

Rotated.

Updated.

Now you can tap to pay  
introducing the vertical contactless debit card.

BANK OF AMERICA

OUTFRONT

1034

# CITY OF FOUNTAIN VALLEY RFP RESPONSE

NOVEMBER 30, 2021

November 30, 2021

Ms. Amanda McCall  
Purchasing Officer  
City of Fountain Valley  
purchasing@fountainvalley.org

Re: REQUEST FOR PROPOSAL (RFP) THE USE OF CITY-OWNED REAL PROPERTY TO DEVELOP, CONSTRUCT, OPERATE AND MAINTAIN ELECTRONIC MESSAGE CENTER BILLBOARD SIGNS RFP NO.: 21-024

Subject to Contract

Dear Ms. McCall,

OUTFRONT Media LLC ("OUT" or "OUTFRONT") is excited to participate in the above-captioned City of Fountain Valley ("City" or "Fountain Valley") procurement process. We are a team of leaders in deploying digital signage across the country, and we believe that no other team is as qualified, experienced, or prepared to be your partner for the development and implementation of an exceptional Electronic Message Center sign ("EMC sign") as we are.

OUTFRONT is the largest out-of-home media ("OOH") company in the United States with annual 2020 revenue exceeding \$1.23 billion. As the market leader in Orange County, and the greater Los Angeles area as a whole OUTFRONT currently operates thousands of large format static and digital displays and employs a staff of more than 100 professionals locally. Recently OUTFRONT was named one of America's most responsible companies by Newsweek magazine. OUTFRONT, the only OOH firm on this list, was the second highest ranked media company, behind only Disney, and ahead of Alphabet/Google.

Our team's expertise of developing, managing, and optimizing advertising concessions on behalf of large public and private partners is unrivaled, as demonstrated by our broad partner experience which includes Amtrak, the City of Artesia, Bell Gardens, El Monte, Garden Grove, Hawthorne, Orange, LACMTA (Los Angeles), New York MTA, Orange County Transportation Authority and many others.

The team at OUTFRONT are industry leaders in the field of deploying digital OOH communications networks. As you will see throughout our proposal to you, our approach centers around two (2) primary goals:

- Generating Substantial New Revenues for the City
- Providing a State-of-the-art Real-time Messaging Platform for the City

Having constructed many of the most valuable outdoor advertising displays in the nation's largest markets, we believe that the City of Fountain Valley has the opportunity to dramatically increase advertising revenues through the tasteful deployment of this new sign in a key location. We are a turn-key provider with more expertise building OOH signage than any other operator in the region. We can easily bring this new EMC sign to market from site selection and construction, to sales. No other firm has the experience necessary to safely and quickly bring this sign to life. In section 1, we will discuss in detail OUTFRONT's team organization and key members that will work with you and your staff as we explore the full range of creative opportunities available to the City of Fountain Valley.

In the Southern California market, OUTFRONT is the "first call," and often serves as a "one-stop shop," for brands looking to advertise here. Although we are a company with a large national reach, we are very much a local Southern California firm, our Los Angeles office is located at 1731 Workman St, Los Angeles, CA 90031.

We are excited about the prospect of developing and optimizing a comprehensive EMC sign for you. Our interest centers on helping you to continue to develop a sustainable long-term revenue stream and innovative EMC sign from which you can communicate with, inform, and enhance the experience of your constituents, as well as the motoring public in general.

If you have any questions regarding our response, please feel free to reach out to me directly. We proudly commit to meeting the Scope of Work as described in the RFP and we are excited to bring it to fruition. Please see Exhibit A for a detailed statement outlining concurrence or concerns with any and all provisions as contained in the Outdoor Municipal Lease Agreement Electronic Reader Board draft provided by the City. Additionally, our financial proposal along with our CAPEX breakdown of costs is included in the separately uploaded document per the City's request.

Sincerely,



Katie Metz

Real Estate Manager

katie.metz@outfront.com

323-276-7255

# TABLE OF CONTENTS

SECTION

---

1

**COMPANY  
INFORMATION**

**PAGES 5-9**

SECTION

---

2

**STATEMENT OF  
QUALIFICATIONS**

**PAGES 10-18**

SECTION

---

3

**PROPOSED  
DEVELOPMENT  
SCHEDULE**

**PAGES 19-22**

SECTION

---

4

**DEVELOPMENT  
PROPOSAL**

**PAGES 23-26**

SECTION

---

5

**EXHIBITS**

**PAGES 27-30**

# COMPANY INFORMATION

SECTION

1

# ABOUT OUTFRONT

OUTFRONT Media Group LLC is a wholly owned subsidiary of OUTFRONT Media Inc. OUTFRONT Media Inc. is a publicly traded company listed on the New York Stock Exchange under the symbol OUT.

OUTFRONT formerly known as CBS Outdoor, was formed in the State of New York in 2014, where it is headquartered. The Company spun off from CBS Corporation in April 2014 and went public in July of that year, operating as a REIT. In October 2014, the company acquired the outdoor advertising assets of Van Wagner Communications, LLC, the largest privately owned out-of-home media company.

OUTFRONT is the US leader in out-of-home advertising. From Sunset Boulevard to Times Square, our diverse portfolio includes more than 400,000 digital and static displays in the most iconic and high-traffic locations in the top 25 markets across the U.S. We are also the advertising partner of choice for major municipal transit systems, reaching millions of commuters daily in the largest U.S. cities. The scope and depth of our presence provides advertisers with the ability to engage with both mass and targeted audiences at many touch points throughout the day.

