

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS AND  
PARKING AUTHORITY COMMISSION

RESOLUTION No. 210420-052

WHEREAS, The City entered into an advertising agreement (Agreement) with Intersection Media, LLC (Intersection) for five years, plus two five-year options to extend the agreement; in 2018, the City exercised the first option to extend the contract through June 30, 2024; and

WHEREAS, Due to the impacts from the COVID-19 pandemic, which have had, and continue to have, an unprecedented and material adverse effect on Intersection's ability to generate revenue from advertising, Intersection approached the SFMTA for reductions in Minimum Annual Guarantee payments due to the City from March 1, 2020 through June 30, 2022 and for changes to certain other financial terms in the Agreement; and

WHEREAS, By entering into the contract amendment, the SFMTA will receive reduced, but still substantial, financial benefits during fiscal years 2021 and 2022, plus the other benefits provided in the Agreement, and will add an advertising program in the new Central Subway stations and tunnel to increase advertising revenue; it will also help Intersection to survive and preserve jobs; and

WHEREAS, The extension included in the contract amendment would run from July 1, 2024 to June 30, 2029; and

WHEREAS, If approved by the SFMTA Board of Directors, the contract amendment will be submitted to the Board of Supervisors for final approval; and

WHEREAS, On March 24, 2021, the SFMTA, under authority delegated by the Planning Department, determined that the Second Amendment to Contract No. SFMTA 2014-13 with Intersection is not a "project" under the California Environmental Quality Act (CEQA) pursuant Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors authorize the Director of Transportation to execute the Second Amendment to Contract No. SFMTA 2014-13 with Intersection Media, LLC (formerly Titan Outdoor LLC) for advertising on San Francisco Municipal Transportation Agency vehicles and other property to reduce the minimum annual guarantee payments from March 1, 2020

through June 30, 2022, due to the impacts from the COVID-19 pandemic, to add an advertising program in the Central Subway stations and tunnel and to exercise the second five-year option to extend the contract; and be it

RESOLVED, That the SFMTA Board of Directors authorizes the Director of Transportation to enter into any amendments or modifications to the Agreement to reduce the minimum annual guarantee, in the event that SFMTA reduces the number of transit vehicles in its fleet by 150 or more; and be it further

RESOLVED, That the SFMTA Board of Directors recommends this matter to the Board of Supervisors for its approval.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of April 20, 2021.



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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency