

# 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

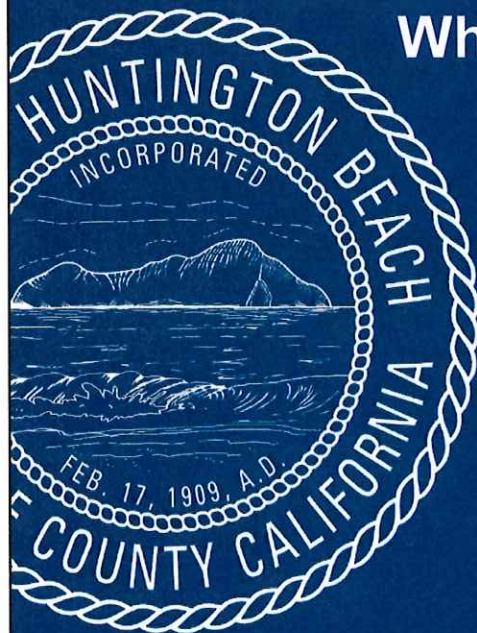




## Schedule of Franchise

- 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

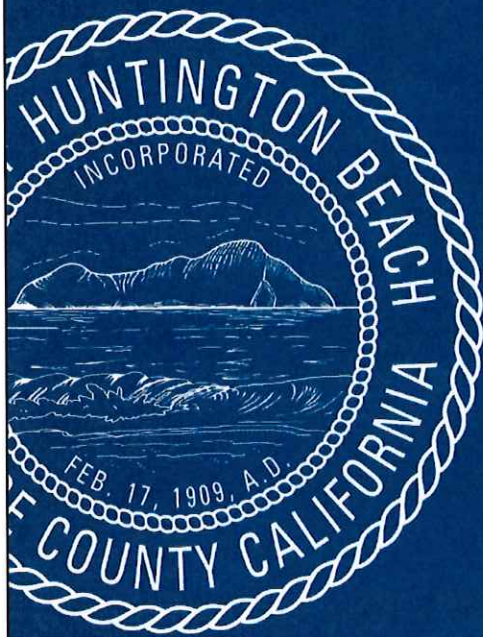
-Uses in-house staff for all maintenance services

-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?