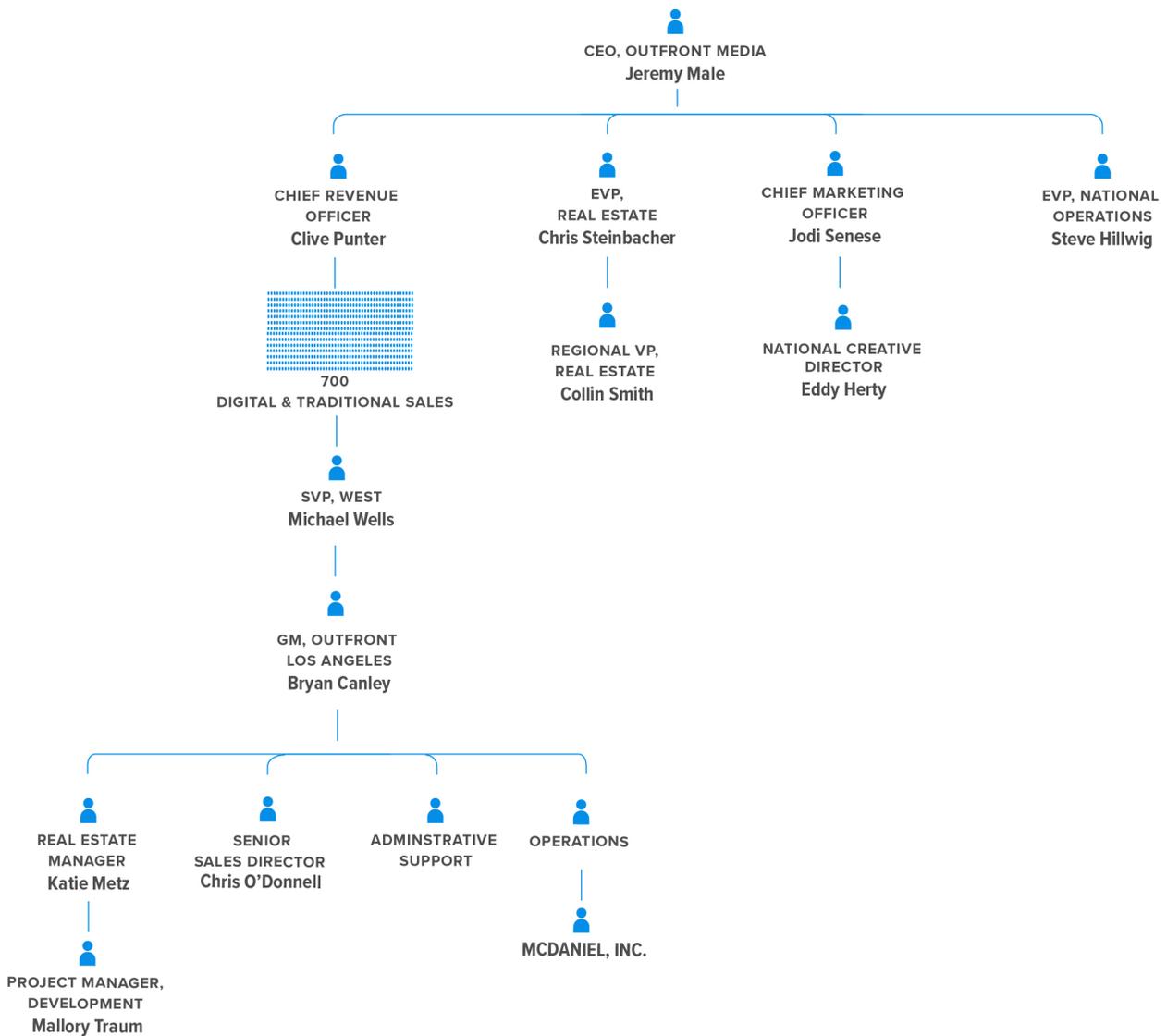
Our focus on customers has informed many new platforms including OUTFRONT Insiders, a community of consumers that provide feedback on topics relevant to our advertisers, the OUTFRONT Mobile Network, a customized geo-fencing solution grounded in out-of-home assets and OUTFRONT Studios, which is our in-house creative boutique. OUTFRONT has displays in over 150 markets across the U.S. and Canada.



# THE OUTFRONT TEAM

OUTFRONT has organized its local and corporate teams to optimally manage the three main pieces of this concession: (i) best in class media sales and operations (ii) new asset development, and (iii) a bespoke customer experience product. To resource this, we will assign one (1) project manager to oversee the construction of the EMC Sign; our local Real Estate Manager, Katie Metz and General Manager of OUTFRONT Los Angeles, Bryan Canley, will focus on the sales of the City's EMC sign. Additionally, Mallory Traum, Project Manager, Development will be supporting Katie Metz while also overseeing all day-to-day operations. The City of Fountain Valley will have full access to our work and cell phones to contact us at any time as well as our Ops team.

Further supporting this team is OUTFRONT's corporate leadership team including Collin Smith, VP of Real Estate for the West Coast, who will provide strategic guidance through the contract term.



## THE OUTFRONT DEVELOPMENT TEAM

OUTFRONT's management team is a blend of advertising veterans and tech savvy, next generation media professionals who bring a 21<sup>st</sup> century sensibility to the business. This team is helping to shape the future of advertising by embracing the fact that we share our audience with our agency partners and make a commitment to providing that audience with a more meaningful experience.



