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**By: Delegates Proctor and Vallario**

Introduced and read first time: February 2, 1996

Assigned to: Ways and Means

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A BILL ENTITLED

1 AN ACT concerning

2 **School Buses - Placement of Education-Related Public Service Messages**

3 FOR the purpose of authorizing the county boards of education to place or allow the  
4 placement of public service messages related to education in the interior of school  
5 buses; requiring the State Superintendent of Schools, in consultation with the  
6 Administrator of the Motor Vehicle Administration, to adopt regulations  
7 establishing certain guidelines and standards regarding the messages placed in  
8 school buses; prohibiting the placement of signs in the interior of a school bus under  
9 certain circumstances; authorizing the county boards to establish and charge fees  
10 for the placement of public service messages in school buses and to use the fees for  
11 education purposes; authorizing the county boards to donate space in school buses  
12 under certain circumstances; and generally relating to the placement of public  
13 service messages within school buses.

14 BY adding to

15 Article - Education  
16 Section 7-609  
17 Annotated Code of Maryland  
18 (1992 Replacement Volume and 1995 Supplement)

19 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF  
20 MARYLAND, That the Laws of Maryland read as follows:

21 **Article - Education**

22 7-609.

23 (A) A COUNTY BOARD MAY PLACE OR ALLOW THE PLACEMENT OF  
24 EDUCATION-RELATED PUBLIC SERVICE MESSAGES IN THE INTERIOR OF ANY  
25 SCHOOL BUS UNDER THE JURISDICTION OF THE COUNTY BOARD IN ACCORDANCE  
26 WITH THE REGULATIONS ADOPTED UNDER THIS SECTION.

27 (B) (1) THE STATE SUPERINTENDENT, IN CONSULTATION WITH THE  
28 ADMINISTRATOR OF THE MOTOR VEHICLE ADMINISTRATION, SHALL ADOPT  
29 REGULATIONS ESTABLISHING:

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1 (I) GUIDELINES AND STANDARDS REGARDING THE TYPES OF  
2 MESSAGES THAT ARE APPROPRIATE FOR DISPLAY WITHIN A SCHOOL BUS THAT IS  
3 USED PRIMARILY FOR THE TRANSPORTATION OF CHILDREN; AND

4 (II) SPECIFICATIONS FOR THE SIZE, APPEARANCE, AND  
5 PLACEMENT OF THE MESSAGES THAT ARE PERMITTED.

6 (2) THE REGULATIONS ADOPTED UNDER THIS SECTION SHALL  
7 PROHIBIT THE PLACEMENT OF ANY SIGN WITHIN A SCHOOL BUS THAT WOULD  
8 REDUCE OR OBSCURE THE VISIBILITY OF A SIGN REQUIRED UNDER ANY OTHER  
9 PROVISION OF LAW TO BE PLACED WITHIN A SCHOOL BUS.

10 (C) (1) A COUNTY BOARD MAY ESTABLISH AND CHARGE A FEE TO BE PAID  
11 BY A PERSON SEEKING TO PLACE A PUBLIC SERVICE MESSAGE IN A SCHOOL BUS.

12 (2) THE FEES PAID TO THE COUNTY BOARD UNDER THIS SECTION  
13 SHALL BE RETAINED AND USED BY THE COUNTY BOARD FOR ANY  
14 EDUCATION-RELATED PURPOSE AUTHORIZED BY LAW.

15 (3) NOTHING IN THIS SUBSECTION PROHIBITS A COUNTY BOARD FROM  
16 OFFERING TO NONPROFIT ORGANIZATIONS OR GOVERNMENTAL ENTITIES,  
17 WITHOUT CHARGE, SPACE WITHIN SCHOOL BUSES FOR THE PLACEMENT OF  
18 EDUCATION-RELATED PUBLIC SERVICE MESSAGES.

19 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect  
20 October 1, 1996.