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MOTION BY SUPERVISOR YVONNE B. BURKE

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For the past several years, the Community Coalition of South Los Angeles has been spearheading efforts to promote the health and safety of our young people by seeking to mitigate the widespread proliferation of alcohol and tobacco advertisements seemingly aimed at teenagers and young adults. The Community Coalition's **Teen Tobacco Awareness Project** has sought to create awareness among teens of the problems associated with alcohol and tobacco products.

Today, I am proposing that the Board of Directors of the MTA adopt a policy that prohibits the use of alcohol and tobacco advertising throughout the properties of MTA. While the MTA does not have any of these types advertising displays at present, I believe that we will send a strong message of support to the communities we serve in adopting such a policy. Furthermore, I personally met with our present advertising contractor, Transportation Displays, Inc. (TDI) and consulted them in this matter before I proceeded. Not only were they very sensitive to the issue, they were very supportive of such a policy as well.

I am a firm believer that the MTA needs to expand and seek new alternative revenue sources, the policies regarding advertising on and in MTA properties should be closely re-examined. At the same time, we need to continue to support the communities we serve in their efforts to address the constellation of problems caused by alcohol, tobacco and other drugs.

**I, THEREFORE MOVE, THAT THE MTA BOARD OF DIRECTORS ADOPT** as policy that no alcohol or tobacco advertising shall be accepted or permitted on MTA properties.