**CHRIS STEINBACHER**

**EXECUTIVE  
VICE PRESIDENT  
REAL ESTATE,  
LOS ANGELES, CA**

Chris Steinbacher oversees OUTFRONT's Real Estate department and was recently promoted to EVP of Real Estate in April of 2018. His team of dedicated and experienced professionals is focused on protecting the foundation of the business through responsible management and development of assets.

With over 20 years' experience in the out-of-home industry, Chris has spent his entire career with OUTFRONT and its predecessors since being hired by Outdoor Systems in Los Angeles in 1998. Since that time, he has worked in various capacities in the Real Estate department, managing both local markets and regional territories, now overseeing all North American Real Estate markets in the U.S. and Canada.



**BRYAN CANLEY**

**GENERAL MANAGER,  
LOS ANGELES, CA**

Bryan Canley began his OUTFRONT career in 2001 as the Displays Division Inventory Control Manager in our San Francisco operation. He was promoted to account executive in 2003 and enjoyed significant success in selling our transit media. This success led to his promotion to Sales Manager in 2005 for our street furniture properties throughout the Greater Los Angeles area and relocation to the LA Market.

As a result of his success with our street furniture business, Bryan was promoted again in 2009 to Sales Manager for our entire transit business in LA. His success and experience in managing our assets and our people served him well, as he was named General Manager in 2017. He currently oversees all aspects of the Los Angeles Market. Bryan is a graduate of the University of California at Berkeley and spent six months working for a small San Francisco agency before joining OUTFRONT.



**KATIE METZ**

**REAL ESTATE  
MANAGER,  
LOS ANGELES, CA**

Katie Metz is the Real Estate Manager for the Los Angeles Market. Katie has over 14 years of experience in the Outdoor Advertising Industry, working with OUTFRONT and its predecessors since 2007. Katie began as a Sales, Operations and Charting Assistant building a fundamental base for success in the Outdoor Advertising Industry.

In 2009, Katie was promoted to Real Estate Representative for the San Diego Market. In this role she excelled as a forward thinking and organized team member, able to creatively navigate road blocks. Based on her success in this role, she was then promoted to the Development Specialist for the Los Angeles Market where she worked closely with local municipalities regarding development and expanding OUTFRONT's footprint in Southern California. She was recently promoted to the Real Estate Manager in Los Angeles.

## THE OUTFRONT DEVELOPMENT TEAM CONT.



**COLLIN SMITH**

**REGIONAL  
VICE PRESIDENT,  
REAL ESTATE,  
LOS ANGELES, CA**

Collin Smith has 9 years of experience in the Outdoor Advertising Industry. He began in the Real Estate Department as a Real Estate Representative with CBS Outdoor in San Francisco. From there he was promoted to Real Estate Manager in San Francisco, then to Real Estate Manager in Los Angeles. He was recently promoted to his current position and now oversees all Development, Acquisitions, and Lease negotiations in the Western and Mountain Plains Region's in addition to overseeing the expansion of OUTFRONT's digital footprint. He also works closely with local municipalities regarding the development and entitlement of billboards.



**MALLORY TRAUM**

**PROJECT MANAGER,  
DEVELOPMENT,  
LOS ANGELES, CA**

Mallory Traum, Project Manager, Development for the Los Angeles market has over 7 years of experience in the Outdoor Advertising Industry. She began her OOH career at Van Wagner Communications as a National Sales Coordinator which gave her firsthand experience in the advertising world. Mallory joined OUTFRONT in 2015 as a Real Estate, Leasing and Development Coordinator where she aided in the transition of the Van Wagner acquisition. Based on her success in this role, she was then promoted to her current position as Project Manager, Development. She communicates directly with property owners in the Specialty Media division and has taken on a large role developing new properties in the Los Angeles market.



**CHRIS O'DONNELL**

**SENIOR SALES  
DIRECTOR,  
LOS ANGELES, CA**

Chris O'Donnell started with OUTFRONT in 2005 as Account Executive in the Los Angeles market. He had a successful 8 years of selling in LA. In 2013, he was promoted to the Sales Director role in St. Louis. He spent 2 years there helping grow the market sales and developing as a leader. In 2015, he then moved to Houston in the same capacity and has continued to lead a successful local team and grow revenue. Chris returned to the Los Angeles market in 2019 to lead the Local Sales Team.



State Cont Lic. #653111

**MCDANIEL, INC.  
SUB-CONTRACTOR**

McDaniel Inc. is the leader in maintenance, repairs, fabrication, and installations of Southern California OOH displays. Specializing in sign fabrication, vinyl installation, and specialty projects, McDaniel Inc. provides every client with quality and reliable workmanship. They provide all aspects of OOH, taking care of project needs from start to finish. McDaniel Inc. owns and operates their own equipment with crews that share their dedication to excellence. Their structural steel fabrication shop is equipped to handle large projects that far surpass their competitor's capacity capabilities. The experience McDaniel Inc. has in construction, fabrication, and maintenance has made them an OOH leader in the industry and commercial contractors. They are recognized for their structural steel and electrical construction.

