

1 [Contract - Titan Outdoor, LLC - Advertising - Guarantee of Over \$28,500,000]

2
3 **Resolution authorizing the San Francisco Municipal Transportation Agency (SFMTA) to**
4 **execute a transit advertising contract with Titan Outdoor LLC, for a term commencing**
5 **July 1, 2014 and ending June 30, 2019, which offers a minimum guarantee to the**
6 **SFMTA of \$28,500,000 over the term of the contract.**

7
8 WHEREAS, In 2009, the San Francisco Municipal Transportation Agency (SFMTA)
9 entered into a Transit Advertising Agreement for advertising on transit vehicles with a term of
10 five years, which is due to expire June 30, 2014; and

11 WHEREAS, On October 15, 2013, the SFMTA Board of Directors adopted Resolution
12 No. 13-232 and the Parking Authority Commission adopted Resolution No. 13-233,
13 authorizing the SFMTA to advertise a Request for Proposals (RFP) for an agreement for
14 advertising on SFMTA property, including vehicles and parking garages; and

15 WHEREAS, The SFMTA issued the RFP on October 16, 2013 and received three
16 proposals, two of which were responsive to the minimum qualifications set forth in the RFP;
17 and

18 WHEREAS, The selection panel conducted a thorough evaluation of the proposals of
19 Titan Outdoor, LLC (Titan Outdoor) and CBS Outdoor; and

20 WHEREAS, The selection panel rated Titan Outdoor as the highest bidder; and

21 WHEREAS, SFMTA staff and Titan Outdoor negotiated an Agreement for Advertising
22 on SFMTA Vehicles and Other Property ("Agreement"), which agreement is on file with the
23 Clerk of the Board of Supervisors in File No. 140225 , which is hereby declared to be a part of
24 this motion as is set forth fully herein; and

1 WHEREAS, The new Agreement is for a five-year term, includes two five-year options
2 to extend and will bring the SFMTA a minimum of \$28,500,000 in revenue over the initial term
3 of the contract and a 65% revenue share over the full term of the Agreement, including any
4 option terms; and

5 WHEREAS, On March 4, 2014, the SFMTA Board of Directors and the Parking
6 Authority Commission adopted Resolution No. 14-037, authorizing the SFMTA Director of
7 Transportation to execute Contract SFMTA 2014-13 with Titan Outdoor, and recommended
8 that the Board of Supervisors approve the Agreement; now, therefore, be it

9 RESOLVED, That the Board of Supervisors authorizes the SFMTA to execute Contract
10 SFMTA 2014-13, Advertising on SFMTA Vehicles and Other Property, with Titan Outdoor, for
11 a five-year term commencing July 1, 2014, which offers a minimum guarantee to the SFMTA
12 of \$28,500,000 over the initial five-year term of the contract and a 65% revenue share over
13 the full term of the Agreement, including any option terms; and, be it

14 FURTHER RESOLVED, That within thirty (30) days of the contract being fully executed
15 by all parties the SFMTA shall provide the final contract to the Clerk of the Board for inclusion
16 into the official file.



City and County of San Francisco
Tails
Resolution

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

File Number: 140225

Date Passed: May 20, 2014

Resolution authorizing the San Francisco Municipal Transportation Agency (SFMTA) to execute a transit advertising contract with Titan Outdoor, LLC, for a term commencing July 1, 2014, and ending June 30, 2019, which offers a minimum guarantee to the SFMTA of \$28,500,000 over the term of the contract.

April 16, 2014 Budget and Finance Sub-Committee - CONTINUED TO CALL OF THE CHAIR

May 07, 2014 Budget and Finance Sub-Committee - CONTINUED

May 14, 2014 Budget and Finance Committee - REFERRED WITHOUT RECOMMENDATION

May 20, 2014 Board of Supervisors - ADOPTED

Ayes: 6 - Breed, Chiu, Cohen, Farrell, Tang and Yee

Noes: 5 - Avalos, Campos, Kim, Mar and Wiener

File No. 140225

I hereby certify that the foregoing Resolution was ADOPTED on 5/20/2014 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Mayor
Date Approved