

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. 171121-151

WHEREAS, The San Francisco Municipal Transportation Agency (SFMTA) Board of Directors adopted the SFMTA's initial Advertising Policy (Policy) in February 2004; and,

WHEREAS, The SFMTA authorizes advertising on SFMTA property, including transit vehicles and shelters, under contracts with Clear Channel Outdoor and Intersection which generate revenue to support SFMTA 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 Intersection (formerly Titan Outdoor) require the contractors to comply with the SFMTA Advertising Policy; and,

WHEREAS, Such advertising is not intended to interfere with the SFMTA's primary mission of delivering public transit or performing other duties to maintain the City's transportation network; and,

WHEREAS, The existing Policy would be amended to prohibit the advertisement of any material that constitutes commercial advertising of cannabis, cannabis products, cannabis businesses, or cannabis services; and,

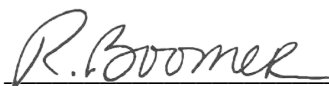
WHEREAS, On March 29, 2017, the SFMTA, under authority delegated by the Planning Department, determined that the Advertising Policy Amendment is not defined as a "project" under the California Environmental Quality Act (CEQA) pursuant Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; now therefore be it

RESOLVED, That the SFMTA Board of Directors amends the SFMTA's Advertising Policy to revise the advertising standards to prohibit the advertisement of any material that constitutes commercial advertising of cannabis, cannabis products, cannabis businesses, or cannabis services; and be it

FURTHER RESOLVED, That the Policy, as amended, shall take effect on November 22, 2017; however, the SFMTA's advertising contractors will be allowed to post advertisements for cannabis and any cannabis-related products and businesses that have already been sold.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of November 21, 2017.



Secretary to the Board of Directors
San Francisco Municipal Transportation Agency