

**THIS PRINT COVERS CALENDAR ITEM NO. : 15**

**SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY**

**DIVISION:** Finance and Information Technology

**BRIEF DESCRIPTION:**

Amending the SFMTA Advertising Policy (Policy) to add findings to support the Policy and clarify its purpose and to update and clarify other language related to the SFMTA's advertising standards.

**SUMMARY:**

- The SFMTA Board adopted the SFMTA's initial Policy on February 3, 2004 and has twice amended it to clarify certain parts of the original Policy.
- The SFMTA authorizes advertising on SFMTA property and under any contract with the SFMTA for the purpose of generating significant revenue to support the SFMTA's operations.
- Both the current Transit Shelter Advertising Agreement with Clear Channel Outdoor and the current Agreement for Advertising on SFMTA Vehicles and Other Property with Titan Outdoor require the contractors to comply with the Policy (including any amendments to the Policy adopted by the Board).
- The proposed amendment to the Policy would add findings to support the Policy and clarify its purpose and to update and clarify other language related to the SFMTA's advertising standards.

**ENCLOSURES:**

1. SFMTAB Resolution
2. SFMTA Advertising Policy

**APPROVALS:**

**DATE**

DIRECTOR \_\_\_\_\_ 9/10/13

SECRETARY \_\_\_\_\_ 9/10/13

**ASSIGNED SFMTAB CALENDAR DATE:** September 17, 2013

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### **PURPOSE**

This calendar item amends the SFMTA Advertising Policy (Policy) to add findings to support the Policy and clarify its purpose and to update and clarify other language related to the SFMTA's advertising standards.

### **GOAL**

This item will meet the following goals and objectives of the SFMTA Strategic Plan:

- Goal 3: Improve the environment and quality of life in San Francisco
- Objective 3.5: Reduce capital and operating structural deficits

### **DESCRIPTION**

#### *Background*

The SFMTA authorizes advertising on SFMTA property and under any contract with the SFMTA for the purpose of generating revenue to support the SFMTA's operations. Advertising generates significant revenue for this purpose. However, advertising is not meant to interfere with the SFMTA's delivery of transit or other services to the public or with the SFMTA's performance of its many other duties in maintaining the City's transportation network. Advertising will continue to be consistent with the Agency's Strategic Goals.

The Board approved the initial version of the Policy at its February 3, 2004 meeting. At that time, the Board declared that it was in the best interests of the SFMTA to adopt an official policy. On January 16, 2007 and October 16, 2007, the Board approved amendments to clarify certain parts of the original Policy, including disclaimers, pilot programs/experimental advertising and compliance with the Policy.

The current Transit Shelter Advertising Agreement with Clear Channel Outdoor continues through December 9, 2022, with a five-year option to extend at the sole discretion of the City and the SFMTA, and the current Agreement for Advertising on SFMTA Vehicles and Other Property with Titan Outdoor expires on June 30, 2014. Both contractors are required to comply with the Policy (including any amendments to the Policy adopted by the Board) for advertising related to these agreements.

#### *Proposed Amendment to the Policy*

The proposed amendments to the Policy would add findings to support the Policy and clarify its purpose and update and clarify other language related to the SFMTA's advertising standards. The substantive changes suggested in this amendment are minor and will not negatively affect advertising revenues received by the SFMTA.

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The City Attorney's Office has reviewed this report.

**ALTERNATIVES CONSIDERED**

The alternatives to approving this amended Policy are to keep the current Policy or to amend it in a different way.

**FUNDING IMPACT**

We expect that this will not impact revenue received by the SFMTA from the advertising contracts with Clear Channel Outdoor and Titan Outdoor.

**OTHER APPROVALS RECEIVED OR STILL REQUIRED**

None.

**RECOMMENDATION**

That the SFMTA Board of Directors amend the Policy to add findings to support the Policy and clarify its purpose and to update and clarify other language related to the SFMTA's advertising standards.

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. \_\_\_\_\_

WHEREAS, The San Francisco Municipal Transportation Agency (SFMTA) Board of Directors adopted the SFMTA's initial Advertising Policy on February 3, 2004 and has twice amended it to clarify certain parts of the original SFMTA Advertising Policy (Policy); and

WHEREAS, The SFMTA authorizes advertising on SFMTA property and under any contract with the SFMTA for the purpose of generating significant revenue to support the SFMTA's operations; and

WHEREAS, Both the current Transit Shelter Advertising Agreement with Clear Channel Outdoor and the current Agreement for Advertising on SFMTA Vehicles and Other Property with Titan Outdoor require the contractors to comply with the Policy (including any amendments to the Policy adopted by the Board); now therefore be it

RESOLVED, That the SFMTA Board of Directors does hereby amend the Advertising Policy to add findings to support the Policy and clarify its purpose and to update and clarify other language related to the SFMTA's advertising standards; and be it

FURTHER RESOLVED, That the Policy, as amended, shall take effect on September 18, 2013.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of September 17, 2013.

