

ASSEMBLY, No. 1637

STATE OF NEW JERSEY 214th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2010 SESSION

Sponsored by:

Assemblywoman CONNIE WAGNER

District 38 (Bergen)

Assemblyman SCOTT RUDDER

District 8 (Burlington)

Assemblywoman JOAN M. VOSS

District 38 (Bergen)

Assemblywoman DAWN MARIE ADDIEGO

District 8 (Burlington)

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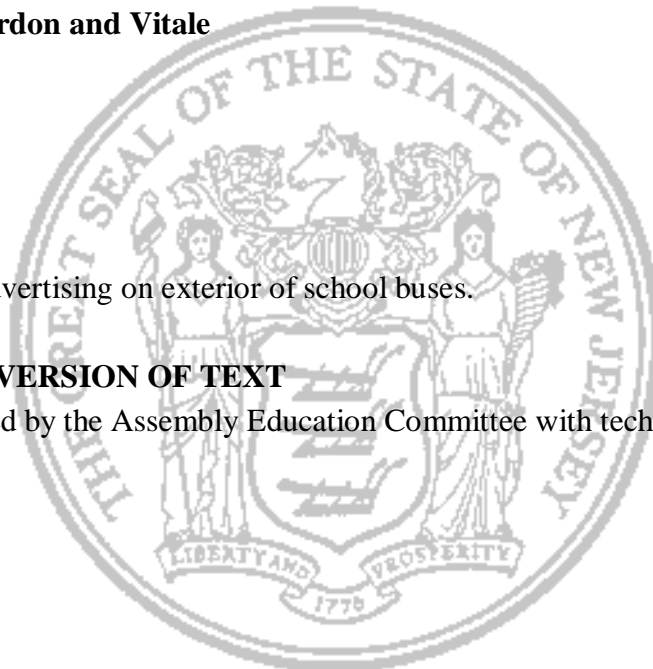
Assemblywoman Vandervalk, Assemblymen Scalera, Caputo, Assemblywoman Tucker, Assemblymen Prieto, Green, Gusciora, Assemblywoman Angelini, Assemblymen Coutinho, Ramos, Schaer, Assemblywoman Oliver, Assemblymen Giblin, Amodeo, Assemblywoman Rodriguez, Assemblymen DeAngelo, Chiappone, Assemblywoman Spencer, Assemblymen Rumana, Rumpf, Greenwald, McKeon, Assemblywomen Quijano, Vainieri Huttle, Evans, Assemblyman Connors, Assemblywoman Greenstein, Assemblymen DiCicco, Moriarty, Coughlin, Senators Gordon and Vitale

SYNOPSIS

Permits advertising on exterior of school buses.

CURRENT VERSION OF TEXT

As reported by the Assembly Education Committee with technical review.



(Sponsorship Updated As Of: 11/23/2010)

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1 AN ACT concerning advertisements on school buses and
2 supplementing chapter 7F and chapter 39 of Title 18A of the
3 New Jersey Statutes.

4
5 **BE IT ENACTED** by the Senate and General Assembly of the State
6 of New Jersey:

7
8 1. a. The board of education of any school district may enter
9 into a contract for the sale of advertising space on the exterior sides
10 of school buses owned or leased by the school district, subject to
11 the limitations set forth in this section. Advertisements for tobacco
12 or alcohol products or for political advocacy shall be prohibited, in
13 addition to any other advertisements for products or services or by
14 sponsors that the Commissioner of Education deems inappropriate.
15 All advertisements shall require prior approval by the local board of
16 education.

17 b. In the event that a board of education enters into a contract
18 for the sale of advertising space on the exterior sides of school
19 buses pursuant to subsection a. of this section, 50% of any revenue
20 generated by the sale shall be used by the board to offset the fuel
21 costs of providing pupil transportation services, and the remaining
22 50% of the revenue shall be used to support any programs and
23 services the board may deem appropriate.

24 c. The provisions of the "Public School Contracts Law,"
25 N.J.S.18A:18A-1 et seq., shall apply to any contract entered into by
26 a board of education pursuant to this act.

27
28 2. The commissioner shall evaluate the impact of school bus
29 advertising and report on the evaluation to the Governor, and to the
30 Legislature pursuant to section 2 of P.L.1991, c.164 (C.52:14-19.1),
31 no later than one year following the effective date of this act and
32 annually thereafter. The report shall include the number of school
33 districts which permit the advertising and the fiscal benefits derived
34 therefrom.

35
36 3. A school district may increase the amount of undesignated
37 general fund balance for the budget year authorized pursuant to
38 section 7 of P.L.1996, c.138 (C.18A:7F-7) by the amount of any
39 revenue received by the district under a contract entered into
40 pursuant to section 1 of P.L. c. (C.) (pending before the
41 Legislature as this bill).

42
43 4. In accordance with the "Administrative Procedure Act,"
44 P.L.1968, c.410 (C. 52:14B-1 et seq.), the State Board of Education
45 shall promulgate rules and regulations necessary to effectuate the
46 purposes of this act including, but not limited to, the permissible
47 size of the advertising and the criteria for determining the age-

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1 appropriateness of the advertising and the suitability of the
2 message.

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4 5. This act shall take effect immediately.