

**PUBLIC TRANSPORTATION COMMISSION
CITY AND COUNTY OF SAN FRANCISCO**

RESOLUTION No. 98 - 092

WHEREAS, the City and County of San Francisco, through its San Francisco Municipal Railway (MUNI), operates revenue vehicles and a Metro Platform Display Sign System ("PDSS") upon which advertising space is available; and

WHEREAS, the City entered into a five-year Transit Advertising Agreement with Transit Displays Incorporated in June 1991; and

WHEREAS, the City extended the Agreement for a three-year period from July 1, 1996 through June 30, 1999; and

WHEREAS, this agreement is one of the most successful advertising agreements in the transit industry, providing MUNI with a significant amount of advertising revenue per year; and

WHEREAS, MUNI desires to execute a new agreement with Transit Displays Incorporated ("TDI"), commencing on January 2, 1999 and ending on June 30, 2004; and

WHEREAS, MUNI will benefit from the significant revenue generated by this agreement; and

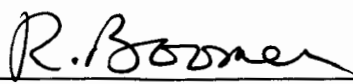
WHEREAS, Under this agreement, TDI shall commence the use of MUNI's vehicles and PDSS advertising space on July 1, 1999; and

WHEREAS, TDI shall pay to MUNI upon execution of the agreement \$5,000,000 to be credited against revenues in excess of certain minimum required payments for the sale of advertising space and time (which \$5,000,000 shall be used to partially fund a professional services contract to improve the MUNI Metro system or other projects approved by the Public Transportation Commission and the Board of Supervisors); and

WHEREAS, Each year, Transit Display Incorporated shall provide MUNI \$150,000 in radio and television broadcast time on CBS or CBS-affiliated stations; and now, therefore, be it

RESOLVED, the Public Transportation Commission hereby recommends that the Board of Supervisors approve the agreement with Transit Displays Incorporated for the right sell advertising space and time on MUNI vehicles and Metro Platform Displays Sign System submitted herewith, to commence on January 2, 1999 or as soon as approved and executed thereafter, and to expire on June 30, 2004.

I hereby certify that the foregoing resolution was adopted by the Public Transportation Commission at its meeting of NOV 10 1998



Secretary, Public Transportation Commission