ClearChannel OUTDOOR

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Jeremy Doane
City Purchasing
700 Fifth Avenue, Suite 4112
Seattle, Washington, 98104

November 30, 2012

City of Seattle RFI: Advertising-Supported Public Amenities

Dear Mr. Doane,

Enclosed is an RFI submission from Clear Channel Outdoor.

Our response includes 2 video clips which are embedded in a PowerPoint presentation on the enclosed thumb drive. I have also included a printed version of the text portion of the response for your reference.

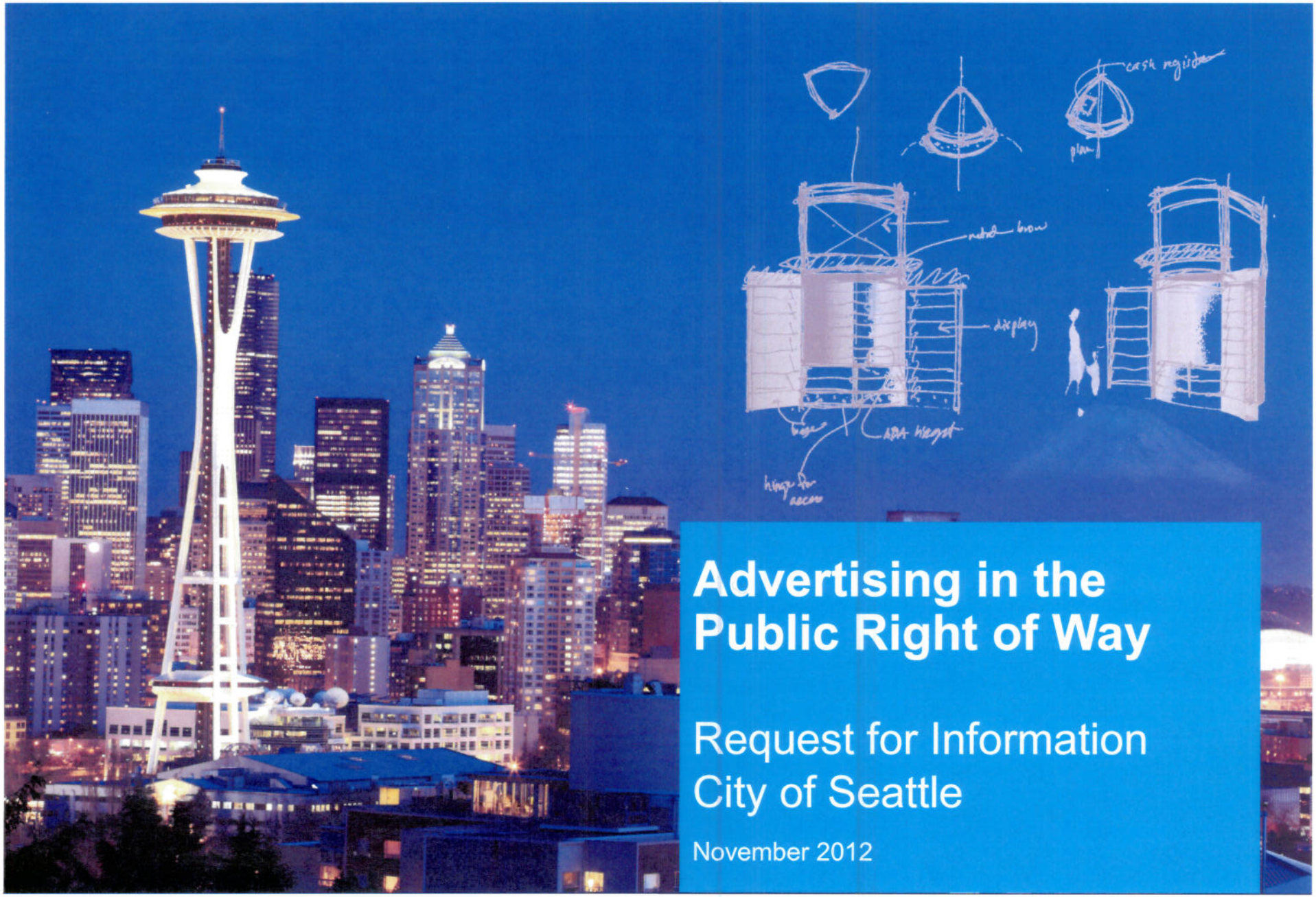
We appreciate having the opportunity to participate in this process. I believe that we are uniquely positioned to provide the City with a comprehensive solution with additional benefits beyond the scope of this initial RFI.

