



EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL:		DocuSigned by: <i>Michael Jones</i> 47000790F2D7463...		GENERAL MANAGER ACTION REQ'D:	
DATE: 5/9/2025		5/14/2025		BOARD INITIATED ITEM: Yes	
Originator/Prepared by: Michaela Morales Dept: Office of the General Counsel Signature/Date: <i>Michaela Morales</i> 5/12/2025 A4290ED7FFD24E8		General Counsel DocuSigned by: <i>Amelia Sandoval</i> 2528C067C44147D... 5/12/2025 []		Chief Financial Officer Signed by: <i>Shirley Beach</i> 7D9A7C6E7348456... 5/12/2025 []	
				District Secretary DocuSigned by: <i>Pamela Herlihy</i> 3BB24D65B8724F5... 5/12/2025 []	
				BARC	

Amendment of BART Advertising Content Guidelines

PURPOSE:

To seek Board approval of an amendment to the BART Advertising Content Guidelines.

DISCUSSION:

The District has permitted advertising in its trains and stations for many years, provided the advertisements conform to Board-adopted Advertising Content Guidelines. The attached amendment is a limited revision of the Guidelines to clarify the meaning of prohibited political and public issue content and to clarify the administrative process for review of proposed advertisements. These amendments decrease the risk of the Guidelines or their application to proposed advertisements being challenged as unconstitutional.

FISCAL IMPACT:

There is no fiscal impact from amendment of the Advertising Content Guidelines.

ALTERNATIVES:

Do not approve the amendment, which could increase the risk of litigation against the District on the grounds that the Guidelines or their application to proposed advertisements are unconstitutional.

RECOMMENDATION:

Adopt the following Motion.

MOTION:

The Board approves the attached amendment of the BART Advertising Content Guidelines.



