

COUNCIL OF THE DISTRICT OF COLUMBIA

NOTICE

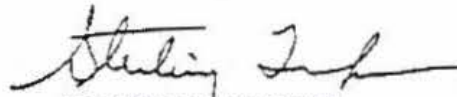
March 31, 1977

D.C. LAW 1-91

"Metrobus Commercial Advertising Act"

Pursuant to Section 412 of the District of Columbia Self-Government and Governmental Reorganization Act (PL 93-198), the Act, the Council of the District of Columbia adopted Bill No. 1-85 on first and second readings July 20, 1976, and September 15, 1976, respectively. Following the signature of the Mayor on October 13, 1976, this legislation was assigned Act No. 1-159, published in the January 7, 1977, edition of the D.C. Register, and transmitted to both Houses of Congress for a 30-day review, in accordance with Section 602(c)(1) of the Act.

The Council of the District of Columbia hereby gives notice that the 30-day Congressional Review Period has expired and, therefore, cites the following legislation as D. C. Law 1-91, effective March 29, 1977.


STERLING TUCKER
Chairman of the Council

(Ref. 23, DCREG. 4198, January 7, 1977)

D. C. LAW

1-91

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

MARCH 29, 1977

To permit commercial advertising on the rear exterior of
Metrobuses under certain circumstances.

BE IT ENACTED BY THE COUNCIL OF THE DISTRICT OF COLUMBIA,
That this act may be cited as the "Metrobus Commercial
Advertising Act".

Sec. 2. Section 1405.8 (Signs on Public Space) of Title
5A-1 of the District of Columbia Rules and Regulations (1972
Building Code of September 23, 1972) is amended by adding at
the end thereof the following:

"Sec. 1405.81 Commercial Advertisement on the Rear of
Washington Metropolitan Area Transit Authority (WMATA)
Metrobus Public Transit Vehicles. Notwithstanding the
provisions of Section 1405.8 of this Title or of any other
law, the sale and use of commercial revenue advertising
space on the rear exterior of Metro public transit vehicles
under the control and operation of the WMATA shall be
permitted for such vehicles operating on public space within
the District of Columbia; Provided, That:

"(a) Any advertisement, solicitation, claim or statement
regarding the promotion or sale of any produce, business,

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activity or service secured by WMATA or its agent, independent contractor or franchisee shall be of the highest graphic quality and content.

"(b) No person shall in any advertising display, sign, billboard or poster panel for the promotion or sale of any product, business, activity or service, use any word, term or phrase which is deceptive, misleading, or which is a direct or indirect claim not subject to reasonable substantiation, or which is bait advertising; nor shall he use in any such advertisement, any qualifications or condition such as "upon approved credit" or any similar statement to justify an advertisement offering extremely low down payments or terms which can be granted only to a relatively few of the persons responding to, or expected to respond to, the advertisement. As used in this paragraph the term "bait advertising" means an alluring, but insincere offer to sell goods and services which the advertiser in truth does not intend or want to sell or offer, the purpose thereof being to switch purchasers from buying the advertised merchandise or service in order to sell something else, usually at a higher price or on a basis more advantageous to the advertiser. The primary aim of bait advertising is to obtain leads as to persons interested in buying merchandise or services of the type so advertised.

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"(c) The rear exterior advertising space on at least 10 percent of the total number of Metrobus vehicles available for public transit operations shall be reserved for free public service announcements and advertisements regarding community, art, cultural, educational, and similar events.

"(d) No person shall be permitted to use the rear exterior of Metrobus public transit vehicles for direct or indirect political advertisement, endorsement, or editorial comment on behalf of any candidate for, or office-holder of any partisan or non-partisan governmental office, board, commission, or council.

"(e) No Metrobus public transit vehicle shall carry more than the single rear exterior advertisement area which shall not exceed display dimensions substantially greater nor less than 17 inches by 60 inches."

Sec. 3. This act shall take effect at the end of the period provided for Congressional review of acts of the Council of the District of Columbia under subsection (c) of section 602 of the District of Columbia Self-Government and Governmental Reorganization Act.

Considered in Council July 20, 1976First Vote July 20, 1976

RECORD OF COUNCIL VOTE

COUNCIL MEMBER	AYE	NAY	N.V.	A.B.	COUNCIL MEMBER	AYE	NAY	N.V.	A.B.	COUNCIL MEMBER	AYE	NAY	N.V.	A.B.
TUCKER	X				DIXON	X				SPAULDING	X			
MOORE, D.				X	HARDY	X				WILSON	X			
BARRY				X	HOBSON	X				WINTER	X			
CLARKE	X				MOORE, J.	X								
COATES	X				SHACKLETON	X								

X—Indicates Vote A. B.—Absent N. V.—Not Voting

Robert Williams

(Secretary of the Council)

Final Vote in Council September 15, 1976

RECORD OF COUNCIL VOTE

COUNCIL MEMBER	AYE	NAY	N.V.	A.B.	COUNCIL MEMBER	AYE	NAY	N.V.	A.B.	COUNCIL MEMBER	AYE	NAY	N.V.	A.B.
TUCKER	X				DIXON	X				SPAULDING	X			
MOORE, D.	X				HARDY	X				WILSON	X			
BARRY			X		HOBSON	X				WINTER	X			
CLARKE	X				MOORE, J.	X								
COATES				X	SHACKLETON		X							

X—Indicates Vote A. B.—Absent N. V.—Not Voting

Robert Williams

(Secretary of the Council)

Presented to the Mayor SEP 28 1976

Mayor's Action:

Approved: ✓ 13 OCT 1976

Disapproved: _____

Robert Williams

(Secretary of the Council)

Robert Williams

(Mayor's Signature)

13 OCT 1976

Enacted without Mayor's Signature _____

(Secretary of the Council)

Reconsidered by Council _____

Vote _____

RECORD OF COUNCIL VOTE

COUNCIL MEMBER	AYE	NAY	N.V.	A.B.	COUNCIL MEMBER	AYE	NAY	N.V.	A.B.	COUNCIL MEMBER	AYE	NAY	N.V.	A.B.
TUCKER					DIXON					SPAULDING				
MOORE, D.					HARDY					WILSON				
BARRY					HOBSON					WINTER				
CLARKE					MOORE, J.									
COATES					SHACKLETON									

X—Indicates Vote A. B.—Absent N. V.—Not Voting

Presented to the President _____

Sustain Mayor's Veto _____

Not Sustain Mayor's Veto _____

Submitted to the Congress _____

Senate Action _____

Resolution Number _____

(Secretary of the Senate)

Enacted without Congressional action _____

(Secretary of the Council)

(Secretary of the Council)

(Secretary of the Council)

(President of the U. S.)

Robert A. Williams
(Secretary of the Council)

House Action _____

Resolution Number _____

(Clerk of the House)