

UPDATED TRAIN ANNOUNCEMENT PARTNERSHIP PROGRAM PILOT PROJECT

The Metropolitan Transportation Authority (“MTA”) regularly makes audio announcements using the public address system on its trains and in stations, including, for example, courtesy messages, announcements regarding the next station stop and the final station stop, and safety-related messaging. As an updated pilot project, the MTA will offer 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, commuter rail trains, and in subway and rail stations, along with limited additional pre-approved content (“Train Announcements”) (the “Train Announcement Partnership Program”). The MTA views the Train 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 Train 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 Train 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 implementation of the Train Announcement Partnership Program. The Train Announcement Partnership Program is separate and distinct from the MTA’s traditional display advertising space and its 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 Train Announcement Partnership Program; (ii) the selection of the Partner’s spokesperson(s) delivering the Train Announcement; (iii) the content of the Train Announcements, including without limitation any content in addition to standard transportation-related announcements; (iv) the frequency of use of such Train Announcements; (v) the selected stations, subway or rail line(s) or segment(s) thereof on which the Train Announcements will be delivered; and (vi) the duration that such Train 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 Train Announcement.

The MTA may receive and consider requests from prospective Partners to participate in the Train 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 Train Announcement Partnership Program. In order to increase its revenues, the MTA will charge fees to Partners for Train 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 Train Announcement under the Train Announcement Partnership Program, the MTA and the Partner will work closely together to develop and produce a Train Announcement that meets with the MTA’s approval. The MTA will have sole control over the airing of the Train Announcements in subway and rail cars and stations via its public announcement systems.

This updated Train 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: June 25, 2025

Approved: _____

A handwritten signature in black ink, written over a horizontal line. The signature is stylized and cursive, with a long, sweeping horizontal stroke extending to the right.