

Advertising Inside Michigan School Buses

The Michigan Department of Education and the Michigan State Police have stated their position on the issue of Advertising **inside** school buses in the State of Michigan. They are as follows:

MICHIGAN DEPARTMENT OF EDUCATION

Grants Administration & Coordination Pupil Transportation

The placement of advertising signs inside school buses has been identified as a means for local school districts to increase revenue. Interior signs, as part of an advertising campaign, are a possible source of income. The following guidelines are considered best practice for Michigan school districts when considering locating signs inside school buses.

1. Signs will be allowed on the ceiling interior of the school bus above the side window area.
2. Signs painted or stenciled onto the allowed area are preferred, however, stick on signs are acceptable.
3. Magnetic signs are prohibited.
4. Signs must not be made of any material or attached in such a way as to present a possible hazard to the bus riders.
5. Signs must not cover, or interfere in any way, with any of the markings, lights, speakers, or other equipment in the bus interior that are placed there by the school bus manufacturer.
6. School personnel should study the issue of material flammability to assure for occupant safety.
7. It is recommended that signage messages promote academic excellence, safety, public service, and/or good character.
8. It is further recommended that local districts form a committee including parents as well as appropriate school personnel to monitor and approve advertising messages prior to their placement in school buses.

The Michigan Department of Education encourages all districts to adopt a policy regulating the issue of signs in school buses. **Exterior** advertising on school buses is **prohibited** by Section 33 of the Pupil Transportation Act 187 of 1990.

This Best Practice has been recommended by the Pupil Transportation Advisory Committee.

MICHIGAN STATE POLICE

Capt. Robert Powers, Traffic Safety Division

1. Currently, neither federal nor state (Michigan) law specifically prohibits the placement of Advertisements inside school buses.
2. P.A. 187 (Pupil Transportation Act) does prohibit altering, modifying, adding, or deleting any equipment or other item that may result in a potential hazard or unsafe condition for occupants of the bus. It is the position of the Department of State Police that the form of advertising (bumper type stickers) being marketed in Michigan does not present an immediate hazard or unsafe condition for the occupants of a school bus.
3. The Michigan Department of Education has been discussing promulgation of a policy regarding placement of advertising inside school buses. Currently no such policy exists.
4. Given the information articulated above, it is the position of the MSP that at this time the placement of advertising, paid or not paid, is not prohibited by law, regulation or policy. Accordingly, the members of the Michigan State Police Traffic Safety Division who conduct school bus safety inspections will not be placing any buses out-of-service for displaying advertising as long as the method of display does not present a hazard or unsafe condition.
5. I want to be very clear that the Department of State Police does not endorse the posting of advertisement in school buses, and/or naming the MSP in any of its marketing.