



Ohio Legislative Service Commission

Bill Analysis

Jennifer A. Parker

S.B. 174

128th General Assembly
(As Introduced)

Sens. Schiavoni, Seitz, Kearney

BILL SUMMARY

- Authorizes school districts to sell commercial advertising space on the outside surface of school buses.
- Prohibits the Departments of Public Safety and Education from adopting rules for school bus design or operation that prevent the sale of the advertising.
- Prohibits the State Highway Patrol from not approving a school bus during the annual inspection solely because advertising is displayed on the outside surface of the bus in the manner permitted by the bill.

CONTENT AND OPERATION

Authorization of advertising on school buses

The bill authorizes a school district board of education to adopt a resolution for procedures to solicit and sell commercial advertising space on the outside surface of either side of a school bus owned by the district. The bill also specifies that, if the board leases a school bus that it operates or if it contracts for student transportation services on a privately owned school bus, the board may negotiate a provision of the lease or contract under which the board may sell commercial advertising space on the bus. In either case, the advertisements must be in the form of a sign attached to the bus; no advertisement may be painted on the bus surface. In addition, the district board's resolution must:

- (1) Limit the sale of advertising space only to for-profit entities;
- (2) Prohibit the sale of advertising space for alcohol, tobacco, gambling, or anything of a sexual nature or for the support or opposition of a candidate for public

office, a public office or public official, or the passage of a levy, bond issue, or other election issue; and

(3) Provide for the establishment of a committee made up of district administrators and attorneys to approve all school bus advertisements sold by the district.

Moreover, the bill provides that, if a district board donates the use of advertising space on a school bus or uses that space itself for advertising, it may not permit any advertisement for a purpose for which it cannot sell an advertisement to a for-profit entity, as described in (2) above.¹

School bus standards and inspections

The bill prohibits both the Department of Public Safety and the Department of Education from adopting rules that would prevent commercial advertising on the side of a school bus, in the form contemplated by the bill. Similarly, the bill prohibits the State Highway Patrol from not approving a school bus during the annual inspection solely because of commercial advertising displayed on the outside surface of the bus.²

HISTORY

ACTION	DATE
Introduced	05-17-11

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¹ R.C. 3327.20.

² R.C. 4511.76 and 4511.761.

