

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. 14-103

WHEREAS, As a part of its new Muni Forward project, which was informed by the Transit Effectiveness Project (TEP) planning process, the San Francisco Municipal Transportation Agency (SFMTA) has worked to enhance Muni system usability by creating new classifications for all of its routes, which are primarily based on frequency of service; and,

WHEREAS, On March 28, 2014, the SFMTA Board of Directors approved a wide range of Muni route and service changes—including an overall service increase—that were identified in the TEP and are scheduled for implementation as a part of Muni Forward beginning this fall; and,

WHEREAS, In coordination with the upcoming implementation of TEP service and route changes and for the purpose of communicating the new route classifications to the public and more clearly displaying the Muni route network, SFMTA seeks to adopt a new system map that is based on the newly defined classifications and highlights route frequencies; and,

WHEREAS, In 2013, David Wiggins and Jay Primus (Donors) presented to SFMTA a newly designed system map, which meets SFMTA's desires and specifications, and offered to make a gift to SFMTA of a license to use the map design, valued by Donors at \$150,000, subject to the conditions in the Gift and License Agreement (Gift Agreement); and,

WHEREAS, The Gift Agreement would allow SFMTA to place the new system map on Muni vehicles/facilities and on the Muni website, sell or give Muni maps to the public, sublicense the design to third parties for commercial or non-commercial uses, periodically update and alter the base map, prepare other SFMTA-related maps that are based on the new design, and advertise on or with the Muni map; and,

WHEREAS, The Gift Agreement releases Donors from all liability with respect to the map and provides that the City will indemnify Donors from any intellectual property claims or litigation that arise from the donation of the gift; and,

WHEREAS, Without this gift, SFMTA would have to pay for the development of a new system map that effectively communicates the new route classifications; now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors authorizes the Director of Transportation to execute a Gift and License Agreement with David Wiggins and Jay Primus for the donation of a new transit map for the Muni system.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of June 24, 2014.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency