



Transit Shelter Advertising Agreement with Clear Channel Outdoor, Inc., First Amendment

The San Francisco Municipal Transportation Agency (SFMTA) proposes to authorize the Director of Transportation to execute the First Amendment to the Transit Shelter Advertising Agreement with Clear Channel Outdoor, Inc. The Transit Shelter Advertising Agreement (the “Agreement”) between the City and Clear Channel Outdoor, Inc. (“Clear Channel”) began on December 10, 2007 and continues for a term of 15 years, plus one five-year option to extend at the City’s sole discretion. Due to the effects of the COVID-19 pandemic, which have had, and continue to have, an unprecedented, significant and material adverse effect on Clear Channel’s ability to generate revenue from advertising, Clear Channel approached the SFMTA for reductions in certain payments due to the City under the Agreement; the Amendment provides for changes in Minimum Annual Guarantee (“MAG”) payments from May 1, 2020 through June 30, 2022 and in certain administrative and marketing payments. By entering into the Amendment, the SFMTA would help to ensure that the SFMTA and the City will receive reduced, but still substantial, financial benefits during fiscal years 2021 and 2022 plus all of the other benefits provided in the Agreement; it would also help this long-term, viable business to survive and to preserve jobs, as well as continuing critical services for the SFMTA and its customers.

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 a reasonably foreseeable indirect physical change to the environment.

Andrea Contreras

February 10, 2021

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Date

San Francisco Municipal Transportation Agency