

1 [Contract Extension - Intersection Media, LLC - Advertising - \$32,250,000 Minimum
2 Guarantee]

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4 **Resolution authorizing the Municipal Transportation Agency to execute an extension of**
5 **the transit advertising contract with Intersection Media, LLC, for a five-year term to**
6 **commence July 1, 2019, through June 30, 2024, with a minimum guarantee of**
7 **\$32,250,000.**

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9 WHEREAS, In 2014, the San Francisco Municipal Transportation Agency (SFMTA)
10 entered into a Transit Advertising Agreement for advertising on transit vehicles with
11 Intersection Media, LLC (formerly Titan Outdoor, LLC) for a term of five years plus two five-
12 year options to extend the agreement in SFMTA’s sole discretion, with a minimum guarantee
13 of \$28,500,000 over the initial five-year term of the contract and \$32,250,000 over the first
14 five-year extension term, and with a 65% revenue share over the full term of the contract,
15 including the option terms; and

16 WHEREAS, The initial term of the contract is due to expire on June 30, 2019; and

17 WHEREAS, Intersection has performed well, has met all of the requirements in the
18 contract and has exceeded the minimum annual guarantee during each of the four years from
19 July 1, 2014, to June 30, 2018; and

20 WHEREAS, The SFMTA desires to exercise the first five-year option to extend the
21 contract; the extension would run from July 1, 2019, to June 30, 2024; and

22 WHEREAS, On July 6, 2018, the SFMTA, under authority delegated by the Planning
23 Department, determined that the actions contemplated in this Resolution comply with the
24 California Environmental Quality Act (California Public Resources Code, Sections 21000 et
25 seq.); said determination is on file with the Clerk of the Board of Supervisors in File No.
180887 and is incorporated herein by reference; the Board affirms this determination; and

1 WHEREAS, On August 21, 2018, the SFMTA Board of Directors and the Parking
2 Authority Commission adopted Resolution No. 180821-116, authorizing the SFMTA Director
3 of Transportation to exercise a five-year option to extend Contract No. SFMTA 2014-13, with
4 Intersection (formerly Titan Outdoor LLC), and recommended that the Board of Supervisors
5 approve the matter; now, therefore, be it

6 RESOLVED, That the Board of Supervisors authorizes the SFMTA to exercise a five-
7 year option to extend Contract No. SFMTA 2014-13, for advertising on SFMTA Vehicles and
8 other property; and, be it

9 FURTHER RESOLVED, That within thirty (30) days of the contract amendment to
10 extend the term being fully executed by all parties, the SFMTA shall provide the final contract
11 amendment to the Clerk of the Board for inclusion into the official file.

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