I look forward to having an opportunity to get a better understanding of how we can add value to your due diligence process and am confident that we can create a partnership which will generate significant economic and community benefit not only in Center City, but beyond.

Sincerely,

Michael Mayes
Director of Real Estate/Public Affairs

michaelmayes@clearchannel.com



Advertising in the Public Right of Way

Request for Information
City of Seattle

November 2012

Clear Channel Outdoor

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Letter of Intent

Clear Channel Outdoor (CCO) is pleased to work with the City of Seattle to explore ways to provide amenities and services, promote activities that enliven public spaces, support vibrant streets and neighborhoods, and promote economic activity, without compromising safety and mobility.

As the industry leading provider of Out of Home Advertising in Seattle, Clear Channel Outdoor is uniquely positioned to offer a comprehensive array of products and provide revenue to reach the City's desired level of services in its City Center and beyond. With an experienced staff currently "on the ground" in Seattle, we are a turnkey partner for exploration, creation and implementation.

As a global and local leader in Out of Home Advertising, CCO is the ideal partner to help the City implement additional advertising-supported streetscape improvements and services, as well as improve existing Outdoor Advertising venues to further enliven downtown, promote City interests, and to provide the level of revenue needed to make this a worthwhile endeavor.

Michael Mayes, Director of Real Estate/Public Affairs
Pam Guinn, Branch President Seattle

Company Background

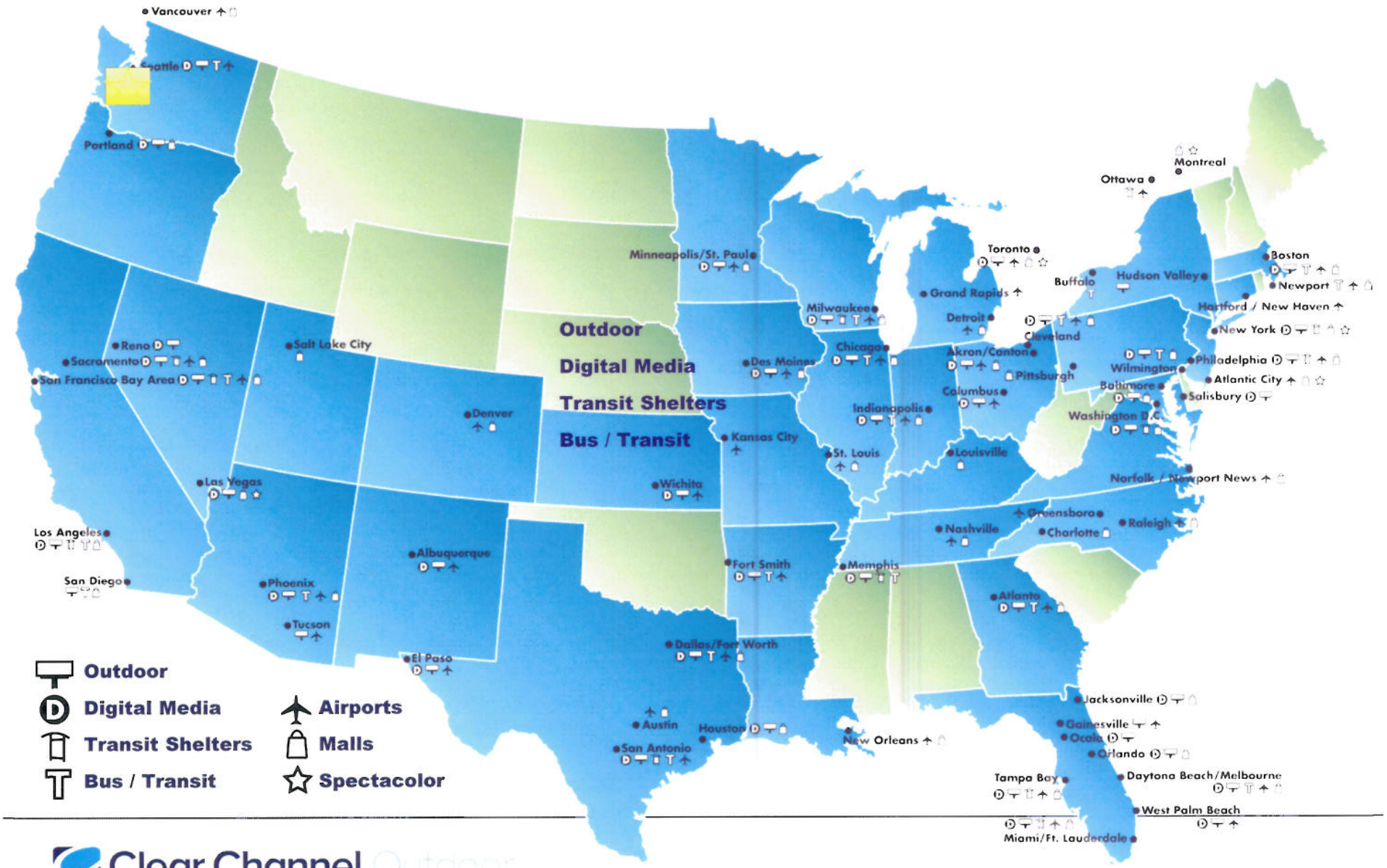
Clear Channel Outdoor Holdings, Inc. is one of the world's largest outdoor advertising companies, with more than 750,000 displays in over 30 countries across five continents. In the US we operate over 125,000 displays in 48 of the 50 largest markets.

