



POLICIES, PRACTICES AND PROCEDURES MANUAL

**CHAPTER ~~3X~~:
COMMUNICATIONS, PUBLIC RELATIONS, AND
GOVERNMENT AFFAIRS**

This unified policy establishes consistent procedures and standards governing all external and internal communications for the Napa Valley Transportation Authority (NMTA), including public relations, government affairs, media interactions, social media engagement, advertising, and agenda management.

The purpose of this policy is to ensure transparent, accurate, and accessible information is provided to the public, stakeholders, and partner agencies, while complying with all applicable laws and regulations, including the Ralph M. Brown Act, the California Public Records Act (PRA), Title VI of the Civil Rights Act, and Environmental Justice requirements.

Board of Directors Approval Date: December 17, 2025

Amendment Approval Date:

**~~NMTA~~CTPA
POLICIES, ~~PAR~~ACTICES, AND PROCEDURES MANUAL**

PUBLIC RELATIONS & GOVERNMENT AFFAIRS

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POLITICAL ADVERTISEMENT

CHAPTER 1 SECTION 1 AGENDA ITEM PREPARATION

Section 1.1. Purpose

The purpose of this policy and the following procedures is to ensure that members of the Board of Directors, Committee members, stakeholders and Staff are provided with necessary information, sufficiently prior to meetings, to permit the adequate study and preparation needed to allow for making informed decisions.

Section 1.2. Persons Affected

All management, supervisory and administrative employees.

Section 1.3. Definitions

For the purposes of these rules the following definitions shall apply:

Agenda: Refers to the listing of agenda subject items (titles) conferred upon by the Board Chair, Executive Director, General Counsel, and Board Secretary and approved by the Board Chair.

Board: Refers to the Board of Directors.

Committee: Refers to a Standing Committee of the Board of Directors

Agenda LetterMemo: Refers to a report prepared to address an agenda item.

Meeting: Refers to a Regular Meeting of the Board of Directors and/or Committee

Affected Department: Refers to departments which have specific areas of expertise which warrant ~~there~~their review and comment.

Originating Department: Refers to the department with the overall responsibility to plan, organize, prepare and present an Agenda LetterMemo.

Section 1.4. Agenda LettersMemo

The Agenda Letter-Memo template is available on the Shared Drive (H Drive), at: BROKEN LINK

H:\NCTPA\0100_Templates and Forms\07_Agenda, Board, Committee Related\2015 Agenda Letter Templates - Granicus Versions

1.4.1 Types of Agenda LettersMemos

Each item presented by staff on a Board or Committee agenda shall be supported by a letter-memo prepared by the originating staff member, in consultation with all affected departments, and approved by the Executive Director.

- (1) **Information Items:** Are informational in nature and require no action. ~~of they~~These items may be presented for discussion, may be updates on specific items requested by the Board/~~Committee~~Committee, and if necessary may be forwarded by a Committee to the Board

~~recommending action forwarded to the Board by a committee for consideration.~~

- (2) **Action Items (Recommended Motion):** Require discussion and/or action. All proposed action items shall be reviewed by the appropriate Committee (if applicable) first and then forwarded to the Board of Directors for action at a proceeding meeting.

1.4.2 Preparation Guidelines

- (1) **Subject:** Be specific but brief. This is the first thing the public looks for in trying to identify items of interest on the agenda. Use key phrases, be consistent and spell out any ~~and~~ acronyms. Maintain cConsistency in referring to ~~a~~ specific programs or projects by the same title each time ~~is comes to the Board is very important it is presented in a Memo to the Board~~, i.e. Transportation Fund for Clean Air (TFCA). This section should be typed in title-case (non-bold) format. Subject typically should not include an action word, i.e. Approval of, Authorization for etc.
- (2) **Recommendation:** The action(s) requested in this section require careful wording to ensure that the Board takes the action being sought. If you fail to ask the Board to take all necessary actions, you will have to return another time. Pursuant to the Brown Act, the Board cannot act on items not listed on the agenda. If multiple actions are being requested, it is helpful to list them or bullet them in the recommendation. If there is a fiscal impact related to the item, the dollar amount should be listed as part of the Recommendation. The sentence typically begins with "That the Napa ~~County Transportation and Planning Agency Valley~~ Transportation Authority (NCTPANVTA) Board approve.....".
- (3) **Committee Recommendation:** This section contains the recommendation from the appropriate Committee, if applicable, otherwise state "None". Note: this section is ~~omitted on committee agenda letters for Board agenda M~~ emos only.
- (4) **Executive Summary:** This section contains a concise summary covering all critical elements of ~~is~~ the issue. It is a brief summary of why this action needs to occur and provides a general overview of related details. ~~It gives the reader critical information and thus comprehension of the report should be easier and less time consuming. It should also assist the author of the Board Letter in ensuring the format and information are presented orderly and complete.~~
- ~~(5) **Procedural Requirements:** This section contains the procedural language associated the Agenda Letter. Note: this section is omitted on committee agenda letters.~~
- ~~(6)~~(5) **Fiscal Impact:** This section should detail the amount of funds that are available for, required for, or assigned for a particular purpose and where the funds are coming the source of funding from if not already budgeted; what the immediate and long-term impacts are on the budget; and ~~what~~ the consequences ~~are~~, if any, ~~on if~~ the action is not

~~being~~ approved. If there is no fiscal impact to your item, you must note that there is no fiscal impact.

~~(7)~~**(6) CEQA Requirements (Environmental Impact):** Any environmental impact is thoroughly explained here. Note: this section is ~~omitted on committee agenda letters for~~ Board Agenda Memos only.

