

**(ADVERTISING CONTRACT ON MUNI VEHICLES)**

1 AUTHORIZING THE DIRECTOR OF PURCHASING AND THE DIRECTOR OF  
2 ADMINISTRATIVE SERVICES TO EXECUTE A FIVE- YEAR CONTRACT WITH  
3 TRANSPORTATION DISPLAYS INCORPORATED FOR THE SALE OF ADVERTISING  
4 SPACE ON MUNI REVENUE VEHICLES AND PLATFORM DISPLAY SIGN SYSTEM AND  
5 MINIMUM ANNUAL GUARANTEES OF \$45,150,000.

6 **WHEREAS**, The San Francisco Public Transportation Commission currently has an  
7 advertising agreement providing the Municipal Railway with a significant amount of advertising  
8 revenue each year; and,

9 **WHEREAS**, This agreement will expire on June 30, 1999; and,

10 **WHEREAS**, It is in the best interests of the City to seek competitive proposals to ensure that  
11 the company representing the Municipal Railway's advertising program will achieve the highest  
12 possible performance standards; and,

13 **WHEREAS**, The Public Transportation Commission authorized the solicitation of proposals  
14 from companies specializing in the management of transit advertising programs; and,

15 **WHEREAS**, A selection process was established to fairly and objectively evaluate proposals,  
16 with the intent of selecting the most qualified company to represent the Municipal Railway's  
17 interests; and,

18 **WHEREAS**, A specially appointed selection committee heard oral presentations for each of  
19 the proposals, and also requested a Best and Final Offer for each of the proposals; and,

20 **WHEREAS**, The committee has reviewed the Best and Final Offers, and has recommended  
21 to the Public Transportation Commission that it execute a new five-year Transit Advertising  
22 Agreement with Transportation Displays Incorporated (TDI); and,

23 **WHEREAS**, TDI's Best and Final Offer offers a minimum total annual aggregate of revenue  
24 and services of \$45,150,000, including total minimum guarantees of \$42,575,000 for advertising on  
25 Muni revenue vehicles during the 5-year term of the agreement, an annual minimum guarantee of  
\$105,000 for advertising on the Muni Metro Platform Display Sign System, \$60,000 of Muni  
advertising on

PUBLIC TRANSPORTATION COMMISSION

1 Bay Area electronic or print media each year, and \$350,000 of broadcast time each year for Muni  
2 on premier San Francisco radio and television media; now, therefore, be it

3 **RESOLVED**, That the Director of Purchasing and the Director of Administrative Services  
4 is authorized to execute the Transit Advertising Agreement with TDI for a term of five years, from  
5 July 1, 1999, through June 30, 2004, with a minimum total annual aggregate of revenue and  
6 services of \$45,150,000.

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24 PUBLIC TRANSPORTATION COMMISSION  
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# City and County of San Francisco

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

## Tails

## Resolution

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**File Number:** 991130

**Date Passed:**

Resolution authorizing the Director of Purchasing and the Director of Administrative Services to execute a five-year contract with Transportation Displays Incorporated for the sale of advertising space on MUNI vehicles and platform display sign system and minimum annual guarantees of \$45,150,000.

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June 28, 1999 Board of Supervisors — ADOPTED

Ayes: 11 - Ammiano, Becerril, Bierman, Brown, Katz, Kaufman, Leno, Newsom, Teng, Yaki, Yee

File No. 991130

I hereby certify that the foregoing Resolution was ADOPTED on June 28, 1999 by the Board of Supervisors of the City and County of San Francisco.



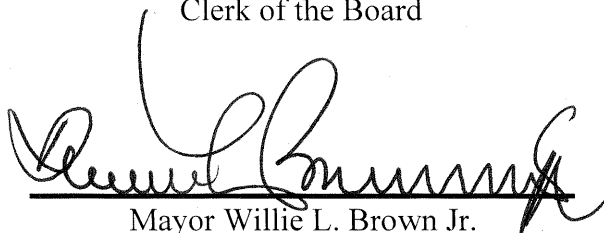
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Gloria L. Young  
Clerk of the Board

JUL - 9 1999

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Date Approved



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Mayor Willie L. Brown Jr.