

1 [Transit Advertising Contract with Viacom Outdoor Inc.]  
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3 **Resolution authorizing the Municipal Transportation Agency to execute a transit**  
4 **advertising contract with Viacom Outdoor Inc., for a term commencing July 1, 2004 and**  
5 **ending June 30, 2009, which offers a minimum total aggregate of revenue and services**  
6 **of \$16,425,000 during the five-year term of the contract.**  
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8 WHEREAS, The San Francisco Municipal Transportation Agency ("MTA") currently has  
9 a five-year Transit Advertising Agreement providing the Municipal Railway ("MUNI") with a  
10 significant amount of advertising revenue each year; and

11 WHEREAS, This Agreement will expire on June 30, 2004; and,

12 WHEREAS, It is in the best interests of the City to seek competitive proposals to  
13 ensure that the company representing MUNI's advertising program will achieve the highest  
14 possible performance standards; and

15 WHEREAS, The MTA Board of Directors authorized the solicitation of proposals from  
16 companies specializing in the management of transit advertising programs for a new five-year  
17 contract; and

18 WHEREAS, A selection process was established to fairly and objectively evaluate  
19 proposals, with the intent of selecting the most qualified company to represent the Municipal  
20 Railway's interests; and

21 WHEREAS, A specially appointed selection committee evaluated written responses  
22 from three proposers to the solicitation; on the basis of the scores of the written proposals, the  
23 selection committee determined that two of the firms – Viacom Outdoor Inc. ("Viacom"), and  
24 Obie Media Company – were in the competitive range and qualified to be short-listed for the  
25

1 oral interview phase of the process, but determined that the technical scores for the third  
2 proposer were not high enough to be within the competitive range; and

3 WHEREAS, After the selection committee scored the two short-listed proposers based  
4 on their performance during the oral interviews, MUNI combined the scores for the written  
5 proposals and the oral interviews and determined that Viacom was the higher of the two  
6 proposers; and

7 WHEREAS, A contract has been negotiated with Viacom which offers a minimum total  
8 aggregate of revenue and services of \$16,425,000 during the five-year term of the contract,  
9 including total minimum guarantees of \$13,620,000 for exterior advertising on MUNI revenue  
10 transit vehicles, \$125,000 for interior advertising in MUNI revenue transit vehicles, \$5,000 for  
11 advertising on the MUNI Metro Platform Display Sign System, \$500,000 for MUNI advertising  
12 on Bay Area electronic or print media, \$250,000 for services of its creative staff to assist  
13 MUNI in developing and producing advertising copy for the advertising space and time  
14 provided, \$175,000 for the MUNI employee recognition program, and \$1,750,000 of broadcast  
15 for MUNI on premier San Francisco radio and television media; and

16 WHEREAS, On May 18, 2004, the MTA Board of Directors adopted Resolution No.  
17 040686, which authorizes the Director of Transportation to execute a transit advertising  
18 contract with Viacom Outdoor Inc., for a period from July 1, 2004 through June 30, 2009, with  
19 a minimum total aggregate of revenue and services of \$16,175,000; now, therefore, be it

20 RESOLVED, That the Board of Supervisors authorizes the Municipal Transportation  
21 Agency to execute a transit advertising contract with Viacom Outdoor Inc., for a term  
22 commencing July 1, 2004 and ending June 30, 2009, which offers a minimum total aggregate  
23 of revenue and services of \$16,425,000 during the five-year term of the contract.



# City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

## Tails

### Resolution

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**File Number:** 040686

**Date Passed:**

Resolution authorizing the Municipal Transportation Agency to execute a transit advertising contract with Viacom Outdoor Inc., for a term commencing July 1, 2004 and ending June 30, 2009, which offers a minimum total aggregate of revenue and services of \$16,425,000 during the five-year term of the contract.

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June 22, 2004 Board of Supervisors — CONTINUED

Ayes: 9 - Alioto-Pier, Ammiano, Daly, Gonzalez, Hall, Maxwell, McGoldrick,  
Peskin, Sandoval

Absent: 1 - Dufty

Excused: 1 - Ma

June 29, 2004 Board of Supervisors — ADOPTED

Ayes: 7 - Alioto-Pier, Dufty, Hall, Ma, Maxwell, Peskin, Sandoval

Noes: 4 - Ammiano, Daly, Gonzalez, McGoldrick

File No. 040686

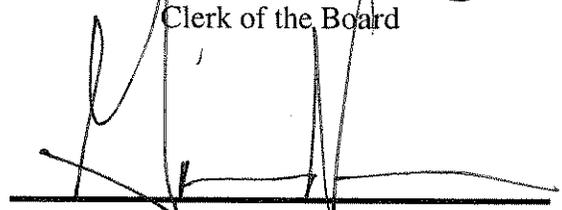
I hereby certify that the foregoing Resolution was ADOPTED on June 29, 2004 by the Board of Supervisors of the City and County of San Francisco.

JUN 30 2004

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Date Approved

  
Gloria L. Young  
Clerk of the Board

  
Mayor Gavin Newsom