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[Selling Naming Rights of Transit Stations]

**Resolution urging the Board of Directors of BART and the Municipal Transportation Authority to prohibit the selling of the naming rights of any public transit stations, especially the Embarcadero, Montgomery, Powell and Civic Center stations, to any private entity, corporation or individual.**

WHEREAS, There have been efforts on the part of some local municipalities to sell the naming of transit stations to private businesses and corporations; and

WHEREAS, The ubiquitous, prolific and intrusive presence of commercial advertisement has already inundated all forms of media including television, radio, the internet, all forms of printed media, billboards, as well as the interior and exterior of buses, taxis and even private cars; and,

WHEREAS; This further intensification and commercializing of public space represents a disturbing and noxious trend which most citizens find annoying, invasive and repugnant; and,

WHEREAS, The prolific amount of advertisement found within transit stations, within the interiors of BART trains and MUNI buses, on the exterior of MUNI buses as well as billboards installed at bus stops already generates a steady and significant income source for both BART and MUNI; and

WHEREAS, It is in the interest of the citizens of San Francisco that naming of public space be reserved for individuals and organization that made valuable contributions to society; now, be it

Supervisors Ammiano, Newsom, Peskin

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RESOLVED, That the Board of Supervisors of the City and County of San Francisco strongly urges the Board of Directors of both BART and the Municipal Transportation Authority to prohibit the selling of the naming rights to any public transit stations, especially the Embarcadero, Montgomery, Powell and Civic Center stations, to any private entity, corporation or individual; and, be it

FURTHER RESOLVED, That the Board of Supervisors request that the Clerk of the Board transmit a copy of this resolution to the Board of Directors of BART and the Municipal Transportation Authority.

SUPERVISOR AMMIANO



City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

Tails  
Resolution

File Number: 010174

Date Passed:

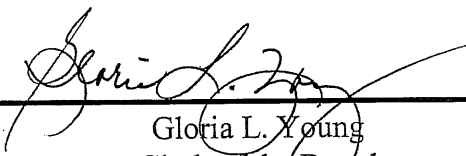
Resolution urging the Board of Directors of Bart and the Municipal Transportation Authority to prohibit the selling of the naming rights of any public transit stations, especially the Embarcadero, Montgomery, Powell and Civic Center stations, to any private entity, corporation or individual.

February 5, 2001 Board of Supervisors — ADOPTED

Ayes: 11 - Ammiano, Daly, Gonzalez, Hall, Maxwell, McGoldrick, Leno, Newsom, Peskin, Sandoval, Yee

File No. 010174

I hereby certify that the foregoing Resolution was ADOPTED on February 5, 2001 by the Board of Supervisors of the City and County of San Francisco.

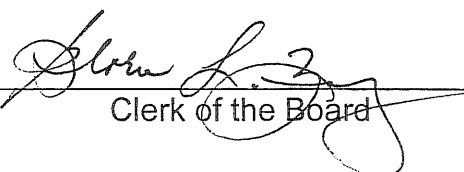
  
Gloria L. Young  
Clerk of the Board

\_\_\_\_\_  
Date Approved

\_\_\_\_\_  
Mayor Willie L. Brown Jr.

February 16, 2001

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter.

  
Clerk of the Board

File No.  
010174