

April 20, 2023

Henry Li, General Manager  
Devra Selenis, Vice President, Communications and Partnerships  
Sacramento Regional Transit District (SacRT)

This is a followup to our letter of February 20 (see below) and the email response from Devra Selenis of February 24 (see below).

We are glad that the existing advertising contract for buses and the next year contract for light rail vehicles will include this language about coverage. However, we do not find it acceptable that the current light rail wraps will continue in use for an indefinite period of time.

There are some light rail vehicle wraps that are not only 100% coverage of windows, they are nearly 100% opaque from the outside. One fairly new, bright yellow wrap, which we have not been able to capture a photo of yet, has an opacity where it is not even possible to tell that it is not completely opaque because nothing inside including the opposite windows are visible.

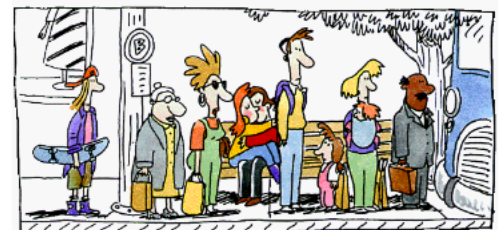
I realize that SacRT would like these wraps to remain in use until they wear out or the light rail cars are retired, but that is not acceptable. There must be a program for either removing the window portion of these full coverage, highly opaque wraps, or replacing them completely, within as short a time frame as possible.

Signed,

Dan Allison, for  
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Ridership for the Masses

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Thank you for your letter regarding vehicle wraps. You are correct when you state that it's a frequent complaint by riders. Because of advocates like STAR, SacTRU and Ridership for the Masses, I was able to change the Bus Vehicle Advertising procurement to limit the window coverage to up to 50% so that people can see in and out of the buses. The bus contract includes this language: "Due to safety, capacity concerns, and maintenance issues, Contractor may not cover more than 50% of the windows or window area with advertising material." I plan to include the same language in the next Light Rail Vehicle Advertising agreement, when it goes back out to bid in the next year to address the visibility concerns. In the meantime, I will work with the current vendor, Lamar Transit, to see how we can limit the coverage as soon as possible.

Again, thank you for sharing your feedback with us.

-Devra

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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,

Dan Allison, for  
Sacramento Transit Advocates and Riders (STAR), <http://star-transit.org/>  
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