

1 [Municipal Transportation Agency Board of Directors-Advertising Policy]

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3 **Resolution urging the San Francisco Municipal Transportation Agency (SFMTA) Board**  
4 **of Directors not to renew any advertising contracts that permit window-covering**  
5 **advertisements on SFMTA passenger vehicles.**

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7 WHEREAS, Advertising provides necessary revenue to the San Francisco Municipal  
8 Transportation Agency (SFMTA) that supports their operations and maintenance; and

9 WHEREAS, The SFMTA advertises on the inside and outside of MUNI buses, MUNI  
10 bus shelters, street kiosks, and on billboards in the MUNI metro stations; and,

11 WHEREAS, When advertisements are permitted to cover the windows of the MUNI  
12 buses, it impedes, and in some cases completely prohibits the passengers from seeing out of  
13 the window, thus making their experience less enjoyable, and

14 WHEREAS, Some passengers may experience claustrophobia or nausea if they  
15 cannot see clearly out of the window while in transit; and,

16 WHEREAS, This creates a health hazard to passengers; and,

17 WHEREAS, Before the SFMTA Board of Directors renews any contracts with  
18 advertising providers they should take into consideration the impact on the wellbeing of their  
19 customers and their overall ride experience; now, therefore be it

20 RESOLVED, That the San Francisco Board of Supervisors urges the SFMTA Board of  
21 Directors not to renew any advertising contracts that permit window-covering advertisements  
22 on SFMTA passenger vehicles.

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