

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT


MEMORANDUM

TO: Board of Directors **DATE:** May 3, 2018
FROM: General Counsel
SUBJECT: Proposed Resolution Directing Specific Advertising Funds

At the request of Director Dufty, attached is a Resolution he will ask you to consider at the May 10th Board meeting. The proposed Resolution directs the profits derived from a recent advertising campaign to the Office of Civil Rights.

PROPOSED MOTION:

Adoption of the attached Resolution.



Matt Burrows

cc: Board Appointed Officers
Executive Staff

Attachment

BEFORE THE BOARD OF DIRECTORS OF THE
SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

In the Matter of Directing Profits
Derived From Paid Advertising by
Progressives for Immigration Reform to
BART's Office of Civil Rights /

Resolution No. _____

WHEREAS, The San Francisco Bay Area Rapid Transit District (the "District") is committed to providing safe and efficient transit to all members of the public and has passed a Safe Transit Policy¹ codifying that position; and

WHEREAS, The District's advertising guidelines permit point of view advertising without regard to the viewpoint expressed, consistent with First Amendment freedom of speech rulings; and

WHEREAS, the group Progressives for Immigration Reform recently purchased advertising within the BART system that resulted in numerous complaints from the public; and

WHEREAS, the Board of Directors wishes to direct the advertising revenues of the District from this paid advertising campaign to the budget of the District's Office of Civil Rights.

NOW THEREFORE BE IT RESOLVED, that the Board of Directors directs that the General Manager dedicate the advertising revenues generated from the recent advertising by Progressives for Immigration Reform to BART's Office of the Civil Rights, to enhance Limited English Proficiency (LEP) services with input from BART's

¹ BART Resolution 5346 (6/22/17)

Environmental Justice Committee and that such funds should be considered additive,
over and above existing LEP funding and services; and

BE IT FURTHER RESOLVED, that it is requested that the Board of Directors be
advised as to the additional LEP services that are provided as a consequence of this
funding.

Adopted: _____

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