

1 [Urging BART Board of Directors to reconsider decision to allow alcohol advertising.]

2
3 **Resolution urging the BART Board of Directors to reconsider its recent decision to**
4 **permit alcohol advertising in BART stations and trains.**

5
6 WHEREAS, BART is a public transit system used by tens of thousands of San
7 Francisco Bay Area residents and visitors each day; and

8 WHEREAS, BART is one of very few public places free of alcohol advertising in the
9 City and County of San Francisco; and,

10 WHEREAS, exposure to advertising on BART is involuntary for those who use the
11 system; and,

12 WHEREAS, BART ridership includes underage youth, people in recovery from
13 alcoholism, convicted drunk drivers who have lost their license to drive, and others who may
14 be particularly vulnerable to alcohol advertising; and,

15 WHEREAS, exposure to alcohol advertising is positively associated with higher rates
16 of drinking among some vulnerable populations; and,

17 WHEREAS, alcohol-related violence, injuries, healthcare, crime absenteeism and
18 destruction of public property already place a huge burden on the City and County of San
19 Francisco; and,

20 WHEREAS, the decision to permit alcohol ads on BART was made without the
21 opportunity for adequate public comment; now, therefore, be it

22 RESOLVED, That the Board urges the BART Board of Directors to reinstate its policy
23 of not permitting advertising for alcoholic beverages in BART stations and trains.



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails
Resolution

File Number: 061441

Date Passed:

Resolution urging the BART Board of Directors to reconsider its recent decision to permit alcohol advertising in BART stations and trains.

October 24, 2006 Board of Supervisors — ADOPTED

Ayes: 9 - Alioto-Pier, Ammiano, Daly, Dufty, Elsbernd, Ma, Maxwell, Mirkarimi, Peskin

Absent: 1 - Sandoval

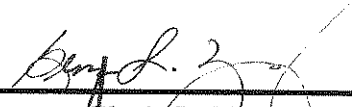
Excused: 1 - McGoldrick

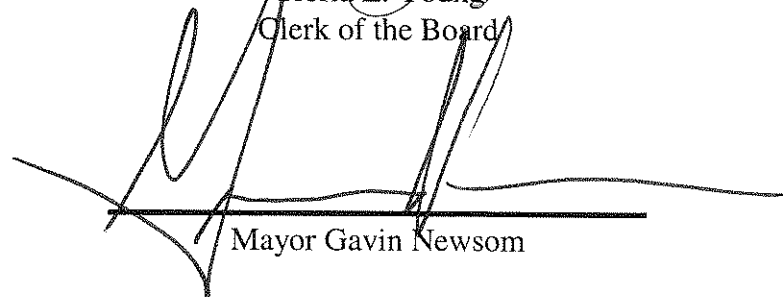
File No. 061441

I hereby certify that the foregoing Resolution was ADOPTED on October 24, 2006 by the Board of Supervisors of the City and County of San Francisco.

Oct. 31, 2006

Date Approved


Gloria L. Young
Clerk of the Board


Mayor Gavin Newsom