~~(7)~~ **Background and Discussion:** This section is a detailed outline and ~~discussion background~~ of the ~~issue~~ proposed item. In this section, you are building the case ~~et~~ to support the recommended action, providing the ~~reasons purpose of the for your~~ request. The history of the item should be covered, including all previous actions taken by other Committees and their ~~issues concerns~~ and recommendations. ~~Also included in t~~The history should ~~also include any~~ prior agreement or contract information, previous applicable resolutions or ordinances, etc. If the Board took previous action on the item, historical background should be presented, ~~with the most recent being documented first beginning with the most recent~~. This ~~B~~background should include the impacts of the previous actions. This section should also cover ~~a~~ discussion of policy impacts of new precedents.

~~This is the area where questions from the public and the Board should be anticipated and answered. Exhibits or attachments should be thoroughly explained in the section (they will be and itemized out in the "ATTACHMENT(S)" section of the Board LetterMemo).~~

(8) **Alternatives:** This section states ~~include~~ the consequences ~~of non-approval for if~~ the Board or Committee does not approve the recommended action. The ~~alternative~~ options available for consideration should ~~also be outlined~~ be noted, and why the ~~option being staff~~ recommendation ~~ated~~ is preferred ~~from staff's point of view the most suitable action~~.

~~This is the area where questions from the public and the Board should be anticipated and answered. Exhibits or attachments should be thoroughly explained in the section (they will be itemized out in the Supporting Document section if the Board Letter).~~

(9) **Supporting Document Attachments:** All supporting documents including ~~but not limited to~~ resolutions, ~~proposed contracts, agreements, ordinances,~~ ~~and other associated~~ any documentation ~~needs must to~~ be itemized ~~out~~ in this section. Identification is done through a numbering sequence of (1), (2), (3), etc. ~~with keeping~~ the title of each the exact same as what is contained on the associated ~~document~~. ~~Each separate attachment must have its own header located on the top right corner of its first page. The header includes associated attachment number, agenda item number and date of meeting.~~

Section 1.5. Agenda ~~Letter Memo~~ Development

The following guidelines shall be followed for the development and submission of Agenda ~~Letters Memos~~. All ~~Memos letters~~ shall be submitted to the Board Secretary

(for Board of Directors agendas) or the appropriate Administrative ~~Technician~~ staff member (for Committee agendas) electronically, for final approval by the Executive Director.

1.5.1 Interdepartmental Communication

Communication between report authors and all departments affected by the subject of the report is the first step in developing an Agenda ~~Memo~~ Letter. Early communication will assist the author in gathering a ~~wider-broad~~ picture, versus a department picture, of the subject. Ideally, this communication should begin before reports are drafted.

1.5.2 Routing and Approval Process

- (1) **Departmental Review:** Report authors shall submit first drafts of Agenda ~~Letters-Memos~~ to their respective manager, if applicable. The Management Staff member shall forward the Agenda ~~Letter-Memo~~ to the affected departments (~~i.e. e.g.~~ planning, finance, or transit) prior to submission to the Board Secretary or Administrative staff member, if applicable ~~Technician~~. Each Management ~~s~~Staff member shall review and revise reports to ensure that the affected department's input has been incorporated, the contents of the report are accurate and concise, and the report meets the general expectations outlined in the Agenda ~~Letter-Memo~~ Preparation Guidelines as described in Section 1.4.2.
- (2) **Finance Department Review:** Prior to submission to the Board Secretary, the Finance Department shall review and approve all Budgetary/Fiscal Impact statements. Finance Department review is only required for reports with a Recommended Motion that has an impact of the budget. Informational items do not need Finance Department review. In all cases, Managers are required to carefully review the Fiscal Impact Statement for completeness as part of the overall review of the report prior to submitting it for final approval.
- (3) **Legal Review:** Once the final report is approved by the Executive Director, the Board Secretary will forward to Legal Counsel for review and approval, all documents which are legal in nature including, but not limited to: resolutions, public hearing notices, environmental documents and contract. Depending on the nature of the agenda item, the memo author and/or respective manager may need advanced direction from Legal Counsel during the report drafting process.

1.5.3 Deadlines

Final Agenda reports, complete with attachments, must be submitted to the Board Secretary or Administrative ~~Technician~~ staff member no later than 5:00 p.m. 20 days prior to the scheduled meeting. Agenda Packets will be distributed to the appropriate Board/Committee members seven (7) days in advance of the meeting. The Board Secretary will develop and distribute to staff, an annual Board ~~Agenda Letter~~ Deadline calendar for reference. Deadlines are subject to change to better serve the needs of the Agency.

1.5.4 Supporting Documents (Attachments)

- (1) All attachments to reports must be listed on the Agenda ~~Letter- Memo~~ under the “~~Supporting Documents~~ATTACHMENT(S)” section and must be labeled accordingly with the attachment number, Agenda Item number and meeting date noted in the upper right hand corner of the document Header (align text right, using 10pt Ariel Bold font) as shown in the sample provided below. ~~Do not use a label maker or printed labels; please L~~label documents electronically.

Attachment X
NCTPA-NVTA Board Agenda Item X.X
Date

- (2) Attachments on legal sized paper, or larger that fold up or fold out require extra time to print and assemble manually. Unless the use of large sized paper is ~~absolutely essential~~essential to the presentation, please use standard letter size paper, 8.5 x11.-
- (3) Attachments must be saved as a PDF file to prepare for electronic insertion to the Board packet. If the supporting documentation originates in another format, such as Excel, Word, JPEG or otherwise, the author of the Agenda ~~Letter~~Memo must save it as a PDF and reformat to ensure clear legibility of the information.

1.5.5 Special Instructions

- (1) Color documents are acceptable for electronic Agenda packet distribution.- Color documents will not be provided in printed Agenda packets unless otherwise specified. When requested, color documents will be included in the meeting handout packet and provided to the Board of Directors at the meeting.
- (2) Watermarks: Watermarks should be light enough as to not obscure the text of the document after it is photocopied or printed. In lieu of using watermarks, words like “Draft”, “Sample”, “Copy”, “Confidential”, etc. be noted in the upper right hand corner of the document under the Agenda Item number header.

