

RESOLUTION NO. 2023-44

ENACTING CHAPTER 1210 OF THE CODIFIED RULES AND REGULATIONS
OF THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY

WHEREAS, pursuant to Resolution No. 1989-176, the Board of Trustees of the Greater Cleveland Regional Transit Authority ("Authority") codified the resolutions establishing its policies and procedures; and

WHEREAS, the Authority has conducted a review and determined that new Chapter 1210 Advertising Policy should be adopted to promote the Authority's brand and mission of "Connecting the Community;" and

WHEREAS, the proposed advertising policy will provide guidance for managing advertising on Authority property, including audio and digital spaces.

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That Chapter 1210 of the Codified Rules and Regulations of the Greater Cleveland Regional Transit Authority ("Code Book") is hereby enacted to read as specified in Attachment A hereto.

Section 2. That the Board of Trustees hereby waives the fourteen-day period provided for in Article XI, Section 2 of the Bylaws.

Section 3. That this resolution shall become effective immediately upon its adoption.

Attachment: A. Chapter 1210 Advertising Policy

Adopted: June 27, 2023



President

Attest: 
Secretary-Treasurer

Attachment A to Resolution

CHAPTER 1210 Advertising Policy

1210.01 Advertising on Authority Property

1210.01 ADVERTISING ON AUTHORITY PROPERTY.

(a) The Authority seeks to support a healthy and vibrant community through its brand and advertising. The Authority intends to maintain a safe and welcoming environment for all Authority passengers and members of the community, including minors, without regard to race, color, marital status, sexual orientation, religion, national origin, ancestry, age, sex, gender identity, disability, medical condition, or military status.

(b) The Authority will maintain a professional advertising environment in all advertising spaces, including physical, audio and digital spaces, and manage the advertising program in a manner that will ensure that advertising: (1) does not discourage the use of or disrupt the operation of the transit system, (2) does not diminish the Authority's reputation in the community or the goodwill of its passengers, (3) does not express an opinion, that might be attributed to the Authority, regarding political, religious or other issues that are the subject of public debate, (4) protects passengers, bystanders, employees, vehicles, facilities, and other equipment from physical harm, (5) aids the Authority in retaining current and building new transit ridership, and (6) is consistent with its Mission.

(c) The Authority's advertising space is a non-public forum, which means that it has not been traditionally open to speech and debate in the same manner as public parks and city streets have been.

(d) The Authority will permit the following types of advertising: (1) commercial advertising; (2) advertising related to the Authority's transit operations; (3) paid or unpaid public service announcements and (4) paid political advertising.

(e) The Authority will not permit the following types of advertising: (1) advertising that contains material that discriminates on the basis of race, color, marital status, sexual orientation, religion, national origin, ancestry, age, sex, gender identity, disability, medical condition, or military status; (2) alcohol, marijuana, tobacco products and related products and services; (3) profanity; (4) violence; (5) unlawful goods, services or conduct; (6) sexual activity, products or sexually-oriented services; (7) firearms; (8) gambling; (9) unauthorized endorsements; (10) false, misleading, libelous or deceptive advertising; (11) copyright infringements, trademark violations or otherwise unlawful advertising; (12) advertising tending to impede transit safety or disrupt traffic; (13) unclear identification of the advertiser; and (14) unpaid advertising.

Attachment A to Resolution

(f) The Authority will determine the interior and exterior spaces that will serve as appropriate locations for all advertising. The Authority reserves the right to modify, change, or alter the locations and sizes of the available advertisement spaces. The placement and size of any advertisement shall be at the sole discretion of the Authority.

(g) The Authority may, at the sole discretion of the General Manager, Chief Executive Officer, cause to be removed any advertising that does not conform to this Policy.

(h) The General Manager, Chief Executive Officer is authorized to issue and amend procedures to implement this policy without further approval of the Board of Trustees.



TITLE/DESCRIPTION: ENACTING CHAPTER 1210 OF THE CODIFIED RULES AND REGULATIONS OF THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY	Resolution No.: 2023-44
	Date: June 22, 2023
	Initiator: Administration & External Affairs
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other _____	

- 1.0 PURPOSE/SCOPE: This resolution will enact Chapter 1210 of the Codified Rules and Regulations (“Code Book”) of the Greater Cleveland Regional Transit Authority (“Authority”).
- 2.0 DESCRIPTION/JUSTIFICATION: The Policies and Procedures of the Board of Trustees were codified in 1989, pursuant to Resolution 1989-176.

In accordance with the Authority’s mission of “Connecting the Community” and a desire to present a more community-oriented image to the public, the Authority needs to adopt an advertising policy that provides guidance for the types of advertising permitted on Authority property. The proposed policy encourages a safe and welcoming environment for passengers and members of the community, and it provides guidelines for managing advertising on Authority property. It also authorizes the General Manager, Chief Executive Officer to adopt administrative procedures to implement this policy.
- 3.0 PROCUREMENT BACKGROUND: Does not apply.
- 4.0 AFFIRMATIVE ACTION/DBE BACKGROUND: Does not apply.
- 5.0 POLICY IMPACT: Adoption of the resolution will create an advertising policy that is consistent with the Authority’s mission, brand and public image that the Authority intends to present.
- 6.0 ECONOMIC IMPACT: Does not apply.
- 7.0 ALTERNATIVES: Not adopting this resolution. Not adopting this resolution would leave the Authority without an advertising policy to provide guidance for managing advertising on Authority property.
- 8.0 RECOMMENDATION: This resolution was discussed at the June 6, 2023 Committee of the Whole meeting and recommended for consideration by the full Board of Trustees. It is recommended that this resolution be adopted.
- 9.0 ATTACHMENTS: None.

Recommended and certified as appropriate to the availability of funds, legal form and conformance with the Procurement requirements.


General Manager, Chief Executive Officer