



Regional Transit Authority
2817 Canal Street
New Orleans, LA 70119-6307

RESOLUTION NO. 25-075

FILE ID NO. 25-161

**STATE OF LOUISIANA
PARISH OF ORLEANS**

**TO AUTHORIZE THE REVISION AND IMPLEMENTATION OF THE
ADVERTISING CONTENT POLICY (COM 2) AMENDMENT # 1**

Introduced by Commissioner Daniels, seconded by Commissioner Sams.

WHEREAS, the Regional Transit Authority ("RTA") maintains an **Advertising Content Policy** to govern the acceptance and display of advertisements on RTA-owned assets, ensuring standards that are lawful, viewpoint-neutral, and appropriate for transit riders;

WHEREAS, the RTA previously adopted an Advertising Content Policy and, as part of its regular policy review cycle, staff have identified updates to clarify forum status, prohibited content categories, review and appeal processes, roles/responsibilities, accessibility and language requirements, and alignment with vendor obligations;

WHEREAS, the updated policy advances the long-term goals of the RTA's Strategic Mobility Plan by promoting a world-class rider experience through lean, safe, family-appropriate environments and supporting financial sustainability through clear standards that reduce disputes and support stable advertising revenue;

WHEREAS, adoption of the updated policy has no direct fiscal impact;

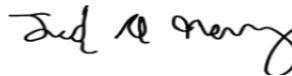
NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Regional Transit Authority (RTA) that the Chairman of the Board, or his designee, is authorized to approve and adopt the updated Advertising Content Policy; and

BE IT FURTHER RESOLVED that the Chief Executive Officer, or her designee (Chief of External Affairs), is authorized to implement the policy, promulgate administrative guidance, maintain records of determinations and appeals, and ensure incorporation of policy standards into current and future advertising agreements.

THE FOREGOING WAS READ IN FULL, THE ROLL WAS CALLED ON THE ADOPTION THEREOF AND RESULTED AS FOLLOWS:

YEAS:	<u>7</u>
NAYS:	<u>0</u>
ABSTAIN:	<u>0</u>
ABSENT:	<u>0</u>

AND THE RESOLUTION WAS ADOPTED ON THE 16th DAY OF DECEMBER, 2025.



Fred Neal
CHAIRMAN
RTA BOARD OF COMMISSIONERS

