

Amending Motion by Director Richard Katz

Executive Management & Audit Committee

Item 38 – Advertising Policy

I MOVE THAT the MTA Board:

1. Amend CEO recommendation to establish a combined minimum revenue target of \$4 million for fiscal year 2006-2007 for all pilot programs (A-1 through A-5)
2. Direct the CEO and County Counsel to amend the current bus advertising contract to allow the current contractor and future bidders to submit bids to “wrap” up to 25% of the MTA’s bus fleet, subject to final Board approval