

**Cedar Hill Independent School District
BOARD OF TRUSTEES**

Meeting Date: September 14, 2009
Presented by: Mr. Horace Williams, Superintendent of Schools
Subject: Advertising on Dallas County School Buses

Information Item

BOARD GOAL:

Build the fund balance to be 25% of the General Fund budget.
This agenda item addresses the possibility of using advertising revenue to reduce annual transportation expenses.

BACKGROUND INFORMATION:

Dallas County Schools Transportation has been approached by Alpha Media of Houston with a proposal to sell advertising space on school buses. Such ads are permitted by Texas law. They would be placed on the exterior above and below the windows toward the rear of the bus. Each ad would be in keeping with the values of the district and would remain compliant with Texas law and district policy. The proposed agreement would also allow for up to fifty PSA's (Public Service Announcements) for the districts served by Dallas County. That might include advertising for school activities, student organization activities and event announcements. The cost of printing / installing the PSA's would be covered by Alpha Media.

The proposal includes the possibility of additional revenues which would be secured by permitting interior bus ads targeted more directly toward students. These ads typically promote healthy lifestyle choices and wellness.

Preliminary estimates indicate exterior ad sales revenue to be \$720,000 in the first year and \$1,050,000 in the second year. That revenue would be shared by participating districts in the form of a reduction to each district's annual operating expenses for bus transportation.

RECOMMENDATION:

The Dallas County Schools Board of Trustees will consider the Alpha Media proposal at its October meeting. The DCS Administration is seeking input from its nine participating districts in advance of that meeting. The CHISD Administration anticipates advising DCS of its general approval of the concept.

BOARD ACTION REQUIRED:

No formal action required.

POLICY AUTHORIZATION:

GR(Legal) – Relations with Government Entities

CONTACT PERSON:

L. Kim Lewis, Chief Operating Officer

FUNDING SOURCE:

There would be no expense to CHISD under the Alpha Media proposal. The benefit to CHISD in the form of reduced transportation expenses would inure to the General Operating Fund, Function 34

ENCLOSURES:

N/A