We offer many types of displays across our global platform to meet the advertising needs of our customers. This includes a growing digital platform that now offers over 1,000 digital displays across 37 US markets. Our international segment operates across Asia, Australia, Europe and Latin America in a wide variety of formats.

Clear Channel Outdoor (CCO) has built an inventory of specialized outdoor advertising products uniquely tailored to meet the needs of today's advertising industry and has partnered with municipalities in the US and throughout the world to provide revenue, amenities and services as contemplated in this RFI. Our structures contribute to the urban experience by combining clean, modern, durable design with the practical needs of each community.

CCO provides excellent regional and national market reach for the advertisers and is uniquely positioned to maximize revenue for the City of Seattle, to promote City interests, and to help drive downtown commerce.

US Market Coverage and Products



Clear Channel Outdoor

Global Presence

Europe

Belgium
Denmark
Estonia
Finland
France
Ireland
Italy
Latvia
Lithuania
Netherlands
Norway
Poland
Russia
Spain
Sweden
Switzerland
Turkey
United Kingdom

Americas

USA
Brazil
Canada
Chile
Mexico
Peru

Asia/Pacific

Australia
China
Hong Kong
New Zealand
Singapore

Market Example: San Francisco
Digital Transit Shelters

Facts

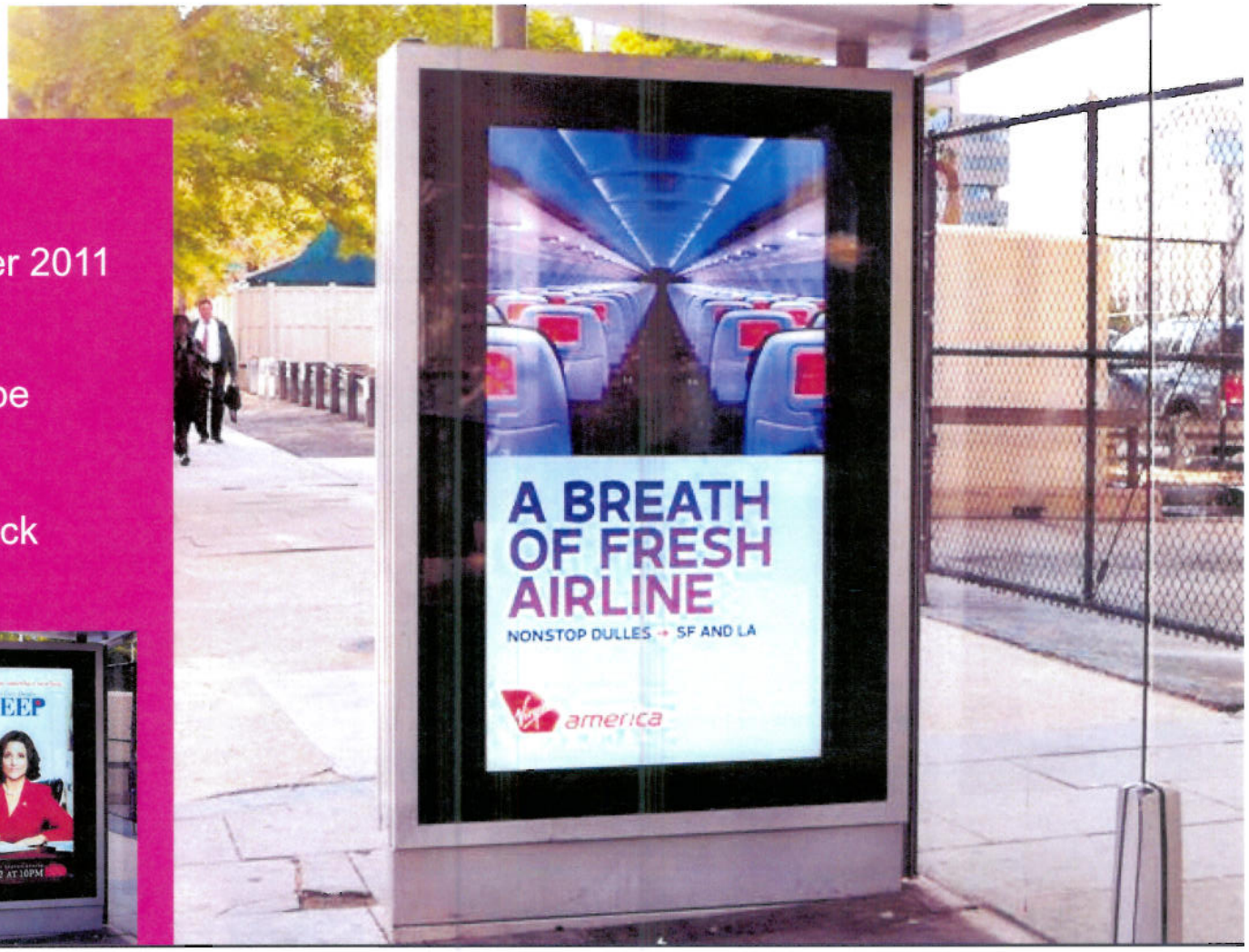
- Start date November 2010
- 90 units installed
- Performs above expectations
- Uses groundbreaking interactive digital technology

Clear Channel Outdoor

Market Example: Washington DC
Digital Transit Shelters

Facts

- Start date September 2011
- 90 units installed
- Improved Streetscape
- Increased Revenue
- Very positive feedback



Clear Channel Outdoor

Examples for Seattle

Clear Channel Outdoor is in a position to provide all traditional types of street furniture as well as advertising opportunities contemplated by the City's RFI.

