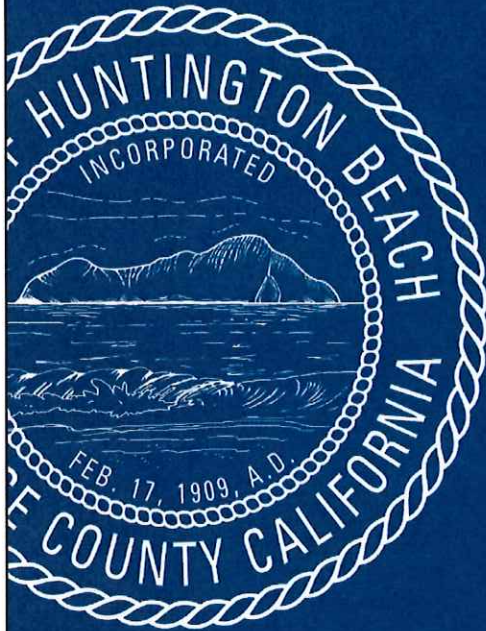




Transit Shelter Franchise Agreement

City Council Meeting
September 6, 2022

SUPPLEMENTAL
COMMUNICATION

Meeting Date: 9/6/2022
Agenda Item No. #31 (22-398)

SCOPE OF WORK



-Maintenance & advertising of bus shelters and bus benches within city.

-Provide day-to-day operations for cleaning and maintenance for all street furniture

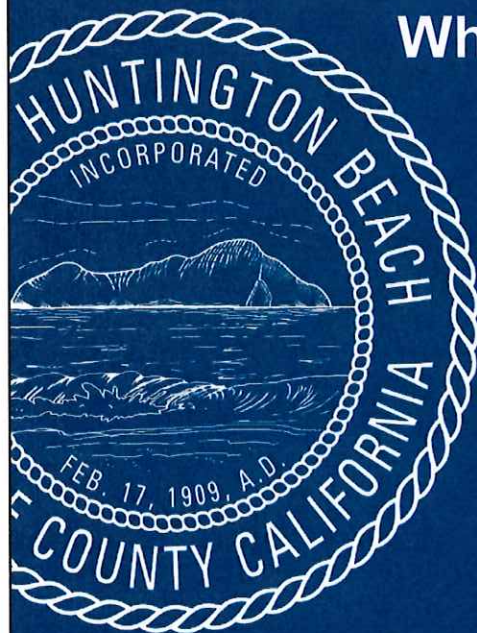
-Selling advertising at all transit shelter locations



Schedule of Franchise

- Current franchise with Clear Channel Outdoor expired September 18, 2019 (incumbent since May 3, 1999 under former name of Culver Amhurst)
- February 15, 2022, the City advertised a Request for Proposals (RFP)
- March 30, 2022, the City received three (3) proposals from the following firms:

1. Focus Media Group, Inc.
2. Clear Channel Outdoor
3. Creative Outdoor Advertising



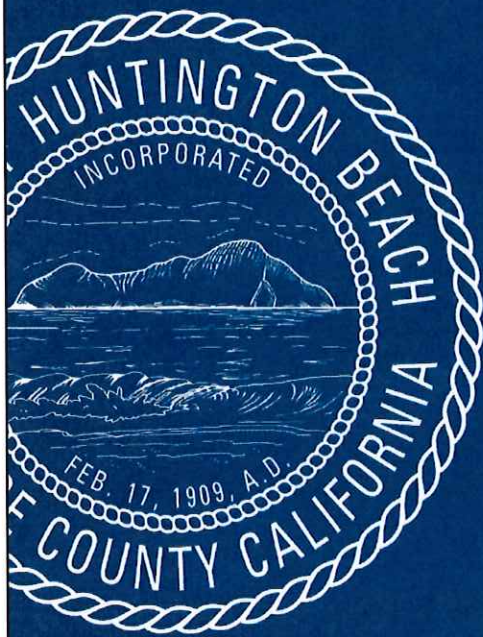
Why Focus Media is #1

-Uses in-house staff for all maintenance services

-GPS maintenance tracking software

-Contracts in good standing with cities of Fountain Valley, Westminster, Garden Grove, Stanton, Santa Ana and Huntington Beach (Sunset Beach).





Focus Media currently in Sunset Beach



Value to HB

Guaranteed minimum revenue of \$120,000 per year, plus 25% revenue share on wrapped advertisement

Initial capital investment of \$533,000- no cost to City.

Annual maintenance value of \$258,700

Community Benefit - job opportunities for the homeless via HB Navigation Center.



Questions?

