

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

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

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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.