



SFMTA
Municipal
Transportation
Agency

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Edward D. Reiskin, *Director of Transportation*

Cheryl Brinkman, *Vice-Chairman*

Jerry Lee, *Director*

Cristina Rubke, *Director*

March 8, 2014

Angela Calvillo, Clerk of the Board
Board of Supervisors
1 Carlton B. Goodlett Place, Room 244
San Francisco, California 94102

Subject: Agreement for Advertising on SFMTA Vehicles and Other Property between the City and County of San Francisco and Titan Outdoor LLC

Dear Ms. Calvillo:

Attached please find an original and two copies of a proposed resolution for consideration by the San Francisco Board of Supervisors. The resolution requests approval of the agreement described above. We respectfully request that this item be scheduled in the appropriate committee. The current contract for this work expires on June 30, 2014. The SFMTA's fiscal year 2015 and 2016 budgets include the minimum annual guarantees from this agreement, which also include funding from vehicle window wraps.

Please also find enclosed the following:

1. Proposed Board of Supervisors Resolution
2. Agreement for Advertising on SFMTA Vehicles and Other Property between the City and County of San Francisco and Titan Outdoor LLC
3. SFMTA Board of Directors/Parking Authority Commission Resolution adopted on March 4, 2014
4. SFEC 126 Forms
5. Briefing letter providing background and other information about the enclosed Agreement

Please contact Janet Martinson of my staff at 415.701.4693 if you have any questions regarding this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Reiskin", is written over a white rectangular background.

Edward D. Reiskin
Director of Transportation

Enclosures