# STATEMENT OF QUALIFICATIONS

SECTION

2

**STAY STRONG**  
angels.com

OUTFRONT

OUTFRONT

# STATEMENT OF QUALIFICATIONS

OUTFRONT's qualifications related to this concession are unparalleled. We are able to generate the most significant revenue stream, provide the most innovative City messaging while also highlighting local businesses, and guarantee that the EMC sign looks and operates in a first-class manner. Additionally, we assure that the EMC sign will be brought to life in the quickest and safest way possible due to our decades of cumulative expertise and know-how. The following is our approach to marketing the City's proposed EMC sign:

## Monetization Strategy:

The key to a successful EMC sign is a successful monetization strategy that ensures sustainability and provides a significant revenue stream to the City. OUTFRONT uses a variety of traditional and nontraditional methods and ideas to support sales and drive revenues. At a high-level, OOH media is purchased by two (2) primary parties: national and local brands. With that focus, we have organized our sales teams to capture and optimize every possible OOH media buy.

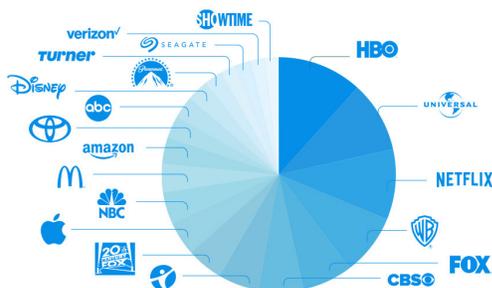
## National Brands

OUTFRONT's 50 National Sales Account Executives are charged with securing the largest share of OOH dollars from active budgets at the top advertising agencies and buying specialists. These are the Account Executives with the longest tenure and strongest industry reputations. The bulk of the City's advertising dollars will come from this group of sales professionals, based in Los Angeles, New York, and Chicago. The charts below show our top 10 advertisers nationally as well as our top 10 advertisers in the Los Angeles DMA. We anticipate a similar advertiser profile on the City's EMC sign along with a healthy mix of local businesses.

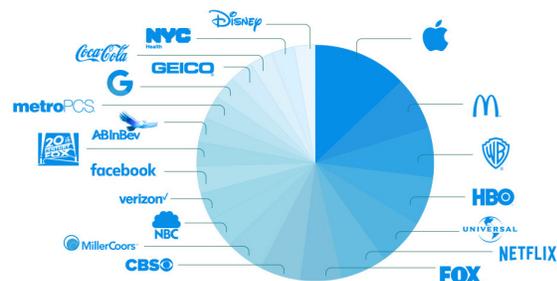
## Local Brands

Our local sales force is composed of a team of 500 salespeople around the country who cultivate local accounts not associated with major advertising agencies or buying services. Advertisers that do not want that type of agency service but need agency level information and resources work with our Local Account Executives directly. The local team works directly with the venture capital investment community, frequents new business incubators, attends investment conferences, and is generally plugged-in early in the advertising spend process.

Since a properly designed advertising creative is proven to be more effective, the team is supported by OUTFRONT Studios, a network of in-house artists nationwide that use industry best practices to create ads for new OOH advertisers. **We will provide use of OUTFRONT Studios to local Fountain Valley brands to enhance the look of their advertising at no additional cost.** This ensures that OUTFRONT advertising creative and local Fountain Valley brands are the best looking, thus the most effective in the industry. Not surprisingly, OUTFRONT Studios had 16 finalists and received more wins than any other creative agency at this year's OBIE Awards (OOH's premier design competition).



Top advertisers in LA



Top advertisers in US

## STATEMENT OF QUALIFICATIONS CONT.



### Brand Direct Relationships

In addition to the traditional sales practices described previously, OUTFRONT has taken aggressive steps to increase the profile of OOH media and drive more revenue as a result. One example of this approach is OUTFRONT's Client and Agency Partnership Solutions group, which was formed in 2016 to create demand for our inventory long before the marketing funds are earmarked for OOH. OUTFRONT's Brand Direct team is a group of 12 full-time senior level marketing experts charged with creating meaningful proposals and advocating for OOH at the top brand and advertising agency levels. This team articulates how OOH fits into each brand's marketing mix and gives brands direction and ideas to influence their media buying decisions. They advocate for OUTFRONT's share of dollars before the budgets even reach the ad agencies. No other firm in the industry has such depth to its sales strategy.

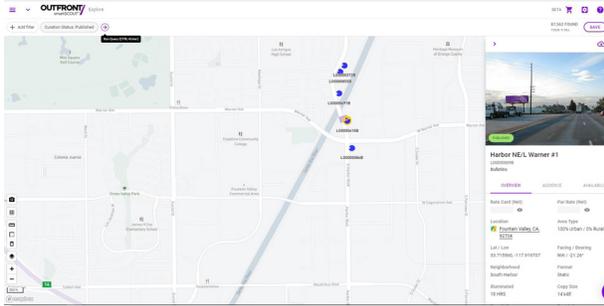
OUTFRONT's National, Local, and Brand Direct Sales teams are structured to capture and optimize every possible advertising dollar on behalf of our assets and property owners, such as the City.

We have access to the full spectrum of advertisers (from global advertisers such as Apple and Tesla all the way down to entities such as Fountain Valley Regional Hospital or Reptile Zoo). This ensures that the City EMC sign is sold to the highest bidding advertiser at any given time. Being able to provide a mixture of OOH assets enables us to pair the right assets with the right companies, at the highest rates.

