

1 [Transit Advertising Contract with Viacom Outdoor Inc.]

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3 **Resolution authorizing the Municipal Transportation Agency to execute a transit**  
4 **advertising contract with Viacom Outdoor Inc., for a term commencing July 1, 2004 and**  
5 **ending June 30, 2009, which offers a minimum total aggregate of revenue and services**  
6 **of \$16,425,000 during the five-year term of the contract.**

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8 WHEREAS, The San Francisco Municipal Transportation Agency ("MTA") currently has  
9 a five-year Transit Advertising Agreement providing the Municipal Railway ("MUNI") with a  
10 significant amount of advertising revenue each year; and

11 WHEREAS, This Agreement will expire on June 30, 2004; and,

12 WHEREAS, It is in the best interests of the City to seek competitive proposals to  
13 ensure that the company representing MUNI's advertising program will achieve the highest  
14 possible performance standards; and

15 WHEREAS, The MTA Board of Directors authorized the solicitation of proposals from  
16 companies specializing in the management of transit advertising programs for a new five-year  
17 contract; and

18 WHEREAS, A selection process was established to fairly and objectively evaluate  
19 proposals, with the intent of selecting the most qualified company to represent the Municipal  
20 Railway's interests; and

21 WHEREAS, A specially appointed selection committee evaluated written responses  
22 from three proposers to the solicitation; on the basis of the scores of the written proposals, the  
23 selection committee determined that two of the firms – Viacom Outdoor Inc. ("Viacom"), and  
24 Obie Media Company – were in the competitive range and qualified to be short-listed for the  
25

1 oral interview phase of the process, but determined that the technical scores for the third  
2 proposer were not high enough to be within the competitive range; and

3 WHEREAS, After the selection committee scored the two short-listed proposers based  
4 on their performance during the oral interviews, MUNI combined the scores for the written  
5 proposals and the oral interviews and determined that Viacom was the higher of the two  
6 proposers; and

7 WHEREAS, A contract has been negotiated with Viacom which offers a minimum total  
8 aggregate of revenue and services of \$16,425,000 during the five-year term of the contract,  
9 including total minimum guarantees of \$13,620,000 for exterior advertising on MUNI revenue  
10 transit vehicles, \$125,000 for interior advertising in MUNI revenue transit vehicles, \$5,000 for  
11 advertising on the MUNI Metro Platform Display Sign System, \$500,000 for MUNI advertising  
12 on Bay Area electronic or print media, \$250,000 for services of its creative staff to assist  
13 MUNI in developing and producing advertising copy for the advertising space and time  
14 provided, \$175,000 for the MUNI employee recognition program, and \$1,750,000 of broadcast  
15 for MUNI on premier San Francisco radio and television media; and

16 WHEREAS, On May 18, 2004, the MTA Board of Directors adopted Resolution No.  
17 040686, which authorizes the Director of Transportation to execute a transit advertising  
18 contract with Viacom Outdoor Inc., for a period from July 1, 2004 through June 30, 2009, with  
19 a minimum total aggregate of revenue and services of \$16,175,000; now, therefore, be it

20 RESOLVED, That the Board of Supervisors authorizes the Municipal Transportation  
21 Agency to execute a transit advertising contract with Viacom Outdoor Inc., for a term  
22 commencing July 1, 2004 and ending June 30, 2009, which offers a minimum total aggregate  
23 of revenue and services of \$16,425,000 during the five-year term of the contract.



# City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

## Tails

### Resolution

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**File Number:** 040686

**Date Passed:**

Resolution authorizing the Municipal Transportation Agency to execute a transit advertising contract with Viacom Outdoor Inc., for a term commencing July 1, 2004 and ending June 30, 2009, which offers a minimum total aggregate of revenue and services of \$16,425,000 during the five-year term of the contract.

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June 22, 2004 Board of Supervisors — CONTINUED

Ayes: 9 - Alioto-Pier, Ammiano, Daly, Gonzalez, Hall, Maxwell, McGoldrick,  
Peskin, Sandoval

Absent: 1 - Dufty

Excused: 1 - Ma

June 29, 2004 Board of Supervisors — ADOPTED

Ayes: 7 - Alioto-Pier, Dufty, Hall, Ma, Maxwell, Peskin, Sandoval


Noes: 4 - Ammiano, Daly, Gonzalez, McGoldrick

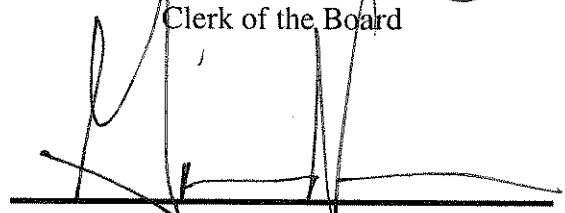
File No. 040686

I hereby certify that the foregoing Resolution was ADOPTED on June 29, 2004 by the Board of Supervisors of the City and County of San Francisco.

JUN 30 2004

Date Approved

  
Gloria L. Young  
Clerk of the Board

  
Mayor Gavin Newsom