

1 [Agreement Amendment - 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 15 transit vehicles and to**
6 **change the approval requirements for advertising in parking garages.**

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

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

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

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

21 WHEREAS, SFMTA staff and Titan Outdoor have negotiated an amendment to the
22 Agreement (the "Amendment") that will allow window wraps on up to 15 transit vehicles, which
23 Amendment is on file with the Clerk of the Board of Supervisors in File No. 110672, which is
24 hereby declared to be a part of this motion as if set forth fully herein; and

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

5 WHEREAS, On May 4, 2010, the SFMTA Board of Directors adopted Resolution No.
6 10-068, which approved the Amendment, and recommended the Amendment to the Board of
7 Supervisors for approval; now, therefore, be it

8 RESOLVED, That the Board of Supervisors approves Amendment One to the
9 Agreement for Advertising on San Francisco Municipal Transportation Agency Property
10 between the City and Titan Outdoor LLC, to allow advertising window wraps on up to 15
11 transit vehicles and to change the approval requirements for advertising in parking garages.