



ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

Master Minute Order

Report ID:	18-211j	Status:	Approved
Type:	Regular - Planning		
Meeting Body:	Board of Directors - Regular Meeting 02/22/2023	Final Action:	
Sponsors:			
Attachments:	STAFF REPORT		

Agenda Title:

Consider approving the award of a transit shelter advertising contract to Intersection Media, LLC for a base period of two (2) years with three (3) one-year options for a minimum annual guarantee of \$4.3 million in total advertising revenue for the five year period.

Staff Contact:

Ramakrishna Pochiraju, Executive Director of Planning & Engineering

Legislative Action & Summary

Acting Body:	Date:	Action:	Result:
Board of Directors - Regular Meeting	02/22/2023	Approved	Pass

Action Text:

MOTION: McCALLEY/WALSH to approve the award of a transit shelter advertising contract to Intersection Media, LLC for a base period of two (2) years with three (3) one-year options for a minimum annual guarantee of \$4.3 million in total advertising revenue for the five year period. The motion carried by the following vote:

Ayes: 7 President YOUNG, Vice President SHAW, Director BECKLES, Director WALSH, Director SYED, Director McCALLEY, Director PEEPLES

Notes:

Senior Transportation Planner Carissa Lee presented the staff report. There were no public comments offered.
