



**Massachusetts Bay  
Transportation Authority**

# Outdoor Information Panels

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Fiscal and Management Control Board

September 23, 2019

Evan Rowe

# Unique Real Estate, Creative Solutions

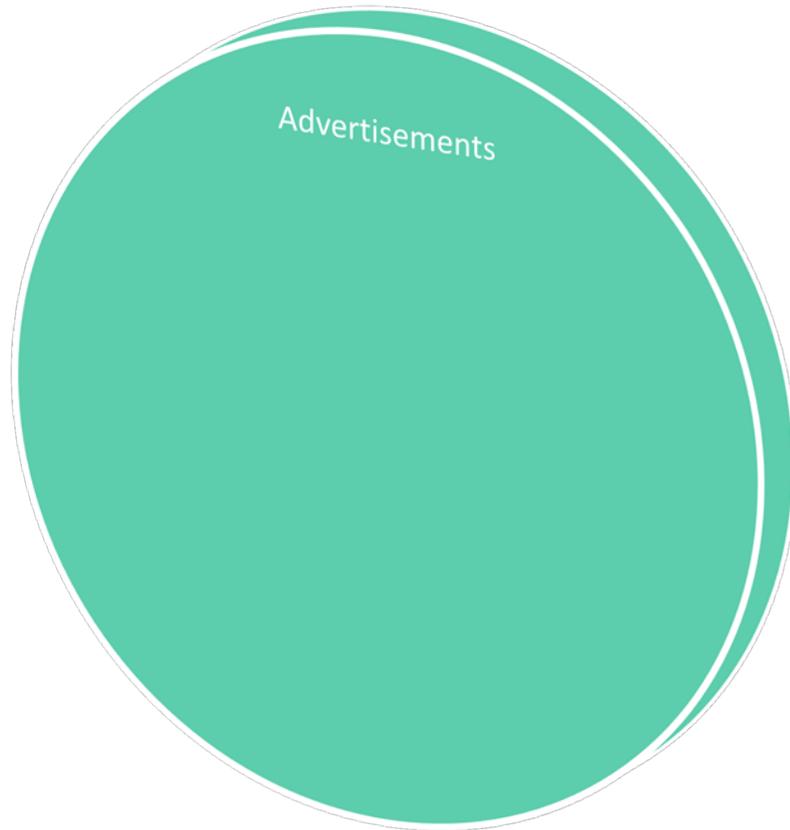
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- The MBTA has right-of-way facing the most congested roadways in Eastern Massachusetts
- Over 1.5 million users and non-users of MBTA services pass these sites weekly
- The strategic digitization of existing outdoor advertising assets can reach roadway users where they are and help provide useful transit and transportation information