1.5.6 Certified Documents

Requests for certified documents, including the number of copies requested and the date needed must be provided to the Board Secretary at least one day prior to the Board of Directors meeting.

Certified documents, i.e. resolutions, letters, etc., which require immediate filing with a funding entity, for example, must be prepared for signature by the Board Secretary and presented to the Board Chairperson and Legal Counsel upon conclusion of the Board of Director’s meeting in which the item was considered and approved. Upon full execution of the document by the Board Secretary, the necessary certified copies will then be prepared and forwarded to the requesting department the next day.

Section 1.6. Guidelines for Development of Public Hearing Notices

The following guidelines shall be followed for the development and submission of Public Hearing Notices.

1.6.1 Scheduling

As soon as a department determines the need to schedule a public hearing, it should give notice to the Board Secretary to place the matter on the appropriate Board agenda(s). Action by the Board to set a public hearing should take place no less than 30 days ~~prior to~~before the proposed date of the hearing unless more notices is required by law. In addition, Legal Counsel shall review the Agenda ~~Letter-Memo~~ once it has been reviewed and approved by the Executive Director.

1.6.2 Development of Legal Notices

The process for the development of the legal notice is as follows:

Activity	Responsible Department
Routing draft notice to Board Secretary, Executive Director and Legal Counsel	Initiating Department
Review meeting date, time, location and interpreter information	Board Secretary
Project description, proposal	Initiating Department
Overall review of content	Legal Counsel
Incorporating ng of all changes into final document	Initiating Department
Review and sign-off on of the finalized legal notice	Executive Director
Translation/Publication of Legal Notice	Administrative Tech Staff member/Office Coordinator

1.6.3 Publication Information

The Administrative ~~Technician~~ Staff member (Office Coordinator) is to provide the Board Secretary with the publication date(s) and a list of the publications the notice appeared in as soon as this information is available.

1.6.4 Affidavit of Publication

The Board Secretary is to receive a copy of all affidavits associated with the publication of public hearing notices for incorporation into the record of the meeting.

SECTION 2 MEETINGS AND PUBLIC HEARINGS

Section 1.7. Section 2.1. Purpose

These procedures set forth guidance to Agency employees regarding meeting and Public Hearing Notices compliance.

Section 1.8. Section 2.2. Brown Act Requirements/Notices

2.2.1 Scheduled Meetings

Government Code Sections 54954.1 & 54954.2 of the Ralph M. Brown Act (Brown Act) state that meeting Agendas and packets must be posted, mailed distributed (either by email or mail), and made available for public access at least 72 hours before a regularly scheduled meeting. Administrative staff is responsible for Agenda/Meeting packet distribution and timely posting in accordance with the Brown Act of the meetings for which they are responsible.

Agendas are to be posted at a location freely accessible to members of the public at the NVTCTPA offices, 625 Burnell Street, Napa, CA. If a meeting is held at additional or alternative location, it is required for the agenda to be posted at the site in the same manner, and at the site if the meeting is held in a location other than the NCTPA Offices.

Agendas and meeting packets are also posted to the Agency's website. This process is generally facilitated by ~~the~~ Administrative ~~Technician staff~~ but can be accomplished by the Board Secretary and Manager of Finance or respective manager to meet for Brown Act compliance.

2.2.2 Changes to Agendas

When changes or additions to a previously distributed meeting agenda occur, the Agency is obligated to post and make available on its website the revised agenda at least 72 hours before the regularly scheduled meeting.

2.2.3 Special Meetings and Emergency Meetings

Special meetings and Emergency meetings are noticed as per Sections 54956 and 54956.5 of the Brown Act, which requires that written notice be delivered to each member of the legislative body (and to each local newspaper of general circulation requesting written notice) at least 24 hours before the time of the meeting specified in the notice.

2.2.4 Public Hearings

Periodically, the Agency must hold a public hearing and provide proper notice to the public. Notice of the time and place of a public hearing shall be published in the local newspaper (and made available for public inspection) prior to the day of the hearing and in accordance with state or local law requirements.

After publication of the newspaper ad, the original is clipped and retained or original copy with affidavit is placed in the Board Secretary's file for recordkeeping. Three copies are made and distributed as follows:

- One copy to the file

- One copy to Accounts Payable
- One copy retained for the Agency's Auditors

~~Section 1.9.~~Section 2.3. Agenda Preparation and Packet Distribution

Government Code Sections 54954.1 & 54954.2 (Per the Ralph M. Brown Act) state that meeting agendas and packets must be posted, emailed and/or mailed, and made available at least 72 hours before a regular meeting.

The process begins with the preparation of the Agenda as outlined in Chapter 1, and includes assembly of supporting documentation, scanning-review of the agenda and packet material, posting of the agenda, and distribution in the form requested by interested parties.

2.3.1 ~~NCTPA-NVTA~~ and ~~NVTA-TA~~ Board of Directors

The ~~Program Manager Human Resources & Administration~~Board Secretary is responsible for developing the ~~NCTPA/NVTA and NVTA-TA~~ Board Agendas and posting to the ~~designated software~~Granicus pPlatform and completing the agenda mail-out, if applicable.

Preliminary draft copies are distributed to the Executive Director for review and input. The Executive Director will review subsequent draft copies, and approve the finalized Agency-Board agenda.

The ~~Program Manager Human Resources & Administration~~Board Secretary will email any Board Report/Resolution/Contracts/etc (for the Agency meeting) needing legal review to legal counsel.

2.3.2 Technical Advisory Committee (TAC)

The ~~Program Manager — Planner~~Manager of Planning and Programming is responsible for development ofing the TAC agenda. The Administrative Assistant is responsible for posting the TAC agenda to the website, Granicus-Platformsoftware platform and completing the agenda mail-out, if applicable.

