

18A:39-1

LEGISLATIVE HISTORY CHECKLIST

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LAWS OF: 2010 **CHAPTER:** 121

NJSA: 18A:39-1 (Permits advertising on exterior of school buses)

BILL NO: A1637 (Substituted for S2309)

SPONSOR(S) Wagner and others

DATE INTRODUCED: January 12, 2010

COMMITTEE: **ASSEMBLY:** Education

SENATE: Education

AMENDED DURING PASSAGE: No

DATE OF PASSAGE: **ASSEMBLY:** September 30, 2010

SENATE: November 22, 2010

DATE OF APPROVAL: January 5, 2011

FOLLOWING ARE ATTACHED IF AVAILABLE:

FINAL TEXT OF BILL (Introduced version of bill enacted)

A1637

SPONSOR'S STATEMENT: (Begins on page 3 of introduced bill)	Yes
COMMITTEE STATEMENT:	ASSEMBLY: Yes
	SENATE: Yes

(Audio archived recordings of the committee meetings, corresponding to the date of the committee statement, *may possibly* be found at www.njleg.state.nj.us)

FLOOR AMENDMENT STATEMENT:	No
LEGISLATIVE FISCAL ESTIMATE:	No

S2309

SPONSOR'S STATEMENT: (Begins on page 3 of introduced bill)	Yes
COMMITTEE STATEMENT:	ASSEMBLY: No
	SENATE: Yes

FLOOR AMENDMENT STATEMENT:	No
LEGISLATIVE FISCAL ESTIMATE:	No

(continued)

VETO MESSAGE: No

GOVERNOR'S PRESS RELEASE ON SIGNING: No

FOLLOWING WERE PRINTED:

To check for circulating copies, contact New Jersey State Government Publications at the State Library (609) 278-2640 ext.103 or <mailto:refdesk@njstatelib.org>

REPORTS: No

HEARINGS: No

NEWSPAPER ARTICLES: Yes

"State allows ads on school buses," The Press of Atlantic City, 1-7-11

"New law allows school bus ads," The Record, 1-7-11

"New law allows advertising on N.J. school buses," The Philadelphia inquirer, 1-7-11

"New law will allow ads on a school buses," Courier-Post, 1-7-11

"Guv signs ed bus advertising bill," The Trentonian, 1-7-11

LAW/KR

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)

Co-Sponsored by:

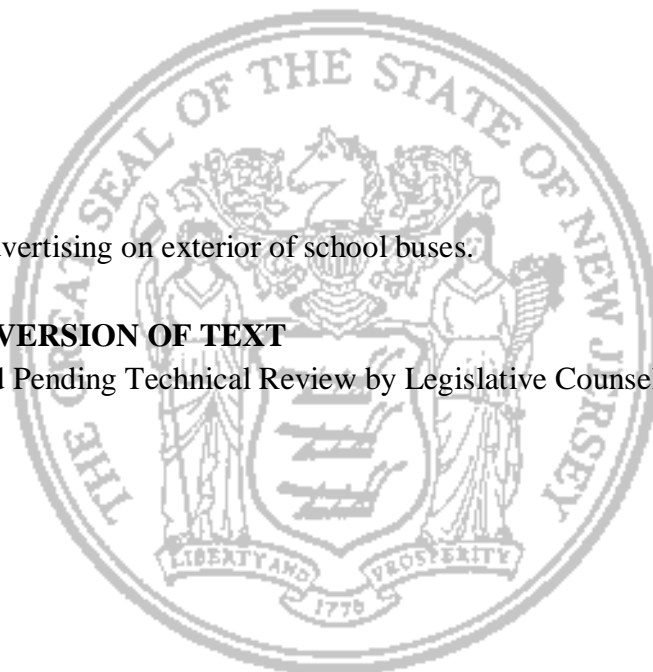
Assemblywoman Vandervalk, Assemblymen Scalera, Caputo, Assemblywoman Tucker, Assemblymen Prieto, Green, Gusciora, Assemblywoman Angelini, Assemblymen Coutinho, Ramos, Schaer, Assemblywoman Oliver, Assemblymen Giblin, Amodeo, Assemblywoman Rodriguez, Assemblymen DeAngelo, Chiappone, Assemblywoman Spencer,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

SYNOPSIS

Permits advertising on exterior of school buses.

CURRENT VERSION OF TEXT

Introduced Pending Technical Review by Legislative Counsel



(Sponsorship Updated As Of: 5/7/2010)

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-

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

3

4 5. This act shall take effect immediately.

5

6

7

STATEMENT

8

9 This bill permits the board of education of any school district to
10 enter into a contract for the sale of advertising space on the exterior
11 sides of school buses owned or leased by the school district.
12 Advertisements for tobacco or alcohol products or for political
13 advocacy will be prohibited, in addition to any other advertisements
14 that the Commissioner of Education deems inappropriate. The bill
15 requires that all advertisements be approved by the local board of
16 education prior to their use. The bill also requires that 50% of any
17 revenue generated by the sale must be used by the board to offset
18 the fuel costs of providing pupil transportation services, and the
19 remaining 50% of the revenue will be used to support programs and
20 services the board deems appropriate.

21 Under the bill, the Commissioner of Education is required to
22 report to the Governor and to the Legislature within one year of the
23 bill's effective date, and annually thereafter, concerning advertising
24 on school buses. The report will include the number of boards of
25 education that permit the advertising and the fiscal benefits that
26 have been derived as a result of the advertising.

