

SUBWAY ANNOUNCEMENT PARTNERSHIP PROGRAM PILOT PROJECT

The Metropolitan Transportation Authority (“MTA”) regularly makes audio announcements using the public address system on its subway trains and in subway stations, including, for example, courtesy messages, announcements regarding the next station stop and the final station stop, and safety-related messaging. As a pilot project, the MTA is initiating a partnership program under which third parties (“Partners”) may partner with the MTA to deliver the MTA’s pre-recorded announcements and other messages on New York City Subway trains and in stations, along with limited additional pre-approved content (“Subway Announcements”) (the “Subway Announcement Partnership Program”). The MTA views the Subway Announcement Partnership Program as a helpful means of advancing the MTA’s goals, including by increasing the visibility of the MTA’s messages.

Because a Partner participating in the delivery of the Subway Announcements would be delivering the MTA’s own messages – and would be understood by riders to be speaking largely on behalf of the MTA – the MTA will exercise full control over all aspects of the Subway Announcements. The MTA does not intend to open – and is not opening – any type of forum for the expression of speech by private parties with the initiation of the Subway Announcement Partnership Program. The Subway Announcement Partnership Program is separate and distinct from the MTA’s traditional display advertising space and its Subway Platform and Station Audio Advertising pilot project, both of which are governed by the MTA’s Advertising Policy.

The MTA will have sole approval in its complete discretion over (i) the selection of the Partners for the Subway Announcement Partnership Program; (ii) the selection of the Partner’s spokesperson(s) delivering the Subway Announcement; (iii) the content of the Subway Announcements, including without limitation any content in addition to standard transportation-related announcements; (iv) the frequency of use of such Subway Announcements; (v) the selected subway line(s) or segment(s) thereof on which the Subway Announcements will be delivered; and (vi) the duration that such Subway Announcements will be permitted to run. The MTA’s approval rights are not limited in any fashion, and may be based on grounds not delineated in this document, including the extent of commercial promotion or messages inconsistent with the MTA’s mission and operational interests in the proposed Subway Announcement.

The MTA may receive and consider requests from prospective Partners to participate in the Subway Announcement Partnership Program and, as stated above, will have sole discretion whether to approve such a request. The MTA may also reach out to prospective Partners to propose participation in the Subway Announcement Partnership Program. In order to increase its revenues, the MTA will charge fees to Partners for Subway Announcements, which fees will be determined through negotiation between the Partner and the MTA and/or its agents.

Once a Partner is selected to make a Subway Announcement under the Subway Announcement Partnership Program, the MTA and the Partner will work closely together to develop and produce a Subway Announcement that meets with the MTA’s approval. The MTA will have sole control over the airing of the Subway Announcements in subway cars via its public announcement systems.

The Subway Announcement Partnership Program will run for a period of one year from the date of adoption listed below, and may be amended or terminated by the MTA at any time.

Dated: March 22, 2024

Approved: 

Deputy Chief Development Officer, Planning