

1 [Contract - Titan Outdoor, LLC - Advertising - Guarantee of Over \$28,500,000]

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**Resolution authorizing the San Francisco Municipal Transportation Agency (SFMTA) to execute a transit advertising contract with Titan Outdoor LLC, for a term commencing July 1, 2014 and ending June 30, 2019, which offers a minimum guarantee to the SFMTA of \$28,500,000 over the term of the contract.**

WHEREAS, In 2009, the San Francisco Municipal Transportation Agency (SFMTA) entered into a Transit Advertising Agreement for advertising on transit vehicles with a term of five years, which is due to expire June 30, 2014; and

WHEREAS, On October 15, 2013, the SFMTA Board of Directors adopted Resolution No. 13-232 and the Parking Authority Commission adopted Resolution No. 13-233, authorizing the SFMTA to advertise a Request for Proposals (RFP) for an agreement for advertising on SFMTA property, including vehicles and parking garages; and

WHEREAS, The SFMTA issued the RFP on October 16, 2013 and received three proposals, two of which were responsive to the minimum qualifications set forth in the RFP; and

WHEREAS, The selection panel conducted a thorough evaluation of the proposals of Titan Outdoor, LLC (Titan Outdoor) and CBS Outdoor; and

WHEREAS, The selection panel rated Titan Outdoor as the highest bidder; and

WHEREAS, SFMTA staff and Titan Outdoor negotiated an Agreement for Advertising on SFMTA Vehicles and Other Property (“Agreement”), which agreement is on file with the Clerk of the Board of Supervisors in File No. 140225 , which is hereby declared to be a part of this motion as is set forth fully herein; and

1           WHEREAS, The new Agreement is for a five-year term, includes two five-year options  
2 to extend and will bring the SFMTA a minimum of \$28,500,000 in revenue over the initial term  
3 of the contract and a 65% revenue share over the full term of the Agreement, including any  
4 option terms; and

5           WHEREAS, On March 4, 2014, the SFMTA Board of Directors and the Parking  
6 Authority Commission adopted Resolution No. 14-037, authorizing the SFMTA Director of  
7 Transportation to execute Contract SFMTA 2014-13 with Titan Outdoor, and recommended  
8 that the Board of Supervisors approve the Agreement; now, therefore, be it

9           RESOLVED, That the Board of Supervisors authorizes the SFMTA to execute Contract  
10 SFMTA 2014-13, Advertising on SFMTA Vehicles and Other Property, with Titan Outdoor, for  
11 a five-year term commencing July 1, 2014, which offers a minimum guarantee to the SFMTA  
12 of \$28,500,000 over the initial five-year term of the contract and a 65% revenue share over  
13 the full term of the Agreement, including any option terms; and, be it

14           FURTHER RESOLVED, That within thirty (30) days of the contract being fully executed  
15 by all parties the SFMTA shall provide the final contract to the Clerk of the Board for inclusion  
16 into the official file.