

248-07

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

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

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

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

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

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

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

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

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

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

7  
8 WHEREAS, SFMTA staff and Titan Outdoor negotiated a new Agreement for  
9 Advertising on SFMTA Vehicles and Other Property ("Agreement"), which Agreement is on file  
10 with the Clerk of the Board of Supervisors in File No. 090633, which is hereby  
11 declared to be a part of this motion as if set forth fully herein; and,

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

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

19  
20 RESOLVED, That the Board of Supervisors authorizes the SFMTA to execute Contract  
21 SFMTA 2008/09-08, Advertising on SFMTA Vehicles and Other Property, with Titan Outdoor,  
22 for a term commencing July 1, 2009 and ending June 30, 2014, which offers a minimum  
23 guarantee to the SFMTA of \$22,102,525 over the term of the contract.  
24  
25



# City and County of San Francisco

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

## Tails

### Resolution

---

**File Number:** 090633

**Date Passed:**

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

---

June 16, 2009 Board of Supervisors — ADOPTED

Ayes: 9 - Alioto-Pier, Avalos, Campos, Chiu, Chu, Dufty, Mar, Maxwell,  
Mirkarimi

Noes: 1 - Daly

Excused: 1 - Elsbernd

File No. 090633

I hereby certify that the foregoing Resolution was ADOPTED on June 16, 2009 by the Board of Supervisors of the City and County of San Francisco.



Angela Calvillo  
Clerk of the Board

6-26-09

Date Approved

UNSIGNED

Mayor Gavin Newsom

Date: June 26, 2009

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter.



Clerk of the Board

File No.  
090633