2.3.3 Paratransit Coordinating Council (PCC)

The ~~Manager-Director of Public~~ Transit or designated manager is responsible for ~~the~~ development of the PCC agenda. The Administrative Assistant is responsible for posting the PCC agenda to the website, Granicus-Psoftware platform and completing the agenda mail-out, if applicable.

Note that PCC agenda type is a large, clear font which is compatible with the needs of its target audience.

2.3.4 ~~VINE Consumer~~Community Advisory Committee (~~V~~CAC)

The Manager of ~~Public Transit~~Planning and Programming is responsible for development of the ~~V~~CAC agenda. The Administrative Assistant is responsible for posting the ~~VCAV-CAC~~ agenda to the website, Granicus-Platformsoftware platform and completing the agenda mail-out, if applicable.

2.3.5 Active Transportation Advisory Committee (ATAC)

The ~~Program Manager — Planning~~Manager of Planning and Programming is responsible for development of the ATAC agenda. The Administrative Assistant is

responsible for posting the ATAC agenda to the website, Granicus Platform software platform and completing the agenda mail-out, if applicable.

Section 1.10. Section 2.4. Meetings

All meetings of the legislative body are open and public, as per Section 54953 of the Brown Act. Scheduled meetings are held in the Agency's Conference Board Room unless otherwise specified in the public notice.

In advance of all meetings, administrative staff ensures that ample supplies of public comment forms are available by placing them on the credenza which is located near the Conference Room entrance near the entrance of the meeting door. Meeting Sign-In and Speaker Form templates may be located on the Agency's shared H drive, at: H:\NCTPA\1400 Agendas & Resolutions\Board - NCTPA\Board Info\Data\Forms

2.4.1 Meeting Reminders

Administrative Technician or Assistant (Office Coordinator) is responsible for reminding Board/Committee Members of scheduled meetings, in an effort to ensure that a quorum is present. These reminder telephone calls, emails or messages are to be placed no less than two days before the scheduled meeting. Board/Committee Members are reminded of the meeting date and time, and asked to contact their alternates and NCTPA-NVTA Administrative Technician (Office Coordinator) or Assistant member if they are unable to attend. It is assumed that Board/Committee Members will attend scheduled meetings, unless NCTPA-NVTA has been notified. Therefore, no follow-up calls (for voice messages left) are necessary.

When advised by a Board/Committee Member that they are unable to attend and that arrangements have been made for an alternate, the Administrative Technician or Assistant (Office Coordinator) should place the a reminder call to the designated alternate who will be attending the meeting in the Board Member's absence.

Administrative Technician or Assistant (Office Coordinator) must will communicate anticipated meeting attendance status to the appropriate Management staff person and Board/Committee Chair in advance of the scheduled meeting.

2.4.2 Meetings-General Checklist

2.4.2.1 Before the Meeting:

1. Meeting handouts are labeled in upper right-hand corner with the meeting date, "Handout", and corresponding Agenda item number. Copies of the handouts are printed and brought to the Committee meeting by the presenter of the agenda item. When possible, meeting handouts for Board meetings should be provided to the Board Secretary in advance, for appropriate distribution. 25 cCopies of each handout are made. Scan meeting handouts for inclusion in electronic (PDF) copy of agenda packet.
2. Arrange conferenceBoard room. (Name plates, tables, and chairs per seating diagrams). Place handouts in Agenda-item order at each Board Member/attendee's place at the meeting tables).
3. For prospective interested public attendees, place 6-8 Agenda packets (made previously) and a small supply of any meeting handouts on the

- ~~credenza, which is a table~~ situated near the entrance to the ~~conference Board~~ room.
4. Check battery life and available space on recorder, if applicable.
 5. Turn on ~~Conference Board~~ Room microphones, ~~and~~ speaker monitors and/or necessary technical equipment to operate the public meeting.
 6. Note for chairs ~~are to be~~ removed near the entrance ~~of~~ the public seating area to facilitate convenient wheelchair access to both meeting tables and accommodate wheelchair "audience" seating.
 - ~~7.~~ For NCTPA/NVTA Board meetings, prepare ~~coffee using the large (60 cup) coffee maker~~ and water carafes. Have available in the ~~conference Board~~ room, tea bags, sugar, napkins, coffee and drink cups.
 - ~~7-8.~~ For Committee Meetings provide water, cups, and other designated refreshments as needed.
 - ~~8.~~ Place signs on the Front door directing attendees to use the back door to the Conference Board Room.
 9. Update Guest Sign-In with meeting date, and post on clipboard.
 - ~~10.~~ Have available a supply of Speaker Forms.
 - ~~11-10.~~ For evening meetings, unlock back doors from parking lot to ~~Conference Board~~ Room approximately 30 minutes before meeting start time.

2.4.2.2 After the Meeting:

1. Obtain Chair's and Legal Counsel's signature as needed on documents.
2. Remove dishes, papers, and name plates from the ~~Conference Board~~ Room.
3. ~~Take signs off of fFront door~~ Put away microphones or other equipment and turn off monitors/recording devices/camera/etc.
- ~~4.~~ Turn out lights (if last to leave).
- ~~4-5.~~ Ensure the doors are locked to the Board room and from the lobby to outside if manually unlocked

2.4.3 Meeting Sign-In/Registration

The Administrative Technician or Assistant (~~Office Coordinator~~) will affix a meeting sign-in sheet to the clipboard in the ~~central lobby~~ entrance area to the ~~Board Rconference~~ room, for (public) meeting registration. Section 54953.3 of the Brown Act states that registration is optional, and that the meeting Sign-In form must clearly indicate that meeting attendance is not conditioned upon signing the attendance sheet. Meeting Sign-In templates may be accessed on the Agency's shared H drive, at: H:\NCTPA\1400 Agendas & Resolutions\Board - NCTPA\Board Info\Data\Forms

