

ORDINANCE NO. \_\_\_\_\_

BILL NO. \_\_\_\_\_ (2015)

A BILL FOR AN ORDINANCE AMENDING TITLE 11, MAUI COUNTY CODE,  
RELATING TO ADVERTISING INSIDE COUNTY TRANSIT BUSES

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

SECTION 1. Section 11.02.040, Maui County Code, is amended to read  
as follows:

**"11.02.040 Advertising inside County transit buses. A.**  
The department may rent or let advertising spaces inside County  
transit buses[;], provided that the following types of advertising  
shall not be accepted:

1. Advertising that bears the name, signature,  
picture, or likeness of any publicly-elected official or of any  
candidate for elective office[;].

2. Advertising that, by reason of design, format, or  
subject matter, promotes or appeals to racial, religious, or  
ethnic prejudice or violence[;].

3. Advertising that contains pictures, words, or  
symbols of an obscene, lewd, lascivious, or indecent  
character[;].

4. Advertising that promotes illegal, indecent, or  
immoral activities[; and].

5. Advertising of any product or service that is  
prohibited by law to be sold or offered for sale to minors.

B. A tax-exempt organization shall not be denied the use  
of advertising space in a County transit bus solely because the  
announcement or advertisement refers to the location of an event  
sponsored by the tax-exempt organization, even if the location of  
the event is not owned or operated by the tax-exempt organization.  
All such advertising shall be provided on a space available basis, in  
consideration of revenue generating advertisements described  
under subsection 11.02.040C.

C. [Rates for renting or letting of advertising spaces in  
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:

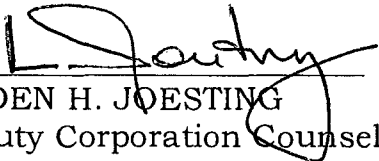
1. The County's share of the revenues generated shall be placed in the County highway fund.

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 Material to be repealed is bracketed.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:



LINDEN H. JOESTING  
Deputy Corporation Counsel  
County of Maui  
2013-2594 Version 2