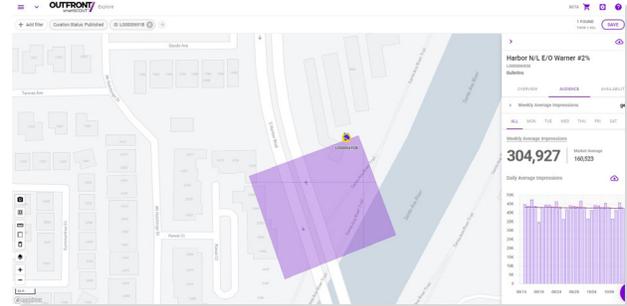
### Enabling Small and Minority-owned Business Advertisers

Our Local Sales team is actively engaged with Orange County's small-sized and minority-owned advertising pools. The proposed EMC Sign provides these advertisers a vehicle for exposure that would have otherwise been impossible. As mentioned previously, we will work with these brands to enhance their advertising creative to the level of the world's leading brands. No other company is as readily equipped to unlock these opportunities as we are.

## STATEMENT OF QUALIFICATIONS CONT.



ABOVE: An example of smartSCOUT's overview for an existing OUTFRONT Fountain Valley Display



ABOVE: An example of smartSCOUT detailing audience data for an existing OUTFRONT Fountain Valley display at any given time throughout the week

### Data Driven Sales Tools:

Another example of OUTFRONT's creative approach to sales rests on the innovative technologies we have been developing. Over the past five (5) years, OUTFRONT has invested heavily in big data to develop new approaches to generate revenues across national, regional and local brands. Our proprietary and organically developed smartSCOUT platform analyzes massive sets of anonymized location data to better understand the travel patterns of consumers across the country and allows users to act upon these unique insights to identify OOH assets that intersect with the journeys of various audience segments.

This approach allows brands to become more sophisticated in how they reach consumers, shifting from a solely location-based targeting perspective to understanding data about the consumer who may intersect with OOH assets. A better understanding of the audience viewing a particular sign will help maximize City revenue by achieving greater rates and occupancies on the City's EMC Sign.

### Programmatic:

Additionally, we have access to programmatic sales channels, which provide agencies and advertisers real-time access to available inventory. This buying method has enabled OUTFRONT to secure incremental revenue, a trend that we see continuing to grow, especially for new digital displays. As the programmatic sales segment continues to expand, the City will participate in and enjoy this growth as well.

## STATEMENT OF QUALIFICATIONS CONT.

---



### Development Expertise

OUTFRONT prides itself on not only being a one-stop shop for national, regional, and local advertisers but also for private and public landowners, such as the City, for professional digital signage analysis, development, construction, and management. In short, we are the “go to” experts for municipal partners throughout the process of permitting, building, and operating digital signage. We have successfully worked with and implemented digital signage for a myriad of municipalities and government agencies over our more than eight-decade history.

We encourage the City to reach out to any or all of our Southern California partners to learn more about the custom solutions OUTFRONT designed for each municipality to capitalize on. In conjunction with Caltrans and the local utility provider, we helped our partners craft revised sign regulations to allow for new digital builds and/or digital conversions to existing structures. As a result, our partners enjoy new streams of incremental revenue, added awareness and recognition in its communities, and an exciting new opportunity for local businesses to have their voice heard.

OUTFRONT’s experience in analyzing, working with, and drafting recommendations for local sign regulations is unparalleled. Our team has decades of cumulative experience and proven success working with municipalities and government agencies through the unique challenges and opportunities each entity faces. We look forward to assisting the City on this effort. The quicker that the City can permit the EMC sign, the quicker OUTFRONT can provide the City revenues.

## STATEMENT OF QUALIFICATIONS CONT.



### Media Allowance

OUTFRONT agrees to allow the City of Fountain Valley one (1) spot of advertising time on each LED face. Media Allowance proposed will allow you to enhance media exposure for the City of Fountain Valley, maximize opportunities for public service and community events advertising within the City. The EMC sign will post emergency alerts for natural disasters, FBI's most wanted, and Amber Alerts.

### Programming

OUTFRONT will work with the City of Fountain Valley to create a "policy" to address standards for the design, production, scheduling and installation of advertising and programming on the EMC Sign. The development of clear, flexible policies will ensure effective advertising signage that complies with all government regulations and projects a high-quality image for the City of Fountain Valley. OUTFRONT will follow the advertising restrictions in section 9 of the Outdoor Municipal Lease Agreement Electronic Reader Board draft provided by the City.

### Litigation

OUTFRONT Media Group LLC is a wholly owned subsidiary of OUTFRONT Media Inc. with thousands of outdoor advertising displays and numerous leases and advertising and other varied agreements all over the United States. We make every effort to be current with payments, filings and the maintenance of our property and to adhere to our contractual obligations and legal requirements. The nature of the business, however, gives rise to litigations involving landlord tenant disputes, liens, contractual disputes and regulatory interpretation (some with respect to zoning and permitting of digital signs). We do not believe that any of these matters are material to the anticipated future agreement with the City of Fountain Valley.

# RELEVANT EXPERIENCE

---

OUTFRONT builds, maintains, and sells spectacular LED properties that have consistently posted industry leading sales figures.

OUTFRONT has worked with many municipalities to create a custom state of the art advertising program that has provided a significant economic return while greatly enhancing their visibility and awareness within the community. Below are a few examples of municipalities that we have developed successful digital advertising programs with, over the last couple years.

Within these municipalities OUTFRONT has worked directly to craft a new sign ordinance to allow new digital signs or to upgrade existing billboards to digital. Our Real Estate department worked with planners in obtaining permits, worked with Caltrans permitting, developed lease terms and created advertising programs.

While our Real Estate department has done an amazing job creating new opportunities, our local and national sales teams have continued to exceed all revenue expectations for the below municipalities by utilizing their experience as well as their local and national connections.