2.4.4 Public Comment

Members of the public wishing to address the legislative body (see Brown Act, Section 54954.3) should complete a Speaker Form in advance of the meeting, and give it to a Board Secretary or Committee Staff person (as indicated on the Speaker Form). The Board Secretary/Committee Staff will promptly forward the completed Speaker

Form(s) to the meeting Chair. Speaker Forms may be accessed on the shared drive, at: H:\NCTPA\1400_Agendas & Resolutions\Board - NCTPA\Board Info\Data\Forms

2.4.5 Meeting Handouts

Any change or addition to the meeting packet relating to a scheduled agenda item (from the time of distribution/posting on the website) must be distributed at the meeting as a "handout". This may include new material received, changes/corrections to Board or Committee Letters or supporting documentation, or other helpful, supplemental information. Outlined below are the procedures that Administrative staff will follow for the handling of handouts for their respective meetings:

2.4.6 Labeling Handouts

Prior to copying, any "original" handouts must be labeled as such in the upper, right-hand corner with meeting date and agenda item number(s).

2.4.7 Distributing Handouts

Handouts are placed near each Board/Committee Member's position at the ~~Conference Board~~ Room table, arranged in agenda item number order to correspond with the sequence in which they will be referred to during the meeting. A small supply of each handout (for interested members of the public) is placed on the credenza ~~which is~~ located near the entrance to the ~~Conference Board~~ Room (which also contains 6-8 copies of the Agenda/meeting packet, also for members of the public).

2.4.8 Scanning Handouts

Handouts must be scanned for incorporation into the PDF copy of the agenda/meeting packet. Within the PDF file, meeting handouts should be arranged to the rear of the agenda/meeting packet.

2.4.9 Filing Handouts

"Original" handouts must be filed in front of the original meeting packet in the master files.

~~Section 1.11.~~Section 2.5. Minutes

All Agency meetings are ~~currently recorded on the Sony IC Recorder; however, eventually they will be recorded on the Granicus Platform~~recorded and available to access either by video and/or sound, depending on the state of the available recording options. The meeting recordings are used as a tool by staff for developing preliminary draft minutes. Once the written minutes are adopted, they are considered the official record of the meetings. Meeting minutes are saved in the shared H drive and posted for public access to view on the Agency website and within the software platform, Granicus.

2.5.1 General Minutes Guidelines

Font Type/Size Arial, 12 point

Board or Committee Member Names: Member names, (and sometimes staff and certain text) will be *italicized* in the minutes, depending on the preferences/direction of responsible Management staff.

Tense: Minutes of meetings are written in reported speech, in simple past (did), past perfect (had done), and future-in-the-past (would do) tense.

Motions: Motions are noted as being moved and seconded, in the following format:

MOTION MOVED by (MEMBER LAST NAME) SECONDED by (MEMBER LAST NAME) to APPROVE (insert approval recommendation language here). **Motion Passed 00-00 (00-00 represents vote to approve – vote to not approve).**

Resolutions: Resolutions should be noted as being approved.

Contracts/Agreements: Contracts/Agreements should also be noted as being approved.

Votes: Votes taken will be reflected in the minutes by noting the names of those casting "No" votes or abstaining, in cases where the vote is not unanimous.

Items Scheduled for Discussion Only (no vote): When items are not scheduled for a vote but are discussed, minutes should indicate "Information Only" in the "Action" section following the agenda "blurb".

SECTION 34 - COMMUNICATIONS AND PUBLIC AFFAIRS

3. SUMMARY/PURPOSE

The purpose of this policy is to ensure consistency in communicating to the public and to ensure information is received and understood. Additional policies about Board and Committee Agenda Preparation and Meeting Procedure Guidelines section of the NVTA Policies and Procedure Manual. As a public agency, the NVTA has an obligation to ensure that the public is informed about the agency's responsibilities and activities. The Public Communications chapter provides guidelines on elements of public outreach meetings, publicizing meetings, and communications with the press.

The policy is also intended to provide guidance on meeting Title VI and Environmental Justice requirements for planning processes established by the Federal Highway Administration and the Federal Transit Administration. To that end, NVTA is committed to:

- Identify residential, employment and transportation patterns of low-income and minority populations, identify and address needs, and assure that benefits and burdens of transportation investments are fairly distributed.
- Improve public involvement processes to eliminate participation barriers and engage minority and low-income populations in transportation decisions.

3.1 POLICY

- A. The policy is applicable to public meeting protocol, the development of public materials and communications, including but not limited to: meeting materials, press releases, letters to the editor, presentation materials, and press interviews.

B. PLANS, NOTIFICATIONS AND PUBLIC MEETINGS

i. Major Plans/Activities

Public Outreach and Meetings are a priority for NVT. Public meetings are a critical tool for communicating information about the agency's activities and plans. Public meetings should be used to inform members of the public about major planning activities and to receive public input. The number of meetings and types of meeting should be determined by the significance of the activity. Major plan updates such as the Countywide Transportation Plan and the Short Range Transit Plan should involve public meetings located in central locations at facilities that can accommodate and are germane to the community or sub-sector (e.g. seniors, Spanish-speaking audiences) to which the meeting is being directed.

Major plans should also engage stakeholder groups that represent a broad sector of the community. These groups include but are not limited to: seniors, Spanish-speaking community, disabled community, transit riders, bicycle community, Vintner Associations, Grape Grower Associations, Napa Valley Farm Bureau, Visit Napa Valley, chambers of commerce, City, and Town governments. Existing standing committees (i.e. Technical Advisory Committee, Community Advisory Committee, Paratransit Coordinating Council, Active Transportation Advisory Committee) can serve to represent specific interests.

ii. Minor Plans

Minor plans and technical studies should at minimum convene a stakeholder committee or working group that is open to the public. This could include standing committees as referenced in paragraph i. above.

iii. Notification

Public meetings should be noticed at least 72 hours in advance with a written notification to appropriate groups, including, at a minimum, Board and standing committee members. Notice should also be placed on the agency's websites. Materials should also be posted on the agenda kiosk at the Soscol Gateway Transit Center and on Vine Buses. Meeting materials will be translated as requested by the public.

iv. Conducting Public Meetings

Public meetings should be held in accessible locations that can accommodate a large number of individuals, and on days and times that would generate the most participants. Materials should be available in alternative languages upon request. A Spanish and American Sign Language interpreter will be engaged upon request.

