

September 20, 2018

City of Victoria
Mayor Lisa Help
1 Centennial Square
Victoria, BC V8W 1P6

Re: Advertising on transit buses

Dear Mayor Helps,

I am responding on behalf of the Victoria Regional Transit Commission to your letter dated September 17, 2018, requesting that BC Transit consider the adoption of the Canadian Code of Advertising Standards.

BC Transit is in agreement with the Victoria City Council on the importance of the rights to freedom of expression as protected in the Canadian Charter of Rights and Freedoms. Since its adoption in 2009, the BC Transit Advertising Policy has stated that the determination of the acceptability of any advertisement will be guided by the general principles embodied in the Canadian Code of Advertising Standards.

All advertising on BC Transit buses is contracted to Lamar Advertising Company, which has contractually agreed to follow the Canadian Code of Advertising Standards as stated in the Advertising Policy. As bus shelters are the property of the City of Victoria, advertising on those would be managed through a separate agreement between the City of Victoria and an advertising services provider.

Sincerely,



Brian Anderson
Vice President, Operations and Chief Operating Officer
BC Transit