# REFERENCES

---

## City of Bell Gardens:

Gustavo Romo

Community Development Director

562-806-7724

**Completed:** 2021

### Project Description:

The 14'x48' digital bulletin is located on the 710 freeway in the City of Bell Gardens. OUTFRONT entered into a lease agreement with the City of Bell Gardens to build a new digital sign on City owned property. OUTFRONT assisted the City in crafting a new sign ordinance and procured permits.



## REFERENCES CONT.

### City of Garden Grove:

Lee Marino

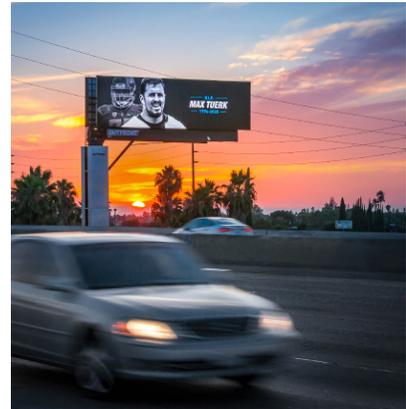
Planning Manager

714-741-5323

**Completed:** 2017 & 2020

#### Project Description:

OUTFRONT worked with the City of Garden Grove on two (2) separate occasions to build digital billboards on the 22 freeway on private property. Both 14'x48' digitals were new builds. The City had already crafted the sign ordinance which allowed for permitting, provided you removed existing signage within the City. The Real Estate team worked with the City and State to procure permits and entered into a development agreement with the City.



### City of Hawthorne:

Christopher Palmer

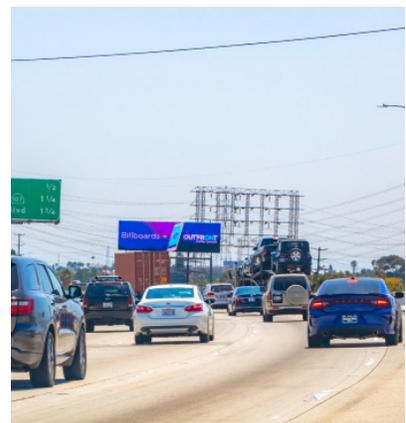
Director of Planning

310-349-2973

**Completed:** 2018 & 2021

#### Project Description:

OUTFRONT worked with the City of Hawthorne on two (2) separate occasions, with both projects on private property. The first project was a conversion of an existing 14'x48' static to digital. The second project is a new digital bulletin and it was completed in March of this year. Both locations are adjacent to the highly trafficked 405 freeway. The OUTFRONT Real Estate team entered into a development agreement with the City and worked with the City and State on all entitlements. The second project was in landscaped freeway and OUTFRONT worked at great lengths with the State to permit this location.



### City of Orange:

Will Kolbow

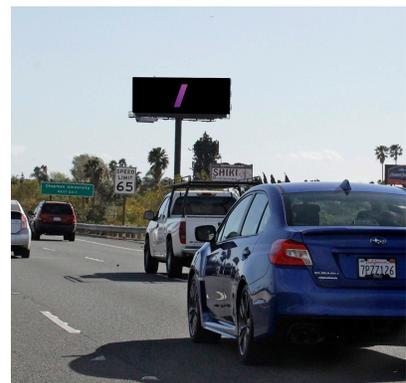
Assistant City Manager

714-744-2235

**Completed:** 2019

#### Project Description:

This 14'x48' digital bulletin is located on the 55 freeway in the City of Orange. OUTFRONT entered into a development agreement with the City of Orange to convert an existing static display to digital. The City also required existing signage to be removed. OUTFRONT assisted the City in crafting a new sign ordinance and procured permits.



## REFERENCES CONT.

### City of Artesia:

Okina Dor

Community Development

562-865-6262 x227

**Completed:** 2017

#### Project Description:

This 14'x48' digital bulletin is located on the 91 freeway in the City of Artesia. This is a City owned property where OUTFRONT had an existing 14'x48' static display that was converted to digital. The OUTFRONT Real Estate team worked with the city planner in obtaining city permits, worked with Caltrans to obtain state permits and entered into development agreement.



### City of El Monte:

Betty Donovanik

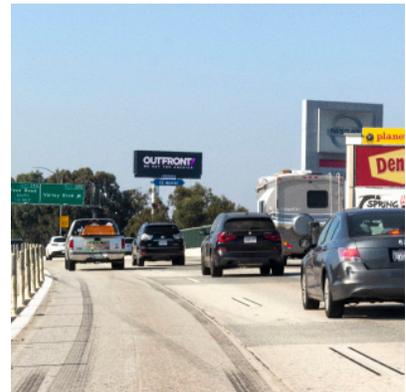
Director of Community & Economic Development

626-580-2056

**Completed:** 2020

#### Project Description:

This new 20'x60' digital bulletin is located on the 10 freeway in the City of El Monte. This location is a City owned property and was put out to RFP. OUTFRONT responded to the RFP and was awarded the project. OUTFRONT worked directly with the City to craft a new sign ordinance, allowing new digital signs on City owned properties. The OUTFRONT Real Estate team worked with planners in obtaining city permits and with Caltrans at great lengths to get the state permits (this location was in "landscaped freeway").





# PROPOSED DEVELOPMENT SCHEDULE

SECTION

3

OUTFRONT/

## PROPOSED DEVELOPMENT SCHEDULE



Our project team has decades of cumulative experience constructing and maintaining digital signs. We have done it time and time again, with unquestioned success.

