



## San Francisco Ethics Commission

25 Van Ness Avenue, Suite 220, San Francisco, CA 94102

Phone: 415.252.3100 . Fax: 415.252.3112

[ethics.commission@sfgov.org](mailto:ethics.commission@sfgov.org) . [www.sfethics.org](http://www.sfethics.org)

Received On: 06-23-2021 | 16:52:35 PDT

File #: 210445

Bid/RFP #:

### Notification of Contract Approval

SFEC Form 126(f)4

(S.F. Campaign and Governmental Conduct Code § 1.126(f)4)

A Public Document

Each City elective officer who approves a contract that has a total anticipated or actual value of \$100,000 or more must file this form with the Ethics Commission within five business days of approval by: (a) the City elective officer, (b) any board on which the City elective officer serves, or (c) the board of any state agency on which an appointee of the City elective officer serves. For more information, see: <https://sfethics.org/compliance/city-officers/contract-approval-city-officers>

#### 1. FILING INFORMATION

<b>TYPE OF FILING</b>	<b>DATE OF ORIGINAL FILING (for amendment only)</b>
Original	
<b>AMENDMENT DESCRIPTION – Explain reason for amendment</b>	

#### 2. CITY ELECTIVE OFFICE OR BOARD

<b>OFFICE OR BOARD</b>	<b>NAME OF CITY ELECTIVE OFFICER</b>
Board of Supervisors	Members

#### 3. FILER'S CONTACT

<b>NAME OF FILER'S CONTACT</b>	<b>TELEPHONE NUMBER</b>
Angela calvillo	415-554-5184
<b>FULL DEPARTMENT NAME</b>	<b>EMAIL</b>
office of the clerk of the Board	Board.of.Supervisors@sfgov.org

#### 4. CONTRACTING DEPARTMENT CONTACT

<b>NAME OF DEPARTMENTAL CONTACT</b>	<b>DEPARTMENT CONTACT TELEPHONE NUMBER</b>
Gail Stein	415-646-2308
<b>FULL DEPARTMENT NAME</b>	<b>DEPARTMENT CONTACT EMAIL</b>
069 Municipal Transportation Agency	Gail.Stein@sfmta.com

5. CONTRACTOR	
<b>NAME OF CONTRACTOR</b> Intersection Media, LLC	<b>TELEPHONE NUMBER</b> 347-493-2228
<b>STREET ADDRESS (including City, State and Zip Code)</b> 10 Hudson Yards, 26th Floor, New York, NY 10001	<b>EMAIL</b>

6. CONTRACT		
<b>DATE CONTRACT WAS APPROVED BY THE CITY ELECTIVE OFFICER(S)</b> 6/15/2021	<b>ORIGINAL BID/RFP NUMBER</b>	<b>FILE NUMBER (If applicable)</b> 210445
<b>DESCRIPTION OF AMOUNT OF CONTRACT</b> \$96,750,000		
<b>NATURE OF THE CONTRACT (Please describe)</b> Agreement to advertise on SFMTA vehicles and other property		

7. COMMENTS
This is an amendment to the original 2014 contract due to condition related to the COVID-19 pandemic plus the addition of advertising in the new Central Subway and the exercise of the second five-year option to extend the contract.

8. CONTRACT APPROVAL	
This contract was approved by:	
<input type="checkbox"/>	THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM
<input checked="" type="checkbox"/>	A BOARD ON WHICH THE CITY ELECTIVE OFFICER(S) SERVES Board of Supervisors
<input type="checkbox"/>	THE BOARD OF A STATE AGENCY ON WHICH AN APPOINTEE OF THE CITY ELECTIVE OFFICER(S) IDENTIFIED ON THIS FORM SITS

**9. AFFILIATES AND SUBCONTRACTORS**

List the names of (A) members of the contractor's board of directors; (B) the contractor's principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
1	Doctoroff	Dan	Board of Directors
2	Buchalter	Yehuda Ari	Board of Directors
3	Buchalter	Yehuda Ari	CEO
4	Abolt	Craig	Board of Directors
5	Abolt	Craig	CFO
6	Grosso	Christopher	Board of Directors
7	Grosso	Christopher	COO
8	Hermelin	Brian	Board of Directors
9	Halvorson	Hoyt D.	Board of Directors
10	Yarborough	Eli	Board of Directors
11	Littman	Paz	Board of Directors
12	Lederman	Marc	Board of Directors
13	Maas	Jacob	Board of Directors
14	O'Shaughnessy	Tim	Board of Directors
15	Goldsmith	Scott E.	Other Principal Officer
16	Bechutsky	Linda	Other Principal Officer
17	Raphael	Esther	Other Principal Officer
18	Rosen	Michael	Other Principal Officer
19	Holloway	CiCi	Other Principal Officer

**9. AFFILIATES AND SUBCONTRACTORS**

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#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
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**9. AFFILIATES AND SUBCONTRACTORS**


List the names of (A) members of the contractor’s board of directors; (B) the contractor’s principal officers, including chief executive officer, chief financial officer, chief operating officer, or other persons with similar titles; (C) any individual or entity who has an ownership interest of 10 percent or more in the contractor; and (D) any subcontractor listed in the bid or contract.

#	LAST NAME/ENTITY/SUBCONTRACTOR	FIRST NAME	TYPE
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<input type="checkbox"/>	Check this box if you need to include additional names. Please submit a separate form with complete information. Select “Supplemental” for filing type.		

**10. VERIFICATION**

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information I have provided here is true and complete.

**I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.**

<p><b>SIGNATURE OF CITY ELECTIVE OFFICER OR BOARD SECRETARY OR CLERK</b></p>  <p>DocuSigned by: Alisa Somera -977FC12A02FF42D...</p>	<p><b>DATE SIGNED</b></p> <p>06-23-2021   16:52:35 PDT</p>
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