

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT



STAFF REPORT

MEETING DATE: 12/10/2025

Staff Report No. 25-506

TO: AC Transit Board of Directors
FROM: Salvador Llamas, General Manager/Chief Executive Officer
SUBJECT: Board Policy No. 451 - Advertising on District Property

ACTION ITEM

AGENDA PLANNING REQUEST: ☐

RECOMMENDED ACTION(S):

Consider approving amendments to Board Policy No. 451 - Advertising on District Property.

Staff Contact:
Claudia Burgos, Executive Director of External Affairs and Customer Experience

STRATEGIC IMPORTANCE:

Goal - Strong Public and Policymaker Support
Initiative - Service Quality

The proposed change to the Advertising on District Property Policy allows the District to promote important regional transit initiatives to the public to help improve overall service quality.

BUDGETARY/FISCAL IMPACT:

There are no budgetary impacts with this action item.

BACKGROUND/RATIONALE:

Board Policy 451, Advertising on District Property, was adopted in April of 1988 and was last amended December 9th, 2020. As part of the regular policy review process, staff identified the proposed amendments outlined below.

Section C. Advertising Exclusion and Limitations - staff proposes a single amendment to the first paragraph of this section, adding an exemption to the restriction of donated advertising space. This proposed addition will still restrict advertising donations to third parties while allowing the District to donate ad space to transit-related programs from one of the following entities: Metropolitan Transportation Commission (MTC), Alameda County Transportation Commission (ACTC), Contra Costa Transportation Authority (CCTA) or West Contra Costa Transportation Commission (WCCTC). Examples of transit-related programs that could qualify for donations under this amendment include MTC's Clipper START and Clipper NextGen promotions.

Section H. Appeals - staff proposes updating the sentence for “decisions regarding free ad space requests” from the Board to the General Manager to make the policy more consistent and to improve internal process efficiencies related to any advertising appeals.

ADVANTAGES/DISADVANTAGES:

No disadvantages have been identified.

ALTERNATIVES ANALYSIS:

The alternative to this amendment is to leave Board Policy 451 without changes. Staff does not recommend this, as it does not allow donated ad space for transit-related programs and has an inconsistency with appeal decisions.

PRIOR RELEVANT BOARD ACTION/POLICIES:

Staff Report No. 20-438

Board Policy 457 - Sponsorship and Naming Rights

ATTACHMENTS:

1. Board Policy 451 Redlined

Prepared by:

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Approved/Reviewed by:

Nichele Laynes, Director of Marketing, Communications & Customer Service

Claudia Burgos, Executive Director of External Affairs and Customer Experience

Aimee L. Steele, General Counsel/Chief Legal Officer