**Maintenance:** We are meticulous about quality. Each of our displays is visited regularly for cleaning and maintenance to ensure that our rigorous standards are met (and that any required repairs are rectified as soon as possible). With service standards that far exceed those of any other OOH company, we are enhancing our brand's reputation as one of quality and boldness; the very characteristics that allow our salespeople to command the highest rates in the business.

**Technology:** We have the exclusive OOH rights to high quality digital billboard displays featuring Mega Vision (minimizes interruption to the surrounding area by utilizing a 16-bit processing system and producing 281 trillion colors) from the Opto-Tech Corporation. In addition to use on digital billboards, Mega Vision is also commonly used in some of the most technologically advanced professional sports complexes throughout the country.

Please see below technical specifications for our proposed EMC sign.

**Remote Diagnostic Capabilities:** We have full remote diagnostics that will notify our digital network operations center ("NOC") in Spokane, WA of any abnormality. Our Spokane NOC is staffed 24 hours a day, 7 days a week, 365 days of the year.

**Amber Alert capabilities:** We have full Amber Alert interruption available, which is automated per Outdoor Advertising Association of America's ("OAAA") specifications.

## PROPOSED DEVELOPMENT SCHEDULE CONT.



**Automatic Brightness Adjustments:** We have a triple level display brightness control with an automated brightness sensor located at the EMC sign. Further, we have a GPS location for the EMC sign with an online lookup for sunrise and sunset times. Our “watchdog” program which monitors brightness and GPS sunrise and sunset times will override the entire system to ensure that the EMC sign is never too bright during the night or too dull during the day.

**UL and IEC Criteria:** Full ETL/UL certification.

**Color Calibration:** Full color calibration down to the individual pixel level.

**Remote Shutdown Capabilities:** Remote shutdown capabilities with full monitoring from our Spokane NOC 24 hours a day, 7 days a week, 365 days of the year.

**Energy Efficiency:** OUTFRONT prides itself on using only the most energy efficient LED’s available. This benefits not only our financial offering to potential partners, such as the City, but to the environment as a whole.

**CEQA:** We take full responsibility for all costs associated with processing the necessary planning entitlements and any required CEQA documentation, including any CEQA studies prepared by or for the City, related to the installation of the proposed EMC sign. OUTFRONT will submit Categorical Exemption and Mitigated Negative Declaration for CEQA review on behalf of the City as it pertains to the signage.

## EMC INSTALLATION TIMELINE

**Implementation Schedule:** OUTFRONT prides itself on being nimble, efficient, and able to turn ideas into reality. We have contracted multi-million dollar, long-term leases and development agreements, similar to this concession, in less than a month. With operations in all of the top 30 markets, we are intimately familiar with all applicable federal, state, and local laws, and guarantee full compliance. Further, **OUTFRONT has the financial strength and wherewithal to meet all of its commitments subject to this RFP without the need for additional financing.**

The project timetable depends largely on the speed at which the City approves the proposed EMC sign. Upon award, we will submit preliminary applications to Caltrans with official applications submitted upon receipt of local approvals. Caltrans determination usually takes between 90-120 days after preliminary submission. Further, we will prepare official site plans and elevations for the location. We will begin this process immediately after the notice of award with the intent of securing the needed approvals as early as possible so that we can begin generating revenues on behalf of the City as quickly as possible.

Please see the below chart for an example of a typical implementation of the location. We will follow this schedule and expect to have the location constructed and operational within 12 months following commencement of services. Our project team has ample bandwidth for this opportunity. It will be our highest priority project in Southern California immediately upon award.

Task & Number of Weeks	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	W17	W18	W19	W20	W21	W22	
<b>LED MANUFACTURING</b>																							
1 Display Ordered	█																						
2 Manufacture Display		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
3 Shipping to Los Angeles														█	█	█	█	█	█	█	█	█	█
4 Clears Customs																			█	█	█	█	█
5 Arrives in Storage																				█	█	█	█
<b>DESIGN</b>																							
6 Site Visit by Engineer	█																						
7 Engineer Drawings		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
8 Submit for Approval						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
<b>FABRICATION OF STEEL</b>																							
9 Column & Superstructure									█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
10 Ship Steel/Arrive on Site																	█	█	█	█	█	█	█
<b>INSTALL STRUCTURE</b>																							
11 Excavate Footing												█	█	█	█	█	█	█	█	█	█	█	█
12 Install Column/Pour Footings													█	█	█	█	█	█	█	█	█	█	█
13 Cure Time																							
14 Erect Superstructure																	█	█	█	█	█	█	█
15 LED Install																					█	█	█
<b>ELECTRICAL</b>																							
16 Power to Site																							
17 Power to Superstructure																							
18 Power to LED																							
<b>COMPLETION</b>																							
19 Turn on Power																						█	█
20 Debug System																						█	█
21 System Operational																						█	█

\*Typical construction timeline, subject to change.



