractor has up to 5 business days to apply the advertisements to City buses or transit property.

Removal Process:

1. The vendor will be given formal notification for the removal of their advertisement if the term has ended or for any reason deeming the advertisement unacceptable. The City reserves the right to:
 - a. reject an application for an advertisement; or
 - b. remove an advertisement from a City bus or transit property that is deemed unacceptable, in accordance with the Transit Advertising Policy or this Procedure, at its sole discretion.
2. The physical printing, application and removal of decals is the responsibility of a City selected advertising contractor, with the associated costs being the sole responsibility of the vendor.
3. All associated advertising fees will be invoiced to the vendor only by the City.
4. The vendor shall be responsible to pay for the removal of advertisements upon expiration of contract term or upon notification from the City that an advertisement has been deemed to no longer be acceptable.
5. The advertising contractor has up to 5 business days to change or remove the advertisements on transit property.
6. If the vendor chooses to change or modify their existing advertisement design after it has been placed on City buses or transit property, the vendor will incur all costs associated with this change. The vendor will not be granted an extension to their existing contract term. A change request may be initiated by either the City or the vendor.
7. If the vendor fails to change or remove the advertisement as directed by the City, the City may change or remove the advertisement at the sole cost and expense to the vendor. The vendor will pay the City upon receiving notice of any such expenses.

Complaints:

1. Any vendor who submits an advertisement which is found to be unacceptable by the City in accordance with the Transit Advertising Policy and Procedure and who does not agree with the City's decision to not permit a particular advertisement on City buses or transit property, may appeal that decision to the City Manager or the City Manager's delegate.
2. Any person who does not agree with the City's decision to allow a particular advertisement on a City bus or transit property, may file a complaint with the City Manager or with Advertising Standards Canada at: www.adstandards.com.

CONDITIONS

1. All advertising agreements must comply with federal and provincial statutes, municipal bylaws, and the standards set out by the Code.
2. Advertising must not condone any form of discrimination or prejudicial treatment of people, groups, organizations or things, especially on the grounds of race, age, or sex, and must align with the provisions set out by the *Canadian Human Rights Act* and the *Province of Alberta's Human Rights Act*.
3. An advertisement, otherwise acceptable under the Transit Advertising Policy or this Procedure, which:
 - a. promotes or opposes a specific theology or religious ethic, point of view, policy or action;
 - b. advocates or opposes any ideology or political philosophy, point of view, policy or action;
 - or
 - c. conveys information about a political party or the candidacy of any person for a political position or public office;

must visibly display the name of the sponsoring group.

4. Religious and political advertising that complies with the Code is allowed. All political advertising must indicate that the advertisement is paid for by a party or candidate.
5. No advertisement shall be permitted that promotes any alcohol, marijuana, or tobacco company, alcohol, marijuana, or tobacco product, or any alcohol, marijuana, or tobacco brand promotions. This includes sponsorship or promotion of cultural or sporting events.
6. No advertisement shall be permitted that promotes any adult entertainment businesses, escort services, massage parlours, pornography, marijuana dispensaries, and related products or brand promotions.
7. Advertisements, which are otherwise acceptable under the Transit Advertising Policy and this Procedure, which convey information about a meeting, gathering or event, must contain the name of the sponsoring group.
8. Advertisements must display the following disclaimer:

“The opinions expressed in this advertisement, or by the sponsor of this advertisement, do not necessarily represent the opinions of, and are not endorsed by the City of Fort Saskatchewan”.

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 advertisements and that directs viewers to external sources of information. Advertisements may also be rejected based on the content of these extensions of advertising.

9. Advertisements cannot breach or conflict with an existing City advertising agreement and/or contracts.
10. Advertisements that may have an adverse effects on public safety shall not be permitted.

11. The advertisement shall not in any way invoke future consideration, influence or be perceived to influence the day-to-day business of the City.
12. Advertising must not detract from the physical attributes, character, integrity, or safety of any City buses or transit property and must not discourage the use of transit in the City.
13. Advertisements will stay on City buses while chartered outside regular scheduled service hours.
14. The City is not liable for the replacement or repair of advertising that is damaged in the event of a collision or vandalism.
15. The vendor agrees that photographs of City Property with their advertisement in them can/may be used for the continued promotion of the transit advertising program. This includes, but is not limited to, print and online material.