Meeting materials should be printed using font large and clear enough for all participating members to understand. Visualization tools, such as maps and diagrams, should be used to help demonstrate ideas and concepts. Acronyms should be spelled out and defined on all materials.

Presentations should be clear and concise. A meeting agenda should be provided. A specific time and opportunity for public input should be designated on the agenda. Information about additional meetings and opportunities to communicate with the NVTA Board should be shared.

C. Oral and Written News Media Communication

i. Queries From and Interviews With the News Media

NVTA staff is encouraged to work with the media on stories pertaining to NVTA, it's projects, policies, plans, and programs. Staff members should inform their supervisors and the Executive Director about the inquiry or interview in the event of follow-up questions.

ii. Letters to the Editor

Letters to the Editor must come from the Executive Director and only when necessary to clarify a news story or to respond to concerns heard from the public.

iii. Press Releases

Press Releases are to be used to announce public meetings, public hearings, special events, and noteworthy projects and plans. The press release will be drafted by the staff for Executive Director review. Once the Executive Director has approved the press release, the press release is directed to the Communications Department to be placed on the appropriate form and distribution. The NVTA Press Release Form is found at:

H:\NVTA\0200 Public Communications\02 Press Releases

D. Presentations to Elected Boards and Councils, Civic Organizations, Non-Government Agencies and Special Interest Groups

i. Presentations and Meetings to Elected Boards and Other Groups

NVTA Staff is encouraged to engage the public through various avenues, including presenting to City/Town Councils, the Board of Supervisors, Civic Organizations, and other interest groups. Presentations and messaging should be approved by the Executive Director.

SECTION 42 - SOCIAL MEDIA USE POLICY

Section 4.1 SUMMARY/PURPOSE

The purpose of this policy is to establish consistent standards for and ensure appropriate use of NVTA-sponsored Social Media sites in reaching out to the public with the intended purpose of sharing and gathering information about NVTA and its various projects.

For this policy, “Social Media” (and Social Networking) refers to technologies that allow NVTA staff to share pertinent and important information over the Internet with the public. Example include (but are not limited to) NVTA websites, Facebook, Instagram, Nextdoor, etc. that allow NVTA staff to communicate with a broad audience.

This policy applies to all NVTA-sponsored Social Media sites (“NVTA Social Media sites”) and to all NVTA employees and approved volunteers, consultants, service providers, and contractors performing business on behalf of NVTA. This policy is not intended to regulate the personal (non-work-related) activities of NVTA employees, volunteers or contractors. Nevertheless, employees are cautioned that blogging under assumed names/identity about agency-related affairs may be scrutinized.

Section 4.2 POLICY

A. Application of Related NVTA Policies

All official NVTA presences on Social Media sites are subject to all related administrative policies, including, but not limited to, confidentiality, conflict of interest, general conduct and sexual harassment. Please refer to specific NVTA policies that cover privacy and security of NVTA technology assets (including data and information) and the Policy for Maintaining a Harassment and Discrimination Free Work Environment.

B. Front Page Requirements - Identification & Maintenance as a NVTA Site

To help distinguish NVTA/Vine Transit Social Media sites from non-professional (or personal) uses of these tools, NVTA/Vine Transit sites must state that they are maintained by NVTA and that they are subject to this Social Media Policy. Each site must have the standard NVTA Privacy and Disclaimer Notice posted on its front page. [Refer to the NVTA's Privacy and Disclaimer Notice.]

C. NVTA's Official Website

NVTA's official websites, NVTA.ca.gov and VineTransit.com, will remain the NVTA's primary and predominant Internet presence.

D. Link back to Official NVTA Website

Content on NVTA Social Media sites shall **not** be offered in lieu of official information on the NVTA's official Website or a department's official Web pages. All NVTA Social Media sites shall contain a link back to the sponsoring department's official Website, where the announcement, press release, form(s), document(s), online services and/or other information relevant to the matter shall be posted.

E. Records Retention

NVTA Social Media site posts that are prepared, owned, used or retained by NVTA (including its departments), will be archived and managed in accordance with the applicable NVTA and Department records retention schedule.

Exception: Comments posted back to a NVTA Social Media site are generally transitory in nature and are not considered to be records that are required under law to be kept, or necessary or convenient for the discharge of a public officer's duties, or made for the purpose of preserving its informational content for future reference. Comments are retained only until they have been removed unless otherwise required by law to be retained (such as where the content is subject to litigation or potential litigation or pending Public Records Act requests). [For more information, refer to the NVTA Records Management Policy.]

F. Public Records Act Requests for Production

Posts on NVTA Social Media sites that are prepared, owned, used or retained by the NVTA, or its departments, may be considered public records subject to disclosure under the California Public Records Act ("PRA" - Government Code §§ 6250 et. seq.). Any PRA requests for the production of posts on a NVTA Social media site shall be referred to the NVTA Counsel's Office for review and response.

Preparedness to Comply with PRA Requests: The posting Department must be prepared to respond to PRA requests and e-Discovery requests.

G. Comments Posted Back on Social Media Sites

- 1) A primary purpose of Social Media sites is to welcome public comment on posted topics. Wherever appropriate and possible, the NVTA encourages the solicitation of comments on Social Media sites. Where comments are not desirable or practical, the department should carefully consider both

appropriate social media and other media tools. While the NVTA welcomes public comment by email, letter, and phone, the receipt of public comments on an NVTA Social Media site invites certain legal risks and administrative challenges.