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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency

## Enclosure 2

### **SFMTA Advertising Policy Effective September 18, 2013**

#### 1. Purpose

The San Francisco Municipal Transportation (SFMTA) operates the seventh largest public transit system in the country and exercises authority under the San Francisco Charter to manage the use by all modes of the City's transportation network. The SFMTA authorizes advertising on SFMTA property for the purpose of generating revenue to support SFMTA operations. Advertising on SFMTA property generates significant revenues to support the SFMTA's operations. Advertising on SFMTA property shall not interfere with the SFMTA's delivery of transit or other services to the public or with the SFMTA's performance of its many other duties in maintaining the City's transportation network. Advertising on SFMTA property shall be consistent with the Agency's Strategic goals to:

- a. Create a safer transportation experience for everyone.
- b. Make transit, walking, bicycling, taxi, ridesharing and carsharing the preferred means of travel.
- c. Improve the environment and quality of life in San Francisco.
- d. Create a workplace that delivers outstanding service.

#### 2. Limited Public Forum Status

In keeping with its proprietary function as a provider of public transportation, the SFMTA does not intend by accepting advertising to convert its facilities or property into an open public forum for public discourse, debate or expressive activity. Rather, the SFMTA's fundamental purpose is to accept advertising as an additional means of generating revenue to support its operations. In furtherance of this discreet and limited objective, the SFMTA retains strict control over the nature of advertisements accepted for posting on or in SFMTA property and maintains its advertising space as a limited public forum.

In the SFMTA's experience, certain types of advertisements interfere with the agency's primary purpose of generating revenue to benefit the transit system. This Policy prohibits advertisements that could detract from the SFMTA's goal of generating revenue or interfere with the safe and convenient delivery of SFMTA services to the public by creating substantial controversy that interferes with and diverts resources from transit operations, and/or poses significant risk of harm to transit passengers or to SFMTA employees, facilities or property. Such advertisements create an environment that is not conducive to achieving increased revenue for the benefit of the transit system or to preserving and enhancing the security, safety, comfort and convenience of SFMTA customers and employees.

Through this Policy, the SFMTA intends to establish uniform, viewpoint-neutral standards for the display of advertising on or in all SFMTA facilities and property (including, but not limited to, buses, light rail vehicles, trolley cars, stations, parking garages, street furniture, cable cars, historic railcars and fare media) or as authorized under any SFMTA contract. In setting its advertising standards, SFMTA seeks to meet the following goals and objectives:

- a. Maximize SFMTA revenue generated by advertising and transit fares .
- b. Maintain a secure and orderly operating environment.
- c. Maintain a safe and welcoming environment for all SFMTA customers, including Municipal Railway passengers and minors who travel on or come into contact with SFMTA property or the Municipal Railway system, as well as for SFMTA employees.
- d. Avoid identifying or associating the SFMTA, its employees, board members or its contractors with the advertisements or viewpoints of advertisers.
- e. Maintaining an environment free of discrimination.

The SFMTA reserves the right, from time to time, to amend, suspend, modify or revoke the application of any or all of these standards as it deems necessary to comply with legal mandates, or to facilitate its primary transportation function, or to fulfill the goals and objectives referred to herein. All provisions of this advertising policy shall be deemed severable.

### 3. Advertising Program Administration

The SFMTA shall, from time to time, select "Advertising Contractors" who shall be responsible for the daily administration of the SFMTA's advertising program in a manner consistent with this Policy and with the terms and conditions of their agreements with the SFMTA.

This Policy shall be effective upon adoption but shall not be enforced to impair the obligations of any contract in effect at the time of its approval. It shall be incorporated into any new contract for advertising on or in SFMTA facilities or property. SFMTA contracts granting advertising rights shall include this Policy as an attachment and must require the following:

- a. Any Advertising Contractor must comply with the advertising standards set forth in this Policy, as they may be amended from time to time.
- b. Any Advertising Contractor must display only those advertisements that are in compliance with the Policy.

### 4. Advertising Standards

- a. SFMTA Advertising Contractors shall not post any advertisement that concerns a declared political candidate or ballot measure scheduled for consideration by the voters in an upcoming election or an initiative petition submitted to the San Francisco Department of Elections.

- b. SFMTA Advertising Contractors shall not post any advertisement that infringes on any copyright, trade or service mark, title or slogan.
- c. SFMTA Advertising Contractors shall not post any commercial advertisements that are false, misleading or deceptive.
- d. SFMTA Advertising Contractors shall not post any advertisement that is obscene or pornographic.
- e. SFMTA Advertising Contractors shall not post any advertisement that is clearly defamatory or holds up to scorn or ridicule a person or group of persons or advocates imminent lawlessness or violent action.
- f. SFMTA Advertising Contractors shall not post any commercial advertising of alcohol, tobacco or firearms.

5. Disclaimers

All advertisements on SFMTA facilities and property or as authorized under any SFMTA contract shall include the following language: "The views expressed in this advertisement do not necessarily reflect the views of the San Francisco Municipal Transportation Agency."

6. Pilot Programs/Experimental Advertisements

Any pilot programs or experimental advertisements must be submitted and approved by the SFMTA Director of Transportation at least 60 days prior to implementation.