



SFMTA

San Francisco Municipal Transportation Agency

Transit Shelter Program

Second Amendment to the Transit Shelter Advertising Agreement
with Clear Channel Outdoor, LLC.

SFMTA Board of Directors
October 4, 2022

As part of the SFMTA adopted budget for fiscal years 2023 & 2024, investment in the safety and passenger experience of the transit system was a key priority.

Restoration of ridership throughout San Francisco is dependent not only on transit service being in place, but the quality of that service from the time the passenger arrives at the stop to the point of their destination.

For many riders this begins at a bus stop, transit shelter and at our stations.



49
NEW YORK BOULEVARD
100th St. to 110th St.
100th St. to 110th St.
100th St. to 110th St.

90
100th St. to 110th St.
100th St. to 110th St.
100th St. to 110th St.

Map and Schedule

info

100th St. to 110th St.
100th St. to 110th St.
100th St. to 110th St.

Bus Stop Signage

Map and Schedule

info

100th St. to 110th St.
100th St. to 110th St.
100th St. to 110th St.



FOURTH/BRANNAN

FOURTH/BRANNAN

← BRANNAN STREET
30 45 47

EMERGENCY EXIT →

FOURTH/BRANNAN

580

Courtesy

COCKSCOMB

GRAFFITI



Since Fall 2021, the SFMTA and Clear Channel have been working to improve the contract for both parties, after the first 15-years
– **with a focus on service.**

Key elements in the final terms include:

Minimum Annual Guarantee

Maintenance of Transit Shelters

Asset Management and Shelter Refresh

SFMTA Advertising Campaigns

Shelter Ownership

Minimum Annual Guarantee

After 15-years, the anticipated amount of revenues anticipated from Transit Shelter advertising has not been achieved.

- The 5-Year Financial Plan has been corrected.
- **Total revenue anticipated for the period is \$56.4 million.**

Fiscal Year	MAG
FY 23	\$7,000,000
FY 24	\$7,800,000
FY 25	\$9,800,000
FY 26	\$11,300,000
FY 27	\$13,700,000
½ FY 28	\$6,850,000

Maintenance of Transit Shelters

Clear Channel in partnership with our new Superintendent is responsible for the maintenance of more than 1200 transit shelters.

- Maintenance will be increased citywide from 2-cleanings per week to 3-cleanings per week – a **50% increase.**
- Platforms **5-days per week.**



Asset Management and Shelter Refresh

Like many other asset classes, the SFMTA worked with Clear Channel to negotiate an asset management and associated capital investment program for shelter repair and replacement.

- **Independent contractor** to be hired within 6-months for development of Asset Management Plan.
- **Scoring criteria** on physical condition of shelters.
- **Within 30-days of plan completion repairs must commence** on all shelters that do not meet minimum scoring requirements.
- Current estimate for refresh is **\$3 million**.
- Additional investment in digital shelters **\$3 million**.

	Grade High = 2 Points	Medium Grade = 1 Points	Grade Low = 0 Point
Roof	Structurally Sound, no cracks	Structurally sound, one crack, with minor graffiti	Broken, major graffiti
Map Case	Good condition, clear, current map	Opaque and/or cracked, current map, minor graffiti	Missing plexiglass, no map, no frame
Ad Box	Good condition, functional, no damage	Opaque and/or cracked, minor graffiti	Missing plexiglass, no ad, no frame
Supports	Structurally Sound, Minimal Rust	Structurally sound, minor rust or repairs	Broken, Significant Rust
Seats/Bench	Lights illuminate/signage illuminate	Lights illuminate, signage not illuminated	Lights broken or missing - signage does not illuminate
Lighting	No hazardous issue related to glass/seating	Missing glass panel with bar, seats loose	Shattered glass, missing components, exposed electrical/wiring, broken seats
Safety Hazards	Minimal scratches, no acid damage and glass is intact	Glass is cracked but intact and/or some acid/ graffiti damage	Significant scratches and acid damage, glass not intact.
Glass	Available / Legible	Available / Illegible	Missing

SFMTA Advertising Campaigns

The prior contract allows the SFMTA to implement campaigns if there was free available space.

- **SFMTA gets \$1 million annually** for advertising as needed for various marketing campaigns.

Shelter Ownership

At the end of the period, rather than through an appraisal and purchase process, Clear Channel will turn over title and ownership of shelter infrastructure to the SFMTA. Estimated remaining value by 2027 is **\$6 million**.

Staff is requesting that the SFMTA Board of Directors approve the amendment and recommend approval to the Commission of the Port of San Francisco and San Francisco Board of Supervisors.

The proposed amendment:

- Guarantees **\$56 million in revenues** to the agency in any economic circumstance.
- Includes a **50% increase in daily maintenance; asset management program; and \$6 million in capital investments.**
- **\$1 million a year** for the term of the contract in free advertising for the SFMTA
- Allows the SFMTA to **take full ownership of all assets** at the end of the contract term at no cost to the agency.

In addition to supplement Clear Channel and SFMTA operations on the street we have also:

- **Shifted operations from “contract management” to “street operations,”** for real time response and coalition building with partner departments (Public Works, Police, Homelessness, Public Health)
- Set aside \$160,000 for a workorder with the Department of Public Works for **supportive street cleaning around shelter areas.**
- Set aside \$157,000 for a workorder with the **Department of Homelessness for support in shelter areas** and to deal with encampments.
- Set aside \$294,000 for a workorder with the **Police Department to provide real time support for criminal and unsafe behavior in shelter areas** and to support staff in real time.



Thank you.