27 Currently, advertising on the exterior or interior of school buses
28 is prohibited pursuant to N.J.A.C.13:20-49.3(i). This bill is
29 designed to increase revenue for school districts to provide needed
30 services. Given the State's current fiscal crisis, any mechanism that
31 may increase a school district's revenue that does not negatively
32 impact the education of students should be explored as a viable
33 option.

ASSEMBLY EDUCATION COMMITTEE

STATEMENT TO

ASSEMBLY, No. 1637

STATE OF NEW JERSEY

DATED: SEPTEMBER 16, 2010

The Assembly Education Committee favorably reports Assembly Bill No. 1637.

This bill permits the board of education of any school district to enter into a contract for the sale of advertising space on the exterior sides of school buses owned or leased by the school district. Advertisements for tobacco or alcohol products or for political advocacy will be prohibited, in addition to any other advertisements that the Commissioner of Education deems inappropriate. The bill requires that all advertisements be approved by the local board of education prior to their use. The bill also requires that 50% of any revenue generated by the sale must be used by the board to offset the fuel costs of providing pupil transportation services, and the remaining 50% of the revenue will be used to support programs and services the board deems appropriate.

Under the bill, the Commissioner of Education is required to report to the Governor and to the Legislature within one year of the bill's effective date, and annually thereafter, concerning advertising on school buses. The report will include the number of boards of education that permit the advertising and the fiscal benefits that have been derived as a result of the advertising.

Currently, advertising on the exterior or interior of school buses is prohibited pursuant to N.J.A.C.13:20-49.3(i). This bill is designed to increase revenue for school districts to provide needed services. Given the State's current fiscal crisis, any mechanism that may increase a school district's revenue that does not negatively impact the education of students should be explored as a viable option.

This bill was pre-filed for introduction in the 2010-2011 session pending technical review. As reported, the bill includes the changes required by technical review, which has been performed.

SENATE EDUCATION COMMITTEE

STATEMENT TO

ASSEMBLY, No. 1637

STATE OF NEW JERSEY

DATED: NOVEMBER 15, 2010

The Senate Education Committee favorably reports Assembly Bill No. 1637.

This bill permits the board of education of any school district to enter into a contract for the sale of advertising space on the exterior sides of school buses owned or leased by the school district. Advertisements for tobacco or alcohol products or for political advocacy will be prohibited, in addition to any other advertisements that the Commissioner of Education deems inappropriate. The bill requires that all advertisements be approved by the local board of education prior to their use. The bill also requires that 50% of any revenue generated by the sale must be used by the board to offset the fuel costs of providing pupil transportation services, and the remaining 50% of the revenue will be used to support programs and services the board deems appropriate.

Under the bill, the Commissioner of Education is required to report to the Governor and to the Legislature within one year of the bill's effective date, and annually thereafter, concerning advertising on school buses. The report will include the number of boards of education that permit the advertising and the fiscal benefits that have been derived as a result of the advertising.

Currently, advertising on the exterior or interior of school buses is prohibited pursuant to N.J.A.C.13:20-49.3(i). This bill is designed to increase revenue for school districts to provide needed services.

As reported by the committee, this bill is identical to Senate Bill No. 2309, which also was reported by the committee on this same date.

SENATE, No. 2309

STATE OF NEW JERSEY 214th LEGISLATURE

INTRODUCED SEPTEMBER 23, 2010

Sponsored by:

Senator ROBERT M. GORDON

District 38 (Bergen)

Senator JOSEPH F. VITALE

District 19 (Middlesex)

SYNOPSIS

Permits advertising on exterior of school buses.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 10/1/2010)

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:*

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8 1. a. The board of education of any school district may enter
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15 All advertisements shall require prior approval by the local board of
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17 b. In the event that a board of education enters into a contract
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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
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34 therefrom.

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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).

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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-

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

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4 5. This act shall take effect immediately.

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29 designed to increase revenue for school districts to provide needed
30 services. Given the State's current fiscal crisis, any mechanism that
31 may increase a school district's revenue that does not negatively
32 impact the education of students should be explored as a viable
33 option.

SENATE EDUCATION COMMITTEE

STATEMENT TO

SENATE, No. 2309

STATE OF NEW JERSEY

DATED: NOVEMBER 15, 2010

The Senate Education Committee favorably reports Senate Bill No. 2309.

This bill permits the board of education of any school district to enter into a contract for the sale of advertising space on the exterior sides of school buses owned or leased by the school district. Advertisements for tobacco or alcohol products or for political advocacy will be prohibited, in addition to any other advertisements that the Commissioner of Education deems inappropriate. The bill requires that all advertisements be approved by the local board of education prior to their use. The bill also requires that 50% of any revenue generated by the sale must be used by the board to offset the fuel costs of providing pupil transportation services, and the remaining 50% of the revenue will be used to support programs and services the board deems appropriate.

Under the bill, the Commissioner of Education is required to report to the Governor and to the Legislature within one year of the bill's effective date, and annually thereafter, concerning advertising on school buses. The report will include the number of boards of education that permit the advertising and the fiscal benefits that have been derived as a result of the advertising.

Currently, advertising on the exterior or interior of school buses is prohibited pursuant to N.J.A.C.13:20-49.3(i). This bill is designed to increase revenue for school districts to provide needed services.

As reported by the committee, this bill is identical to Assembly Bill No. 1637, which also was reported by the committee on this same date.