

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS AND  
PARKING AUTHORITY COMMISSION

RESOLUTION No. 14-037

WHEREAS, In 2009, the City entered into an Agreement for Advertising on SFMTA Vehicles and Other Property with Titan Outdoor LLC for a term of five years that expires on June 30, 2014; and

WHEREAS, On October 15, 2013, the SFMTA Board adopted Resolution No. 13-232 and the Parking Authority Commission adopted Resolution No. 13-233 authorizing a Request for Proposals (“RFP”) for a new Agreement for Advertising on SFMTA Vehicles and Other Property; and

WHEREAS, The SFMTA issued the RFP on October 16, 2013 and received two proposals which met the minimum qualifications in the RFP; and

WHEREAS, The SFMTA conducted a thorough evaluation of the two proposers, Titan Outdoor and CBS Outdoor, and a selection panel rated Titan Outdoor as the higher bidder; and

WHEREAS, The SFMTA has negotiated a contract with Titan Outdoor for five years, plus two five-year options to extend the contract in the SFMTA’s sole discretion, with a minimum guarantee of \$28,500,000 over the initial five-year term of the contract and a 65% revenue share over the full term of the Agreement, including any option terms; and

WHEREAS, The Agreement includes the authorization of wraps that include windows for no more than 30 vehicles at a time but provides that the Director of Transportation shall have the discretion to fix the number of such window wraps during any fiscal year at no less than 15 and no more than 30 and that the SFMTA will provide Titan Outdoor with notice of any change; and

WHEREAS, The minimum guarantees include \$325,000 per year if window wraps are authorized on a minimum of 15 vehicles; the minimum annual guarantees would be decreased by this amount if this level of window wraps is not authorized; and

WHEREAS, The Agreement includes a clause that enables the SFMTA to include an advertising program in the new Central Subway stations and tunnel after their completion; now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors and Parking Authority Commission authorize the Director of Transportation to execute an agreement with Titan Outdoor LLC for advertising on SFMTA vehicles and other property for a term of five years, plus two five-year options to extend the contract in the SFMTA’s sole discretion, in a form substantially as presented to this Board; and, be it

FURTHER RESOLVED, That the SFMTA Board of Directors recommends this matter to the Board of Supervisors for its approval.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of March 4, 2014.

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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency