

**GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT**

**RESOLUTION NO. 2012-057**

**AUTHORIZE THE EXECUTION OF A PROFESSIONAL SERVICES  
AGREEMENT RELATIVE TO REQUEST FOR PROPOSALS NO. 2013-D-2,  
EXTERIOR BUS ADVERTISING SERVICES,  
TO LAMAR OBIE CORPORATION  
DBA LAMAR TRANSIT ADVERTISING**

August 10, 2012

**WHEREAS**, the Golden Gate Bridge, Highway and Transportation District (District) utilizes exterior bus side advertising, including full exterior bus wrap and ultra king (“quarter”) wrap services on Golden Gate Transit buses; and,

**WHEREAS**, the Board of Directors (Board), by Resolution 2006-079 at its meeting of September 22, 2006, authorized a Professional Services Agreement (PSA) with Clear Channel Outdoor, Inc. (Clear Channel), for exterior bus advertising services, for a three-year term, with two one-year options, exercisable at the District’s discretion; and,

**WHEREAS**, the District’s current PSA with Clear Channel provides a fixed annual revenue guarantee of \$850,000.00, and will expire on October 18, 2012; and,

**WHEREAS**, on June 5, 2012, the District advertised Request for Proposals (RFP) No. 2013-D-2, *Exterior Bus Advertising Services*, and two proposals were received by the due date of July 3, 2012, from Lamar Obie Corporation dba Lamar Transit Advertising and from Titan Outdoor, LLC; and,

**WHEREAS**, a Selection Committee reviewed the proposals, applying evaluation criteria set forth in the RFP, and determined that Lamar Obie Corporation dba Lamar Transit Advertising, Salt Lake City, UT, is best qualified to perform the required services; and,

**WHEREAS**, the Governmental Affairs and Public Information Committee/Committee of the Whole, at its meeting of August 10, 2012, has so recommended; now, therefore, be it

**RESOLUTION NO. 2012-057**  
**BOARD OF DIRECTORS MEETING OF AUGUST 10, 2012**  
**PAGE 2**

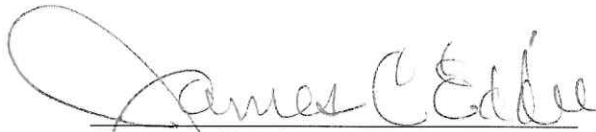
**RESOLVED** that the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District hereby authorizes the execution of a Professional Services Agreement relative to Request for Proposals No. 2013-D-2, *Exterior Bus Advertising Services*, to Lamar Obie Corporation dba Lamar Transit Advertising, Salt Lake City, UT, on the basis of a minimum annual guaranteed payment of \$400,000.00, for a three-year term, with two unilateral one year options, exercisable at the District's discretion, for bus side advertising, including full exterior bus wrap and ultra king ("quarter") wrap services on Golden Gate Transit buses.

**ADOPTED** this 10<sup>th</sup> day of August 2012, by the following vote of the Board of Directors:

**AYES (14):** Directors Arnold, Campos, Fredericks, Moylan, Pahre, Rabbitt, Renée, Sears, Snyder, Sobel, Stroeh and Theriault; Second Vice President Grosboll; First Vice President/Acting President Eddie

**NOES (0):** None

**ABSENT (5):** Directors Chu, Cochran, Elsbernd and Mar; President Reilly



**James C. Eddie**  
**First Vice President, Board of Directors**

**ATTEST:**   
**Janet S. Tarantino**  
**Secretary of the District**