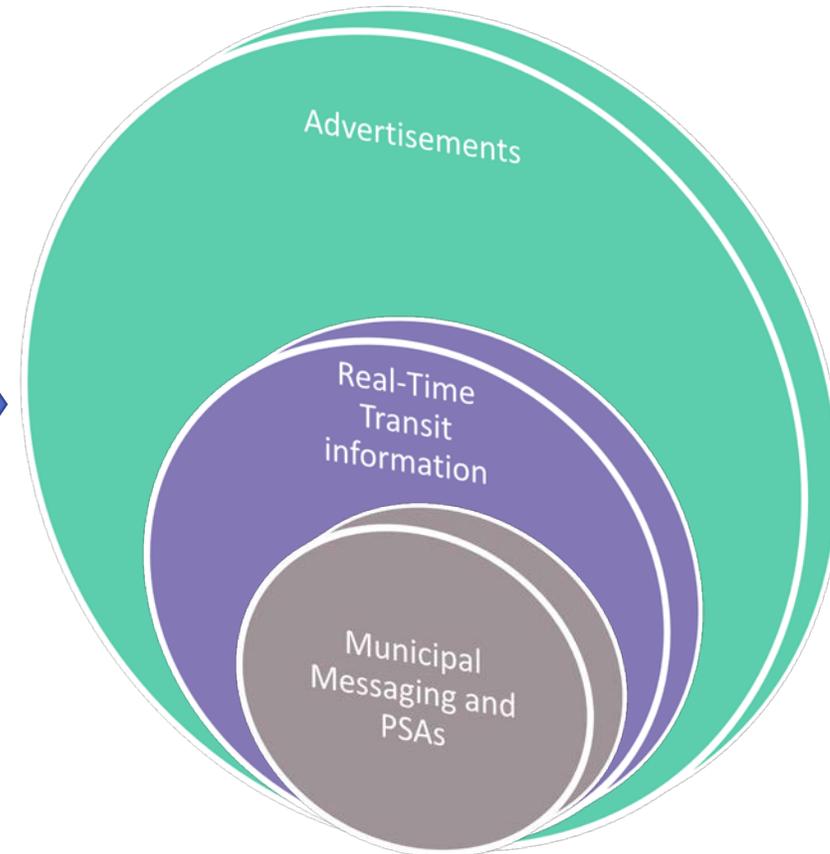


# A New Model: Creating Shared Value

Old Model

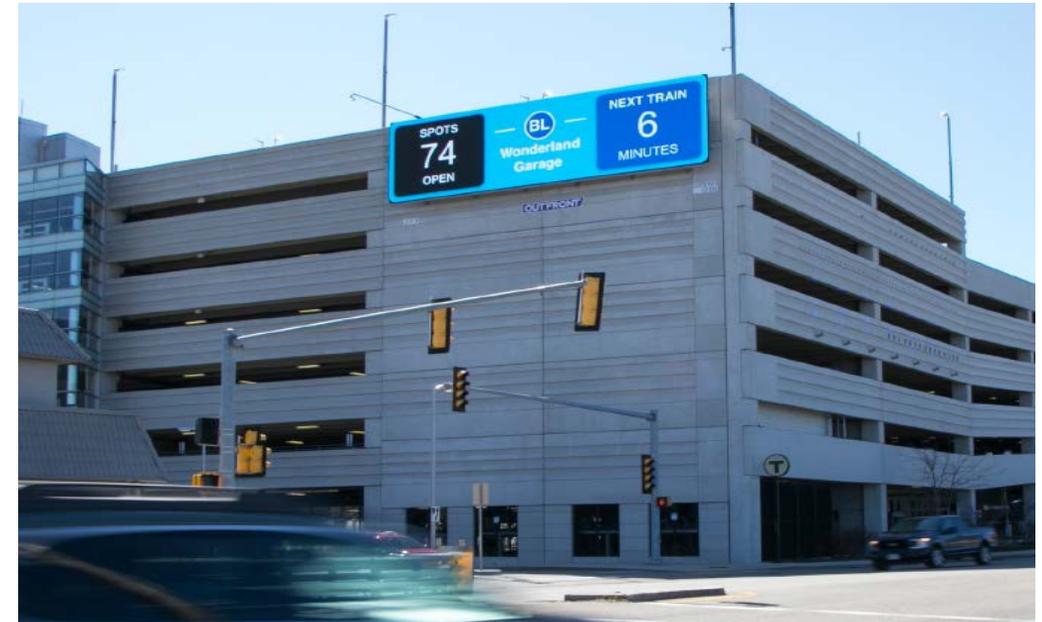


New Model



# Targeted, sustainable messaging

- The MBTA can provide helpful “nudges” to transit
- Customers learn of the status of the system in real time, including capacities and disruptions
- The MBTA will promote services for free and drive ridership, representing both marketing savings and new revenue growth



*Pilot test at Wonderland garage*



# Procurement Process

|                            |   |
|----------------------------|---|
| <b>March 2018</b>          | Executed short-term billboard contract with Outfront Media  |
| <b>March-December 2018</b> | Developed long-term strategy for Outdoor Information Panels |
| <b>March 2019</b>          | Issued Request for Letters of Interest                      |
| <b>April 2019</b>          | Issued Request for Responses                                |
| <b>September 2019</b>      | Recommendation for Award                                    |



# Contract Terms

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- Term: 15 years
  - Long-term contract allows for capital investment and asset upgrades
  - Includes termination for convenience language
- Minimum Annual Guaranteed Revenue: \$3.37 million
- Revenue Share: 50% - 55.5% depending on asset type
- Minimum MBTA content share: 25% of digital flips
  - Up from ~2% in current digital contract

