

**LEGISLATIVE SERVICES AGENCY
OFFICE OF FISCAL AND MANAGEMENT ANALYSIS
FISCAL IMPACT STATEMENT**

LS 6443
BILL NUMBER: HB 1059

NOTE PREPARED: Dec 3, 2025
BILL AMENDED:

SUBJECT: Commercial Advertising on a School Bus.

FIRST AUTHOR: Rep. Ledbetter
FIRST SPONSOR:

BILL STATUS: As Introduced

FUNDS AFFECTED: **GENERAL**
 DEDICATED
 FEDERAL

IMPACT: Local

Summary of Legislation: This bill provides that a school corporation may display commercial advertising on a school bus owned by the school corporation if the governing body of the school corporation adopts a policy that meets certain requirements.

Effective Date: July 1, 2026.

Explanation of State Expenditures:

Explanation of State Revenues:

Explanation of Local Expenditures:

Explanation of Local Revenues: The bill allows school corporations to sell advertising space on their school busses beginning in FY 2027. Each bus could increase revenue by an estimated \$1,500 a year, although the amount ultimately received by individual school corporations is highly variable and dependent on route density, advertisement size, and contract length.

State Agencies Affected:

Local Agencies Affected: School corporations.

Information Sources:

<https://www.kbtx.com/content/news/College-Station-School-Bus-Ads-bringing-less-money-than-initially-expected-365210901.html>

<https://www.bluelinemedia.com/bus-advertising#rates>

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