

## **BOARD RESOLUTION**

### **METROPOLITAN TRANSPORTATION AUTHORITY**

WHEREAS, the MTA Board first adopted standards for paid ads on buses, subways, and commuter trains and in subway and commuter rail stations (the Advertising Standards) in 1994 and last amended them in 2015; and

WHEREAS, the Advertising Standards now permit only commercial advertisements, government advertising, and certain public service announcements, and prohibit ads that promote tobacco or any tobacco-related product, but allow, because they do not expressly prohibit, ads for alcohol products; and

WHEREAS, the MTA's primary purpose for allowing paid advertising is to maximize revenue to support the MTA's transportation operations, advertising is a significant source of revenue for the MTA, and in 2016 the MTA received approximately \$144.8 million in revenue from advertising on its buses, subways, trains, stations, and on billboards; and

WHEREAS, alcohol advertising on all MTA properties including billboards in 2016 raised \$2.8 million for the MTA, or about 2% of the MTA's share of total ad revenue, and of the gross alcohol ad revenue, roughly one-third (\$1.26 million) was from billboards; one-third (\$1.45 million) from the commuter railroads; and, one-third (\$1.21 million) from the subway system; and

WHEREAS, maintaining a "safe and welcoming environment for all MTA employees and customers, including minors, who use MTA's subways, buses, commuter trains, and crossings" is another important objective of the Advertising Policy, which promotes MTA's proprietary interests; and

WHEREAS, many children and teenagers use the subway system every day as their primary means of transportation to and from school, and in May 2017 5.6% of the nearly 6 million subway riders were students; on 30 of the 253 local bus lines, student riders made up 20% or more of riders; and 5% of Metro-North riders are under 21 and 4.2% of Long Island Rail Road riders are under 21; and

WHEREAS, the Advertising Standards do not permit ads that contain sexually explicit material that appeals to the prurient interest in sex or are so violent, frightening, or otherwise disturbing as to be deemed harmful to minors, and since 1992, the MTA has not allowed ads promoting tobacco or any tobacco-related product; and

WHEREAS, sales of both alcohol products and tobacco products are regulated and prohibited to minors; and

WHEREAS, many MTA customers and members of the public recently have urged the Board to review its existing policy that allows ads for alcohol because they are concerned that repeated

exposure to ads advertising alcohol products on subways and elsewhere influences many young people to start drinking earlier and to drink more and that leads to much higher public health and safety costs; and

WHEREAS, those urging the MTA to prohibit ads for alcohol products point to a body of public health research they contend shows the harmful effects of alcohol advertising exposure on drinking among youth and note that several prominent medical organizations including the American Public Health Association, the American Medical Association, and the American Academy of Pediatrics have called on the alcohol industry to sharply restrict alcohol advertising to lower the exposure to children and adolescents; and

WHEREAS, the Board has reviewed the alcohol advertising policies of transit agencies in 30 of the major metropolitan areas of the country and notes that many of them do not allow alcohol advertising including transit agencies in Los Angeles, San Francisco, Detroit, Seattle, San Diego, and Baltimore, and others, such as the Chicago Transit Authority and the Metropolitan Atlanta Rapid Transit Authority, allow alcohol ads but with restrictions that seek to limit their exposure to young people, and major transit agencies such as Dallas and Minneapolis allow ads for beer and wine, but do not allow ads for liquor;

**NOW**, the Board resolves as follows:

1. The MTA's Advertising Policy shall be amended, effective January 1, 2018, to disallow advertisements for alcohol products by amending Section IV.B.10 read as follows:
  10. Promotes tobacco or any tobacco-related product or any alcohol product.
2. This amendment will not apply to any advertisement that promotes any alcohol products that was contracted for display on MTA property before the date of this resolution.
3. No additional advertisements that promote alcohol products will be contracted for display on MTA property as of the date of this resolution through the effective date of the amendment.

Dated: October 25, 2017