

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.**

6
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.



City and County of San Francisco

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

Tails Resolution

File Number: 081458

Date Passed:

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

November 25, 2008 Board of Supervisors — ADOPTED

Ayes: 10 - Alioto-Pier, Ammiano, Chu, Daly, Dufty, Elsbernd, Maxwell,
McGoldrick, Mirkarimi, Peskin
Absent: 1 - Sandoval

File No. 081458

I hereby certify that the foregoing Resolution was ADOPTED on November 25, 2008 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Date: December 8, 2008

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter.

Angela Calvillo
Clerk of the Board

File No.
081458