

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

Regulation Number: AR-1034

Computer Title: Arts

Effective Date: August 10, 2012

Pages: 3

TITLE: MOBLE MUSE POLICY AND REGULATIONS

Procedure History

NEW POLICY	SUMMARY OF POLICY	APPROVED
8/10/12	Advertising Policy amended to include Mobile Muse Program.	L.R.
3/22/13	Mobile Muse Program (removed from Advertising Policy) renumbered and restated herein.	D.D.

I. POLICY

- 1.01 Santa Cruz METRO has determined that the Mobile Muse Program, as described herein, will enhance its transit passengers' riding enjoyment and as a result will increase its transit ridership. Santa Cruz METRO does not intend to create a public forum for purposes of communication through this Program but rather to make use of property held by it in a proprietary capacity in order to maintain and increase its ridership.

II. APPLICABILITY

- 2.01 This procedure is applicable to all District employees and all independent contractors who contract with Santa Cruz METRO, for the placement of poetry inside of Santa Cruz Metro's buses and facilities.

III. MOBILE MUSE PROGRAM

- 3.01 Santa Cruz METRO has determined that the Mobile Muse Program, in the selection of the poetry for display, must meet the following criteria: 1.) promote an appearance of neutrality on political, religious, and controversial public matters and issues; 2.) enhance public safety; 3.) not offend Santa Cruz METRO's ridership and potential ridership; 4.) not promote illegal activities; 5.) recognize that the riders who will read the poetry are a "captive audience"; 6.) not cause a

reduction in income earned by Santa Cruz METRO's commercial advertising program; 7.) avoid poetry which is unsuitable for exposure to children or persons with immature judgment; 8.) not promote tobacco products, alcoholic beverages, sexually explicit or suggestive material, obscene material, weapons or their use, imminent lawlessness and violence; 9.) and not include language that is derogatory, or defamatory to any person or group because of race, color, national origin, ethnicity, religion, sex, gender, sexual preference, veteran's status or disability.

3.02 The Mobile Muse Program will consist of poems selected by the County of Santa Cruz Arts Commission Selection Panel for display inside Santa Cruz METRO buses. The County of Santa Cruz Arts Commission (Arts Commission) is responsible to facilitate the Santa Cruz METRO Mobile Muse Program. The Arts Commission will perform the following tasks:

- a. Establish a Panel that meets as needed to select poems for display inside Santa Cruz METRO buses based on Santa Cruz METRO criteria and any other compatible criteria required by the Arts Commission;
- b. Ensure that the Selection Panel consists of five voting members: a poet (past or present Santa Cruz County Poet Laureate or other poet designated by the Arts Commission), a Santa Cruz County Arts Commissioner, a public community member selected by the Arts Commission, a Santa Cruz METRO representative selected by the Santa Cruz METRO Board of Directors and a community member who is also a bus rider selected by the Santa Cruz METRO Board of Directors;
- c. Ensure that significant portions of the poems selected for display are in Spanish;
- d. Obtain funding for the printing of the selected poetry on 11" x 17", 120 pound coated cover stock, using 12 point, C1S or equivalent as determined by Santa Cruz METRO staff; no funding will be required from Santa Cruz METRO for printing.
- e. Utilize the Permission and Waiver Certificate (certificate) which has been approved for use by Santa Cruz METRO and the County of Santa Cruz for the Mobile Muse Program. Obtain a completed certificate from each poet whose poem(s) are displayed inside Santa Cruz METRO's buses.
- f. Provide Santa Cruz METRO's Administrative Services Coordinator, located at Santa Cruz METRO's Administrative Offices, 110 Vernon Street, Santa Cruz, CA 95060, with the completed certificates and the corresponding completed posters for display;
- g. Ensure that each poster has a removal date that is known by Santa Cruz METRO staff; and
- h. Pick up used posters when notified by Santa Cruz METRO's Administrative Services Coordinator.

- 3.03 Santa Cruz METRO's Administrative Services Coordinator will accept poetry posters for display on the inside of Santa Cruz METRO's buses along with the corresponding completed certificates. If the certificates are in order, the posters are on the required coated card stock with the removal dates properly displayed, and the poetry meets the Santa Cruz METRO criteria, the Administrative Services Coordinator will arrange for the transfer of the posters to the Santa Cruz METRO Maintenance staff who will, within 21 days of receipt, display the posters on vacant spaces inside the buses. The poetry posters will be removed by the Santa Cruz Maintenance staff upon the removal date, a valid infringement claim, or if they become torn or disfigured for display purposes. After removal, the Santa Cruz Maintenance staff will return the posters to the Administrative Services Coordinator who will contact the County of Santa Cruz for pick-up. Santa Cruz METRO will not be responsible for any out of pocket expenses for the implementation of this Program except staff costs required to review certificates and placards prior to posting and to post and remove the placards from the buses.