# DEVELOPMENT PROPOSAL

This section has been separately uploaded per the City's request

SECTION

4



CELINE

# EXHIBITS

SECTION

5 /

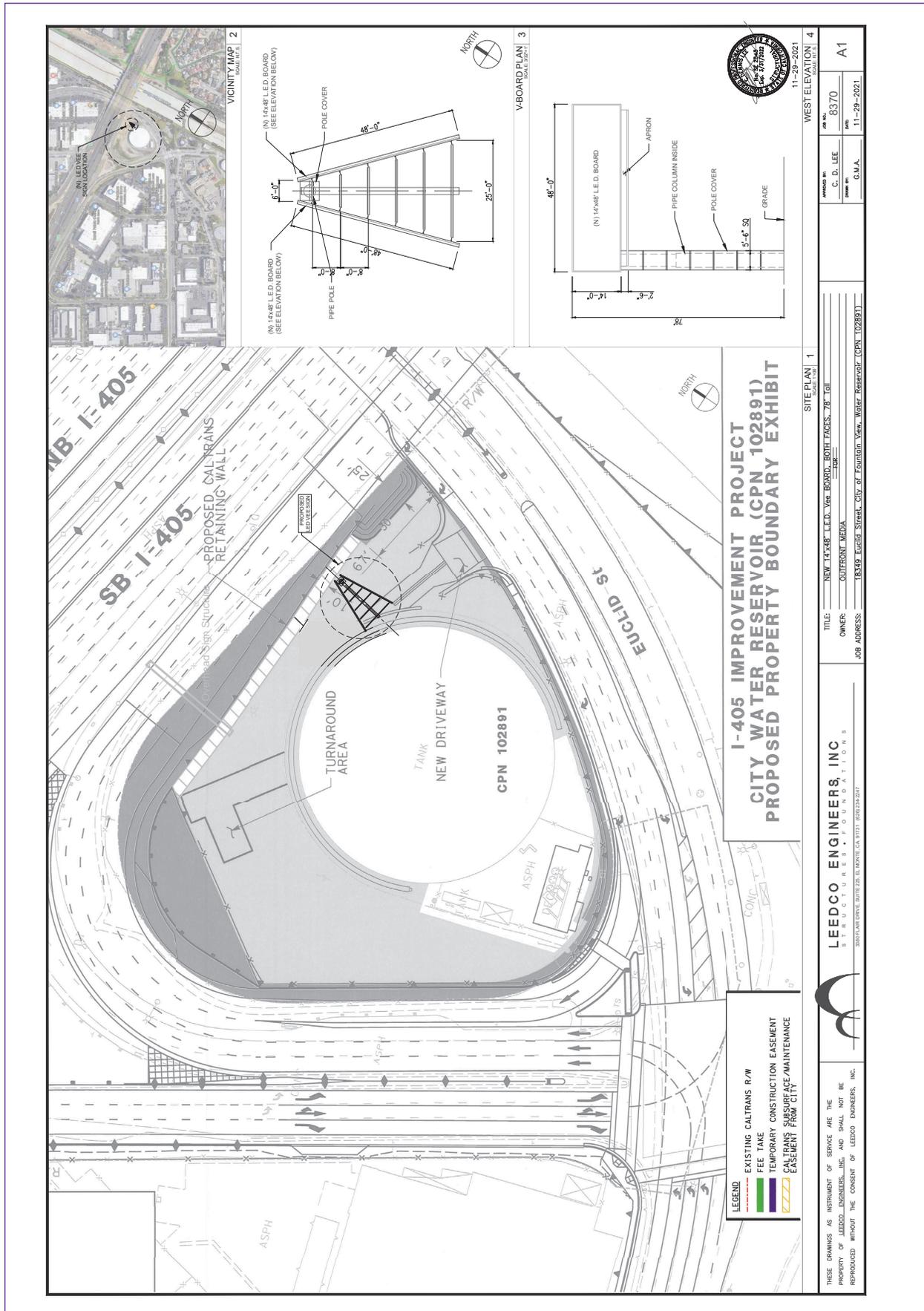
## EXHIBIT A

---

### Proposed Outdoor Municipal Lease Agreement Electronic Reader Board Modifications

- Section 10(i) shall be modified as follows: “(ii) LESSEE shall only be required to remove and restore the above-ground portions of the STRUCTURE, and repair any damage caused by the LESSEE to the LEASE AREA;”. This revision will make this section consistent with the removal language in Section 17(c) of the OUTDOOR MUNICIPAL LEASE AGREEMENT.
- At the end of Section 11 (Interference), after subsection (e), the following italicized words shall be added in: “then LESSEE may either: cancel this LEASE and receive all pre-paid rent for any unexpired term of this LEASE or abate the rent owed by LESSEE to CITY until such foregoing conditions listed in subsections (a) through (e) of this provision no longer exist.”

# EXHIBIT B



LEGEND

- EXISTING CALTRANS R/W
- FEE TAKE
- TEMPORARY CONSTRUCTION EASEMENT
- PROPERTY EASEMENT FROM CITY

**I-405 IMPROVEMENT PROJECT**  
**CITY WATER RESERVOIR (CPN 102891)**  
**PROPOSED PROPERTY BOUNDARY EXHIBIT**

THESE DRAWINGS AS INSTRUMENT OF SERVICE ARE THE PROPERTY OF LEEDCO ENGINEERS, INC. AND SHALL NOT BE REPRODUCED WITHOUT THE CONSENT OF LEEDCO ENGINEERS, INC.

**LEEDCO ENGINEERS, INC.**  
 3001 LAUREL DRIVE, SUITE 220 EL MONTE, CA 91731 (951) 234-2247

TITLE: NEW 14'x48" L.E.D. V-BOARD, BOTH FACES, 78" TALL  
 OWNER: SOUTHERN WEDA  
 JOB ADDRESS: 18439 Euclid Street, City of Fountain View, Water Reservoir (CPN 102891)

WEST ELEVATION  
 11-29-2021  
 SHEET NO. 8370  
 DATE 11-29-2021  
 DRAWN BY G.M.A.

