

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

RESOLUTION NO. 2012-058

APPROVE ADOPTION OF AN ADVERTISING POLICY

September 7, 2012

WHEREAS, the Golden Gate Bridge, Highway and Transportation District (District) is engaged in the sale of advertising in and upon the property and rolling stock of the District, currently consisting of: (1) advertising on the exterior of the District's buses; (2) advertising displayed on bus shelters in the District's service area; (3) advertising on the interior of the District's ferryboats; (4) advertising displayed at the San Rafael Transit Center; (5) advertising at ferry terminal kiosks; and, (6) advertising in District Transit Guides, Ferry Pocket Schedules, and the *Gazette*, a District publication; and,

WHEREAS, current advertising practices exclude advertising that: (a) is false, misleading, deceptive or relates to an illegal activity; (b) advocates violence or crime; (c) is an infringement upon copyright; (d) is defamatory; (e) states or implies the endorsement of a product or service by the District; (f) is obscene or pornographic; or, (g) promotes alcohol or tobacco products; and,

WHEREAS, while the main purpose of the District engaging in advertising is to generate revenue for the District through the sale of advertising space on or inside the District's facilities, the District also seeks to ensure the safe use of its transit systems, and to shield its passengers from exposure to controversial advertisements while using District services; and,

WHEREAS, the Board of Directors (Board) of the District desires to continue to build and retain transit ridership; and,

WHEREAS, the Board desires to maintain a professional advertising environment that maximizes advertising revenues and minimizes interference with or disruption to its transit systems, while maintaining an image of neutrality on political, religious or other issues that are not the subject of commercial advertising and are the subject of public debate and concern; and,

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WHEREAS, the Attorney for the District has advised that adoption and administration of such an advertising policy has been found to be constitutional; and,

WHEREAS, the Governmental Affairs and Public Information Committee/Committee of the Whole, at its meeting of September 7, 2012, has so recommended; now, therefore, be it


RESOLVED that the Board of Directors of the Golden Gate Bridge, Highway and Transportation District (District) hereby approves adoption of an Advertising Policy, attached hereto, which will be applicable to all forms of advertising on or inside transit facilities owned and/or managed by the District.

ADOPTED this 7th day of September 2012, by the following vote of the Board of Directors:

- AYES (13):** Directors Arnold, Chu, Cochran, Elsbernd, Pahre, Rabbitt, Sears, Snyder, Sobel, Stroeh and Theriault; First Vice President Eddie; President Reilly
NOES (1): Director Renée
ABSENT (5): Directors Campos, Fredericks, Mar and Moylan; Second Vice President Grosboll



Janet Reilly
President, Board of Directors

ATTEST: 
Janet S. Tarantino
Secretary of the District

Attachment: *Golden Gate Bridge, Highway and Transportation District Advertising Policy*