2) The following requirements should be adhered to in using and managing a NVTA Social Media site:

- a. Posting of NVTA Privacy and Disclaimer Notice: The standard NVTA Privacy and Disclaimer Notice must be posted on the site's front page, detailing how posts and public comments may be subject to the Public Records Act or to discovery under pending litigation.
- b. Daily Monitoring of Comments: The posting Department must dedicate sufficient resources and time to monitor for disallowed public comments as set forth in Section II. G.2) d., "Disallowed Content" or to respond to requests or questions.
- c. Disabling of Public Comments: There may be occasions where disabling of public comments on a Social Media site is desirable. In these instances, comments may be invited via email to a designated NVTA department email address that is regularly monitored. Refer to the NVTA's Social Media Best Practices for further guidance.
- d. Disallowed Content: Users and visitors to NVTA Social Media sites shall be notified that the intended purpose of the site(s) is to serve as a mechanism for communication between NVTA departments and members of the public. A site that allows public comment shall inform visitors of the intended purpose of the site. The site must provide a clear statement of the discussion topic introduced for public comment so that the public is aware of the limited nature of the discussion and that inappropriate posts are subject to removal.

NVTA social media postings, _____articles and comments containing any of the following forms of content shall not be allowed:

- Profane language or content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Comments in support of or opposition to political campaigns or ballot measures;
- Solicitations of commerce;
- Conduct or encouragement of illegal activity;

- Information that may compromise the safety or security of the public or public systems;
- Content that violates a legal copyright/ownership interest of any other party;
- Comments not topically related to the particular social medium article/posting being commented upon.
- **For site security, hypertext links in comments are prohibited.**

3) These guidelines on comments must be displayed to users (e.g. through the NVTA Privacy and Disclaimer Notice) or made available by hyperlink. Any content removed must be retained and documented in accordance with the NVTA's Social Media Best Practices.

H. Content of Posts

1. **Posts Represent the NVTA:** Employees, contractors, and other individuals authorized to use Social Media to communicate on behalf of NVTA should be mindful that statements posted represent NVTA, including its elected officials. Therefore, employees, contractors and other authorized individuals should use discretion when posting.
2. **Purpose of Posts:** Posts should be designed to increase the public's knowledge, trust and use of NVTA departments, programs or services.
3. **Posts for Official Business Only:** Posts should always be work-related within the subject matter jurisdiction of the posting department and should be consistent with the NVTA's public service mission. Only information authorized by this policy shall be posted. NVTA staff authorized to use NVTA Social Media sites must ensure that all information posted is professionally presented, accurate and appropriate for dissemination to the public.
4. **NVTA Branding:** NVTA Social Media sites must identify the department responsible for the information displayed, such as all descriptions, logos, and images representing the NVTA services.
5. **Protection and Non-Disclosure of Confidential/Sensitive Information:** Confidential, sensitive, proprietary or non-public information must never be shared.

Information posted on NVTA Social Media sites or links from those sites to NVTA sites must not contain data or information that relates, or can be connected to, an individual or group of individuals containing specific health information (doctors, diagnoses, medication/prescriptions, etc), personally identifiable information (names with social security numbers, bank

accounts) or information deemed to be sensitive in nature or protected by Federal, State, or NVTA rules and regulations.

It is the responsibility of all NVTA staff authorized to use NVTA Social Media sites to ensure that information posted on these sites do not contain confidential, sensitive, proprietary or personal information.

- 6. Copyright Laws:** Postings must respect copyright laws, and reference or cite sources appropriately. This includes, but is not limited to, quotes, images, documents, links, etc.
 - 7. No Political Advocacy or Private Commercial Activity:** Departments and their employees must not use NVTA Social Media sites for advocacy of political purposes or to conduct private commercial activities.
 - 8. No Expectation of Privacy:** Users of NVTA Social Media sites, including employees, are cautioned not to have any expectation of privacy as to any posting.
 - 9. Ongoing Monitoring and Updating of Sites:** Departments must monitor and maintain their sites, and delete or replace stale posted information in accordance with the NVTA's Social Media Best Practices.
 - 10. Right to Remove Content:** The NVTA reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
 - 11. Disclaimer of Liability:** Users shall be informed on NVTA Social Media sites that the NVTA disclaims any and all responsibility and liability for any materials that the NVTA deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.
- I. Responsibilities of Departments and Information and Technology Services**
- 1. NVTA Department Heads** are ultimately responsible and accountable for the management of department site(s) in a manner consistent with this policy and related policies and procedures, including the NVTA's Social Media Best Practices. —Department Heads must designate authorized Social Media administrators. Only authorized administrators may be permitted to respond, comment, or manage NVTA Social Media sites. All such authorized administrators must sign and complete the Standard of Conduct Agreement. Employees who post to or respond to comments on a NVTA Social Media site and who are not authorized as Social Media administrators may be subject to disciplinary action.
 - 2. NVTA Information Technology Services (“ITS”)** is responsible for:

- Jointly working with the Executive Director and NVTAs Counsel to develop and administer usage standards, guidelines and procedures, and training for all approved “Social Media” tools.
- Providing guidelines and standards for the security and protection of NVTAs information and technology from destructive cyber incidents.

J. Related Documents

- NVTAs Privacy and Disclaimer Notice
- Social Media Use Policy - Acknowledgement Form
- NVTAs Social Media Best Practices
- Records Management Policy

K. Enforcement

Violators of this policy may be subject to appropriate disciplinary action, up to and including employment termination, termination of agreements, denial of service, and/or legal penalties, both criminal and civil.

SECTION 53 - PUBLIC RECORDS REQUESTS

Section 5.1 SUMMARY/PURPOSE

The purpose of this policy is to ensure a communications standard and responsiveness to the public when a public record request has been made of the agency or of an individual staff member.

Section 5.2 POLICY

A. Statutory Requirements

As a public agency, NVTA is subject to the disclosure of public records pursuant to California Government Code 6250-6270. The Code requires that public agency respond within 10 days. A response may be delayed not more than 14 days if an "unusual circumstance" can be substantiated.

B. Responsibility and Processing

All requests received should be submitted to the Administrative Manager and noticed should be given to the Executive Director. Staff members responsible for administering public records requests are required to be familiar with the statutory requirements. The Administrative Manager is responsible for clarification of any requests that are made and for identifying and assigning staff members necessary to complete the request. The Executive Director shall be notified if anticipated delay beyond the statutory guidelines is likely.

C. Records

To avoid duplication of work and to ensure information is retained in a way that would assist staff or legal counsel in the event of further legal action, all documents requesting public records and all documents provided shall be maintained on the agency's main drive at: H:\NCPTA\1000 Congestion Management Authority\Public Records Requests

If the number of documents is so large that it will cause unnecessary use of storage space, a list of the records provided and their location should be saved in lieu of the actual documents.

SECTION 64 - Advertising Policies and Guidelines

SECTION 6.1 SUMMARY/PURPOSE

The purpose of the Advertising Policies and Guidelines is to adhere to a set of standards for advertising on NVTA properties. Property includes all buildings, buses, shelters, stops, park and rides, websites, applications, and social media sites owned and/or operated by NVTA.

SECTION 6.2 POLICY

1) NVTA intends that its vehicles and facilities constitute nonpublic forums that are subject to the viewpoint-neutral restrictions set forth herein. Certain forms of paid advertising will not be permitted for placement or display on or in NVTA facilities or vehicles. Unpaid advertisements will not be permitted with the exception of government or non-profit agency public service announcements in designated areas and NVTA operational and promotional material.

2) The NVTA will not allow advertising for products that are expressly prohibited by federal, state, local, or community ordinances.

3) NVTA will not display or permit to be displayed any advertisement that falls with one or more of the following categories:

A. **Demeaning or Disparaging.** The advertisement contains material that demeans or disparages an individual, group of individuals or entity. For purposes of determining whether an advertisement contains such material, NVTA will determine whether a reasonably prudent person, knowledgeable of NVTA's customer profile and using prevailing community standards, would believe that the advertisement contains material that ridicules or mocks, is abusive or hostile to, or debases the dignity or stature of an individual, group of individuals or entity.

B. **Tobacco and Cannabis.** The advertisement promotes the sale or use of tobacco or tobacco related products, or depicts such products.

C. **Alcoholic Beverages Marketed to Youth.** The advertisement promotes the sale to or consumption by persons under the age of twenty-one years of age of beer, wine or distilled spirits.

D. **Profanity.** The advertisement contains words recognized by the community as vulgar, indecent or profane for display in a public setting that includes minors.

- E. **Human or Animal Graphics.** The advertisement contains graphics that include, but are not limited to, the depiction of a human or animal body or body parts, or fetuses, in states of mutilation, dismemberment, decomposition or disfigurement.
- F. **Violence.** The advertisement either (1) contains an image or description of graphic violence, including, but not limited to the depiction of weapons or other implements or devices used in the advertisement to depict an act or acts of violence or harm to a person or animal; or (2) the advertisement or any material contained therein, incites or encourages, or appears to incite or encourage, violence or violent behavior.
- A. **Unlawful Goods or Services.** The advertisement, or any material contained in it, promotes or encourages the use or possession of unlawful or illegal goods or services.
- I. **Unlawful or Detrimental Conduct.** The advertisement, or any material contained in it, promotes or encourages unlawful or illegal behavior or activities, or behavior that promotes activities that are detrimental to the maintenance and safe operation of the NVTA system.
- J. **False or Deceptive Commercial Speech.** The advertisement proposes a commercial transaction and the advertisement, or any material contained in it, is clearly false or deceptive.
- K. **Libelous, Copyright or Patent Infringement.** The advertisement, or any material contained in it, is libelous, or an infringement of a copyright or a patent or is otherwise unlawful, illegal or likely to subject NVTA to litigation.
- L. **Obscenity or Nudity.** The advertisement contains obscene material or images of nudity. For purposes of these guidelines, the term “obscene matter” shall have the meaning set forth in California penal Code Section 311.
- M. **Prurient Interest.** The advertisement contains material that describes, depicts, or represents sexual activities, or aspects of human activity in a way that the average adult, applying contemporary community standards, would find appeals to the prurient interest of minors or adults. For purposes of these guidelines, the term “minor” shall have the meaning contained in California Penal Code Section 313.
- N. **“Adult”-oriented Goods or Services.** The advertisement promotes or encourages, or appears to promote or encourage, a transaction related to,

or uses brand names, trademarks, slogans or other materials which are identifiable with films rated "X" or "NC-17," adult books stores, adult video stores, nude dance clubs and other adult entertainment establishments, adult telephone services, adult internet sites and escort services.

O. Endorsement. The advertisement, or any material contained in it, implies or declares an endorsement by NVTA, its directors, management or employees of any service, product, or point of view, without the express prior written authorization of the NVTA Board of Directors.

P. Injurious to NVTA and its Mission. The advertisement proposes a commercial transaction, and the advertisement, or any material contained in it, denigrates NVTA or promotes alternatives to NVTA in a manner that directly impairs NVTA ridership and/or revenue.

Q. Political. Advertisements promoting or opposing a political party or campaign or promoting or opposing the election of any candidate or group of candidates, or campaign, for federal, state, judicial or local government offices are prohibited. In addition, advertisements which are political in nature or contain political messages, including advertisements involving an issue that is political in nature in that it directly or indirectly implicates the action, inaction, prospective action, or policies of a governmental entity are prohibited.

R. Harmful or Disruptive to a Transit System: Any materials that is objectionable under contemporary community standards as to be reasonable foreseeable that it will result in harm to, disruption of or interference with the transportation system