



Legislation Text

File #: 16-1084, **Version:** 1

Ten-Year Term Contract for a Transit Stop and Transit Shelter Advertising Program for the Transit Services Department **(Citywide)**

The goal of this program is to enhance the transit rider experience for fixed-route riders by increasing the number of transit shelters to provide shade through a shared revenue advertising program.

The City has an estimated 750 bus stops. Of these bus stops, 244 have existing shelters of various styles and sizes and typically include seating, trash container(s), bike loops, and bus scheduling information. This program would add 50 new shelters, increasing the percentage of stops with shelters from 33% to 39%. The contractor will be responsible for managing the sale of advertising, producing and installing advertising materials, constructing and installing advertising panels or kiosks and shelters and maintaining all transit stops that include advertising.

The Transit Services Department and Purchasing recommend awarding the contract to the qualified proposal from OutFront Media Group LLC (formerly CBS Outdoor Americas, Inc., dba CBS Outdoor, LLC.) The contractor will provide revenue sharing with the City on an annual basis, based on the Agreement's compensation.