

February 20, 2023

Henry Li, Manager
Sacramento Regional Transit District (SacRT)

The transit advocacy organizations, signed below, ask that you immediately implement a new policy about vehicle wraps. These organization's members, and the general public, make frequent complaints to us about vehicle wraps. A number of riders have spoken at board meetings about vehicle wraps.

Wraps obscure views into transit vehicles, making many people uncomfortable about boarding. They also obscure views out of transit vehicles, causing riders to miss their stops. The wraps are particularly egregious on light rail vehicles, where many of the current wraps obscure the fact there are even windows in the vehicles.

We ask that SacRT implement policy about vehicle wraps over windows that create an opacity greater than 20% from either side. We also ask that existing vehicle wraps that violate this standard be phased out over six months.

No amount of income from vehicle wrap advertising, nor cost savings by wrapping vehicles that need paint, justifies making the rider experience less safe and less comfortable. We are not opposed to advertising on the outside of vehicles, but it must not obscure visibility and should not be so prominent as to make the vehicles into rolling advertisements rather than transit vehicles.

Signed,

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Ridership for the Masses