

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. 13-231

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 October 16, 2013.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of October 15, 2013.



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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency