

1 [Amendment to Agreement - Titan Outdoor for Advertising on San Francisco Municipal
2 Transportation Agency Property]

3 **Resolution approving Amendment One to the Agreement for Advertising on San**
4 **Francisco Municipal Transportation Agency Property between the City and Titan**
5 **Outdoor, LLC, to allow advertising window wraps on up to 5% of the San Francisco**
6 **Municipal Transportation Agency's buses and up to 10% of the San Francisco**
7 **Municipal Transportation Agency's light rail vehicles and to change the approval**
8 **requirements for advertising in parking garages.**

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10 WHEREAS, On April 30, 2009, the San Francisco Municipal Transportation Agency
11 (SFMTA) Board of Directors adopted Resolution No. 09-069, which approved an Agreement
12 for Advertising on SFMTA Property between the City and Titan Outdoor LLC (Agreement),
13 which Agreement was approved by the Board of Supervisors under Resolution No. 248-09,
14 dated June 26, 2009; and

15 WHEREAS, The Agreement includes language requested by the SFMTA Board during
16 the contract award process that provides that the windows of transit vehicles that are
17 otherwise fully wrapped with advertisements cannot also be covered with advertisements; and

18 WHEREAS, As a result of current budget deficits, the SFMTA has explored the
19 possibility of amending the Agreement to include such window wraps given their revenue
20 potential; and

21 WHEREAS, SFMTA Safety and Security staff has confirmed that current improved
22 wrap materials do not pose a safety/security risk either for riders or for law enforcement; and

23 WHEREAS, SFMTA staff and Titan Outdoor have negotiated an amendment to the
24 Agreement (the "Amendment") that will allow window wraps on up to 5% of the SFMTA's
25 buses and up to 10% of the SFMTA's light rail vehicles, which Amendment is on file with the

1 Clerk of the Board of Supervisors in File No. , which is hereby declared to be a part of
2 this motion as if set forth fully herein; and

3 WHEREAS, The Amendment also delegates the approval of advertising locations in
4 parking garages from the SFMTA Board of Directors solely to the Executive Director/CEO,
5 except for parking garages under the jurisdiction of the Recreation and Park Commission,
6 which locations shall also require the approval of the Recreation and Park Department; and,

7 WHEREAS, On May 4, 2010, the SFMTA Board of Directors adopted Resolution No.
8 10-068, which approved the Amendment, and recommended the Amendment to the Board of
9 Supervisors for approval; now, therefore, be it

10 RESOLVED, That the Board of Supervisors approves Amendment One to the
11 Agreement for Advertising on San Francisco Municipal Transportation Agency Property
12 between the City and Titan Outdoor LLC, to allow advertising window wraps on up to 5% of
13 the SFMTA's buses and up to 10% of the SFMTA's light rail vehicles and to change the
14 approval requirements for advertising in parking garages.

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