



## Second Amendment to Contract No. SFMTA 2014-13 with Intersection Media, LLC

The San Francisco Municipal Transportation Agency (SFMTA) proposes to 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.

In 2014, the SFMTA entered into an advertising 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. 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.

By entering into the Amendment, the SFMTA would receive reduced, but still substantial, financial benefits during fiscal years 2021 and 2022, plus the other benefits provided in the Agreement, and would add an advertising program in the new Central Subway stations and tunnel to increase advertising revenue, and that would also help Intersection survive and preserve jobs. The extension included in the Amendment would run from July 1, 2024 to June 30, 2029.

Not a "project" under CEQA pursuant to CEQA Guidelines Sections 15060(c) and 15378(b) because the action would not result in a direct or reasonably foreseeable indirect physical change to the

*Angela E. Alter*

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Angela E. Alter, Planner

Date

San Francisco Municipal Transportation Agency