

## **Purpose**

Nashville Metropolitan Transit Authority (Nashville MTA), the Davidson County operating body of WeGo Public Transit, through this Advertising Policy intends to establish uniform, viewpoint-neutral standards for the display of advertising. In setting its advertising standards, the Nashville MTA seeks to fulfill the following goals and objectives:

- (a) maximization of revenue generated by advertising;
- (b) maximization of revenue generated by attracting, maintaining, and increasing ridership;
- (c) maintaining the safe and orderly operation of the Nashville MTA;
- (d) maintaining a safe and welcoming environment for all Nashville MTA passengers, including minors who travel on or come in contact with the Nashville MTA system;
- (e) avoiding the identification of the Nashville MTA with advertisements or the viewpoints of the advertisers; and,
- (f) providing advertising consistent with the WeGo Public Transit brand; and,
- (g) expanding the creation of strategic partnerships with both business and non-profit partners.

Nashville MTA reserves the right, from time to time, to suspend, modify or revoke the application of any or all of these provisions as it deems necessary to comply with legal mandates, to accommodate its primary transportation function and to fulfill the goals and objectives referred to herein. All the provisions of this Advertising Policy shall be deemed severable.

## **Nashville MTA Operations and Promotions**

Nashville MTA has the unqualified right to display, on or in its equipment and facilities, advertisements and notices that pertain to Nashville MTA operations and promotions.

## **Advertising Standards**

Nashville MTA intends that its equipment and facilities constitute nonpublic forums that are subject to the viewpoint-neutral restrictions set forth below. Certain forms of paid and unpaid advertising will not be permitted for placement or display on or in Nashville MTA equipment and facilities.

Nashville MTA shall not display or maintain any advertisement that falls within one or more of the following categories.



1. It shall be the policy of the Nashville MTA to prohibit all public-issue advertisements that tend to promote or inhibit the promotion of causes and beliefs; that in furtherance of this policy, all advertisements shall be limited to public announcements and advertising related to the advantage of a product, business or service.
2. NO political or political campaign advertisements are allowed.
3. NO tobacco advertisements are allowed. Alcohol products are accepted with the provision that each sale of exterior advertising be sold as a package with an accompanying message regarding its proper use.
4. Up to 10% of advertising may be made available by the Nashville MTA, in its discretion, for Public Service Announcements (PSA's). PSA's are defined as an announcement or advertisement by a not-for-profit organization or government agency which explains a public service provided or announces an upcoming event which aids the community. It also includes an announcement or advertisement by a for-profit organization which explains a service provided for the benefit of the community or announces an upcoming event which aids the community.
5. Nashville MTA reserves the right to disapprove of any advertising that is false, misleading, deceptive, and/or offensive to the moral standard of the community, or contrary to the best interests of the Transit Authority. All proposed advertisements and PSA's must be submitted to the Nashville MTA for approval. Such submission shall be in finalized form (with copy and images complete).