

1 [Contract with Titan Outdoor for Advertising on SFMTA Vehicles and other Property]

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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, 2009 and ending June 30, 2014, which offers a minimum guarantee to the**
6 **SFMTA of \$22,102,525 over the term of the contract.**

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8 WHEREAS, In 2004, the City entered into a Transit Advertising Agreement for
9 advertising on transit vehicles with a term of five years, which is due to expire on June 30,
10 2009; and

11 WHEREAS, On August 19, 2008, the San Francisco Municipal Transportation Agency
12 (SFMTA) Board of Directors adopted Resolution No. 08-149, which authorized the SFMTA to
13 advertise a Request for Proposals (RFP) for an agreement for advertising on SFMTA
14 property, including vehicles and parking garages; and

15 WHEREAS, The SFMTA issued the RFP on August 22, 2008 and received two
16 proposals, only one of which was responsive to the minimum qualifications set forth in the
17 RFP; and

18 WHEREAS, The SFMTA conducted an evaluation of the proposal submitted by Titan
19 Outdoor LLC (Titan Outdoor), the proposer that submitted the responsive proposal, and
20 negotiated an agreement with Titan Outdoor; on February 12, 2009, Titan Outdoor withdrew
21 its offer to the SFMTA; and

22 WHEREAS, Titan agreed to provide the SFMTA with \$125,000 to compensate the
23 SFMTA for withdrawing its offer after the initial RFP selection process; and

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1 WHEREAS, The SFMTA issued a revised RFP on February 26, 2009, conducted a
2 thorough evaluation of the proposals of Titan Outdoor and CBS Outdoor, the two conforming
3 proposers, and a reference check of the two proposers; and

4 WHEREAS, The selection panel rated Titan Outdoor as the higher bidder; and

5 WHEREAS, SFMTA staff and Titan Outdoor negotiated a new Agreement for
6 Advertising on SFMTA Vehicles and Other Property ("Agreement"), which Agreement is on file
7 with the Clerk of the Board of Supervisors in File No. _____, which is hereby
8 declared to be a part of this motion as if set forth fully herein; and,

9 WHEREAS, The new Agreement is for a five-year term and will bring the SFMTA a
10 minimum of \$22,102,525 in revenue; and

11 WHEREAS, On April 30, 2009, the SFMTA Board of Directors and the Parking
12 Authority Commission adopted Resolution No. 09-069, authorizing the Executive
13 Director/CEO of the SFMTA to execute Contract SFMTA 2008/09-08, Advertising on SFMTA
14 Vehicles and Other Property, with Titan Outdoor, and recommended that the Board of
15 Supervisors approve the Agreement; now, therefore, be it

16 RESOLVED, That the Board of Supervisors authorizes the SFMTA to execute Contract
17 SFMTA 2008/09-08, Advertising on SFMTA Vehicles and Other Property, with Titan Outdoor,
18 for a term commencing July 1, 2009 and ending June 30, 2014, which offers a minimum
19 guarantee to the SFMTA of \$22,102,525 over the term of the contract.