

22. Approve an Agreement with Outfront Media LLC for the Design, Construction, Maintenance, and Operation of Digital Billboards and Digital Banners at City-owned Properties throughout the City for a 25-Year Term (General Fund)

Department(s):

Recommended Action: Authorize the City Manager to execute an agreement with Outfront Media LLC to design, construct, maintain, and operate digital billboards at City-owned freeway locations and digital banners throughout the City, and to share advertising revenue from digital billboards and digital banners, for a 25-year period beginning April 19, 2022 and ending April 18, 2047, with an option to extend for a period of ten years, subject to non-substantive changes approved by the City Manager and City Attorney (Agreement No. 2022-XXX).