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February 5, 2015

Stephen F. O'Neil, Administrator
Worcester Regional Transit Authority
Union Station Hub
60 Foster Street
Worcester, MA 01608

RE: "Go Patriots" Message on Exterior Bus Sign

Dear. Mr. O'Neil:

I have read your letter. I have no problem with supporting public entities such as the schools and other **non-profits**. I fail to understand why you provide gratis of community support for a billion dollar entity that is more than able to pay for the advertising. You seem to be under the misapprehension that the Patriots and Red Sox are some sort of public benefactor. They are not. They are businesses. They are looking to make as much money as they can. The buses are supported by the taxpayers. It offends me when public entities supported by my tax dollar provides free advertising and promotional benefits to an entity such as the Patriots that are profiting in the hundreds of millions of dollars. I do not understand why they get free promotion from a public entity supported by tax dollars.

I do have small business clients who would be interested in free advertising on the WRTA.

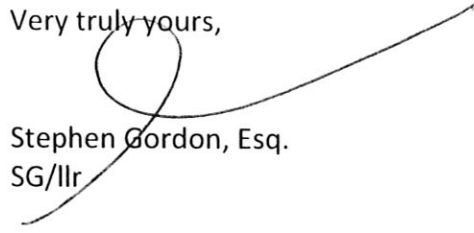
However, what I notice is missing from your letter is any criteria how private industry is placed on the bus marquees. There seems to be a completely arbitrary and capricious nature on who gets to be advertised and who does not. You still have not provided any valid criteria explaining why the billion dollar industry known as the New England Patriots receives free promotion. I also fail to understand why the multi-billion dollar industries such as the Bruins and Celtics also received the consideration of free advertising.

What is clear in your letter is that you are willing to support multi-billion dollar private industries and are not willing to provide any public support for what you say are "private law firms." That also means you do not provide the same benefit for the local small businesses. There is no justification in your letter for this disparate treatment especially where the local small businesses are being taxed and pay for the WRTA. I am not aware that the New England Patriots, Bruins, or the Celtics provide any tax support for the operation of the WRTA.

The question is not whether you offend the public. The question is whether you are treating everyone equally. It is clear that you are not. It offends me that you are providing free promotional support for these billion dollar industries and the small businesses that are subsidizing your existence are not even considered.

Very truly yours,

Stephen Gordon, Esq.
SG/llr

A handwritten signature in black ink, consisting of a large, stylized loop followed by a long, sweeping horizontal stroke that extends to the right and then curves slightly upwards.