The following pages provide an overview of products that CCO has successfully deployed in other municipalities. It also shows several Seattle-centric concepts for the City's consideration.

Information/Advertising Display

Information/Advertising Display

Newsrack

Newsrack

Transit Shelters

Seattle's transition from the traditional "brown box" Metro Transit shelters to the modern Rapid Ride format provides significant opportunity for revenue enhancement.

CCO advertising displays can be seamlessly integrated into the new design and can provide significant public benefit with real time arrival information and information for the travelling public.

CCO currently operates local advertising partnerships with Sound Transit, Whatcom Transit, Everett Transit and Inter-City Transit in Olympia. It is well positioned to add value to the Rapid Ride shelters located on Seattle ROW.

Transit Technology

CCO is the industry leader in the implementation of static digital technology in advertising applications. Where power is readily available Clear Channel Outdoor can help residents and visitors move more efficiently and help increase the use of public transit.

Examples of amenities that can be incorporated:

- Real-time next bus arrival information provided through systems that are approved by transit agencies
- Clear Channel Outdoor's exclusive on-street digital information and public access terminals
- A bus map program with expert local program management in collaboration with Metro and Sound Transit and business improvement districts

72" Transit Shelter Display
Traditional vs. Digital

Traditional Display

Digital Display

Static digital transit displays can compliment traditional transit shelter advertising to create more flexible options for advertisers using state of the art technology that can create higher revenue for the City.

