

ALAN M. ARAKAWA
Mayor



DON MEDEIROS
Director

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Deputy Director
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OFFICE OF THE MAYOR

DEPARTMENT OF TRANSPORTATION

COUNTY OF MAUI
2145 Kaohu Street, Suite 102
Wailuku, Hawaii, USA 96793


February 13, 2017

Honorable Alan M. Arakawa
Mayor, County of Maui
200 South High Street
Wailuku, Hawaii 96793

For Transmittal to:

Honorable Mike White
Chair, Maui County Council
200 South High Street
Wailuku, Hawaii 96793

APPROVED FOR TRANSMITTAL


Mayor Date 2/14/17

Honorable Chair White –

SUBJECT: A BILL FOR AN ORDINANCE AMENDING SECTION 11.02.050, MAUI COUNTY CODE, RELATING TO ADVERTISING ON EXTERIOR OF COUNTY TRANSIT BUSES

Please find attached a bill for an ordinance amending Section 11.02.050, Maui County Code, relating to advertising on exterior of County transit buses.

Please contact myself or Deputy Director Marc Takamori if you have any questions.

Sincerely,

A handwritten signature in cursive script, likely belonging to Don Medeiros.

Don Medeiros
Director of Transportation

CC: Mayor Alan M. Arakawa
Jerrie Sheppard, Deputy Corporation Council

Attachments

COUNTY COMMUNICATION NO. 17-112

ORDINANCE NO. _____

BILL NO. _____ (2017)

A BILL FOR AN ORDINANCE AMENDING SECTION 11.02.050,
MAUI COUNTY CODE, RELATING TO ADVERTISING
ON EXTERIOR OF COUNTY TRANSIT BUSES

BE IT ORDAINED BY THE PEOPLE OF THE COUNTY OF MAUI:

SECTION 1. Section 11.02.050, Maui County Code, is amended to read
as follows:

"11.02.050 Advertising on exterior of County transit buses. A. [Except as otherwise provided under subsection B, no advertising shall be allowed on the exterior of County transit buses.] The department may rent or let advertising spaces on the exterior of County transit buses, provided that the following types of advertising shall not be accepted:

1. Advertising that contains political or campaign speech.
2. Advertising that, by reason of design, format, or subject matter, promotes or appeals to racial, religious, or ethnic preference, prejudice, or violence.
3. Advertising that contains pictures, words, or symbols of an obscene, illicit, or pornographic character.
4. Advertising that promotes illegal activities.
5. Advertising of any product or service that is prohibited by law to be sold or offered for sale to minors.
6. Advertising that contains profanity or depicts violence.
7. Advertising that contains false or misleading information, copyright or trademark infringement, or is otherwise unlawful.
8. Any material that implies or declares an endorsement by the County of any service, product, or point of view, without prior written authorization by the department.

9. Advertising that contains libelous speech.
10. Advertising that is harmful to or disruptive to the transit system.

11. Advertising that emits lights, noise, or special effects.

B. The exterior of County transit buses may display [Any] any word, phrase, or logo identifying the department, a bus contractor, or trade name of the County bus system, and such shall not be deemed to be advertising.

C. The exterior of County transit buses may display [Any] any letter, word, phrase, or number on the exterior of a County transit bus that identifies the route, origin, destination, or fleet inventory designation of the bus, and such shall not be deemed to be advertising [prohibited under this section].

D. Rates for renting or letting of advertising spaces on the exterior of County transit buses shall be set forth in the annual budget. The department is authorized to enter into contracts for advertising with private vendors provided that all procurement laws are met and in accordance with the following:

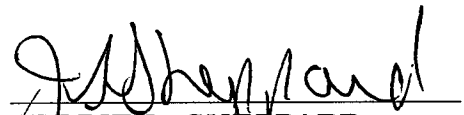
1. The County's share of the revenues generated shall be placed in the County highway fund.

2. An annual report of revenues received shall be transmitted to the county council during the annual budget process."

SECTION 2. Material to be repealed is bracketed. New material is underscored. In printing this bill, the County Clerk need not include the brackets, the bracketed material, or the underscoring.

SECTION 3. This ordinance shall take effect upon its approval.

APPROVED AS TO FORM
AND LEGALITY:


JERRIE L. SHEPARD
Deputy Corporation Counsel
County of Maui
LF2017-0157