

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

RESOLUTION No. 180821-116

WHEREAS, Effective July 1, 2014, the San Francisco Municipal Transportation Agency entered into an advertising agreement with Intersection (formerly Titan Outdoor LLC) for five years, plus two five-year options to extend the agreement in the SFMTA's sole discretion, with a minimum guarantee of \$28,500,000 over the initial five-year term of the agreement and \$32,250,000 over the first five-year extension term, and with a 65% revenue share over the full term of the Agreement, including the option terms; and,

WHEREAS, The agreement includes the authorization of wraps that include windows for no more than 30 vehicles at a time but provides that the Director of Transportation shall have the discretion to fix the number of such window wraps during any fiscal year at no less than 15 and no more than 30; the number of window wraps has been fixed at 30 since July 1, 2014; and,

WHEREAS, The agreement includes a clause that enables the SFMTA to include an advertising program in the new Central Subway stations and tunnel after their completion; and,

WHEREAS, Intersection has performed well, has met all of the requirements in the agreement and has exceeded the minimum annual guarantee during each of the four years from July 1, 2014 to June 30, 2018; and,

WHEREAS, The extension would run from July 1, 2019 to June 30, 2024; and,


WHEREAS, On July 6, 2018, the SFMTA, under authority delegated by the Planning Department, determined that the execution of an agreement with Titan Outdoor LLC is not defined as 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 and Parking Authority Commission authorize the Director of Transportation to exercise a five-year option to extend Contract No. SFMTA 2014-13, with Intersection (formerly Titan Outdoor LLC), for advertising on San Francisco Municipal Transportation Agency vehicles and other property.

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 August 21, 2018.



Secretary to the Board of Directors
San Francisco Municipal Transportation Agency