72” Digital Transit Shelter Display

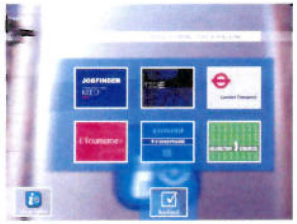
Static digital technology can be integrated into existing Rapid Ride Shelters where electricity is available. There are multiple design options which will harmonize with the current design. Digital displays maximize revenue by featuring multiple advertisers with dynamic content and can be used to promote City messaging as well as provide real time emergency messaging.

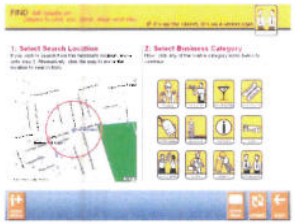
Dimensions

- 43.8” w
- 73” h
- 8.6” d

Public Information

Access and convenience are the hallmarks of the digital age, with information and services, anywhere and any time, being taken as givens. CCO is an industry leader in innovative use of technology. Our on-street, digital information system provides residents and visitors with simple, easy access to information and services, including directions to venues, transit schedules, tourism information, restaurant listings, connections to City services and departments, and entertainment ticket vending.





Interactive Displays

Clear Channel's exclusively designed, non-advertising neighborhood-specific display unit can be provided either on a stand-alone basis or as an integrated component of our transit shelters.

Features & Benefits

- Virtual concierge for residents, visitors and tourists
- Weather forecasts
- City information
- Calendar of events
- Restaurants listings
- Hotels & accommodations

A similar concept can be developed for Seattle to provide touchscreen information, located in key retail and tourist locations to provide access to public information.

Example of information kiosk developed for Miami Beach

Kiosks

Manned kiosks can generate advertising revenue from exterior panels and could be leased to operators to provide goods and services. Newsstands, espresso huts, or bike repair kiosks are some examples.

Such kiosks could supplement the Mayor's street food campaign and provide downtown access to small businesses who could not otherwise afford to operate downtown.

Our traditional column display tower (shown here with optional seating) can be installed in high foot traffic locations such as Westlake Park or McGraw Square. This format can also be designed with a walk-up window feature. As a multi-purpose kiosk it could house services such a Downtown Ambassadors or Serve as an SPD mini Station.

Manned Kiosk

Advertising Column

Public Amenities

Clear Channel can partner with the City to develop a variety of unique concepts

Outdoor Advertising can subsidize unique multi-purpose street furniture for Seattle. Call them “Shoe Tying Stops” or a “Temporary Umbrella”.

Street Furniture can be designed to compliment the City’s awning program in places left uncovered by private property owners.

Anticipated Revenue

It is difficult to make any type of accurate projections of anticipated revenues without more information regarding the intended size, scope and dispersion of advertising displays that the City envisions.

There are a wide range of variables that influence even a general proforma.

Factors such as the type and mix of products, the capital investment required, maintenance and service requirements, and length of contract will all influence the anticipated gross revenue and associated profit sharing model.

Clear Channel would welcome the opportunity to meet with the City in advance of an RFP to gain a better understanding from the City to establish specific parameters, which would allow us to develop a comprehensive proforma that provides better guidance to the City.

Based upon our experience, we believe it will be difficult to develop a multi-million dollar revenue stream without the inclusion of static digital technology and billboards into the discussion. On the following pages, we widen the discussion with additional ideas for consideration.

Anticipated Timeline and Build-Out Standards

Digital Transit Shelter Conversion: 50 to 100 units per year, depending on design option

Digital Bulletin Conversion: 30-day average construction time per location

Site specific standards:

Clear Channel follows a methodical process and sequence in executing individual street furniture installations. Fast careful execution by our trained crews at appropriate times of the day minimize disruptions of adjacent neighborhood activities. Installations proceed in the following sequence:

- Prioritizing of installation sequence in coordination with appropriate City departments
- Streetscape analysis for structural proportions, pedestrian and motorist sightlines
- Thoroughfare and traffic analysis
- Advertising review for location suitability, such as church, school, park and playground
- Site surveys for road conditions, utility locations, trees, light poles, traffic control, etc.
- Site-by-site location approval by the City and community review
- Installation in adherence to all applicable MUTCD Codes and Ordinances
- Site and/or surface restoration as needed

Expanded Options

Clear Channel is in a unique position to offer Seattle additional sources of revenue and promotion not initially contemplated in this RFI. As the sole operator of freestanding vinyl and trivision billboards in the City, we can incorporate our existing inventory into a solution which will more quickly achieve the goals of enlivening downtown streets and providing significant revenue for amenities in the City Center.

Highlights of Digital Conversion

- CCO is the industry leader in the implementation of static digital technology
- Digital technology operates much like a digital picture frame at 8 second intervals
- Digital images closely replicate the appearance of a traditional billboard
- Upgrading existing trivision billboards will match Seattle's image as a high-tech city
- Digital technology will bring the City on par with other parts of the country and will provide amenities and services in multiple ways

One of the primary goals of Seattle's municipal sign code is to reduce the overall number of off-premise advertising signs and eliminate non-conforming signs over time. To this end, we will work with the City to reduce the overall number of billboards in the City, modernize their appearance and provide dynamic content -- additional benefits that the City may not have considered.

Conversion of existing Trivision Billboards to Digital Displays (click on video below)

Conversion of selected Billboards to Digital Displays (click on video below)

Benefits of Digital Billboards

All Clear Channel Outdoor Digital displays have the immediate ability to post Emergency Alerts

- **Amber**
- **Severe Weather**
- **FBI Most Wanted**

These alerts can dominate the display or be added to the rotation depending on the urgency of the message.

Benefits of Digital Billboards

1. Promote city events
2. Consolidation of signs
3. Lease payments to the City for signs on city property
4. Community messaging
5. Signs outside downtown can generate revenue for City Center improvements

In Closing

Clear Channel Outdoor is uniquely positioned to help stimulate commerce and improve transportation in Center City, while reducing the overall number of outdoor advertising signs in other areas of Seattle. Here are again the salient attributes of our successful collaboration for this exciting initiative:

- Clear Channel Outdoor has the existing local infrastructure in place to quickly and effectively execute the most successful public amenity program funded through advertising
- We are an industry leading provider of Out of Home advertising in the City of Seattle and can provide exceptional access to both local and national advertisers
- We have demonstrated success in the United States and around the world in building exciting street furniture and public amenity programs.
- We are ready to partner with the City to not only provide amenities and revenue but also access to dynamic content via a digital messaging network.

Partnerships, particularly with private and municipal authorities, are at the core of our operating philosophies and success. It would be our honor to develop a program for Seattle.

Appendix

Clear Channel Outdoor

Maintenance Plan

Clear Channel Outdoor's maintenance program will exceed the City's expectations regarding cleanliness, function and safety. The following represents examples of a full service maintenance plan and can be expanded based on contractual arrangements:

Our maintenance plan includes:

- Technology-based reporting and accountable workforce management processes
- Record-keeping, verification, internal inspections and audit procedures
- Preventative maintenance
- Standard weekly maintenance
- Enhanced twice weekly maintenance
- Complete inspection of units
- Routine repairs
- Emergency repairs
- Safety checks
- Coordination with District agencies
- Zero tolerance graffiti policy
- Service hotline

Street Furniture Cleaning, Inspection, and Safety Schedule

1. Weekly and Twice Weekly

Cleaning of all structures weekly on non-consecutive days includes:

- Removal of graffiti, stickers, and fly posting
- Cleaning all surfaces and display boxes
- Cleaning sidewalk underneath transit shelters, pick-up of debris adjacent to shelter
- Cleaning of roof twice a month

2. Monthly

Complete inspection of units once a month includes:

- Structural integrity of units (footings, seams, welds, bolts, frame)
- Functioning of all operable parts
- Functioning of all electrical components/connections
- Roof leaks, glass breakage/etching

3. Ongoing Repair and Replacement

- Replacement of lights
- Repair of damaged panels
- Immediate response to hazardous conditions and safety repairs by appropriate maintenance crews and licensed electricians
- All other repairs as reported will be assigned to appropriate service crews

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