# Award Contract for Train and Station Advertising Services




**JPB Board Meeting**
**November 5, 2026**

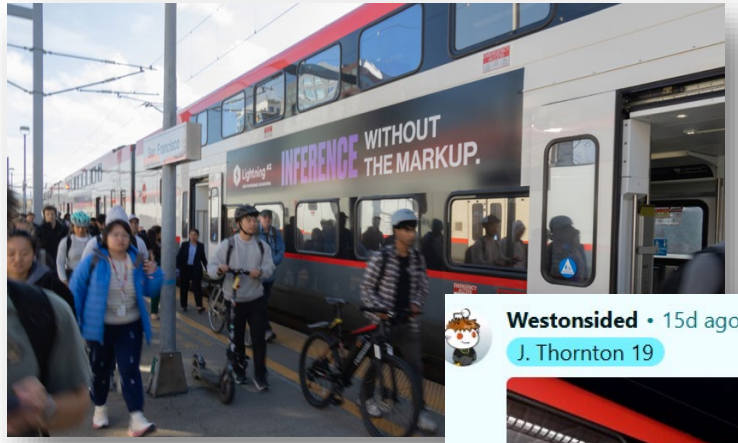
Caltrain

# Motion for Consideration

- Staff recommend that the Board of Directors:
  - Award a contract to Outfront Media Group, LLC to provide ad services.
  - Authorize the Executive Director or designee to execute the contract in full conformity with the terms and conditions of the solicitation documents / negotiated agreement, and in a form approved by legal counsel.
  - Authorize the Executive Director or designee to exercise up to two one-year option terms, if in the best interest of the JPB.

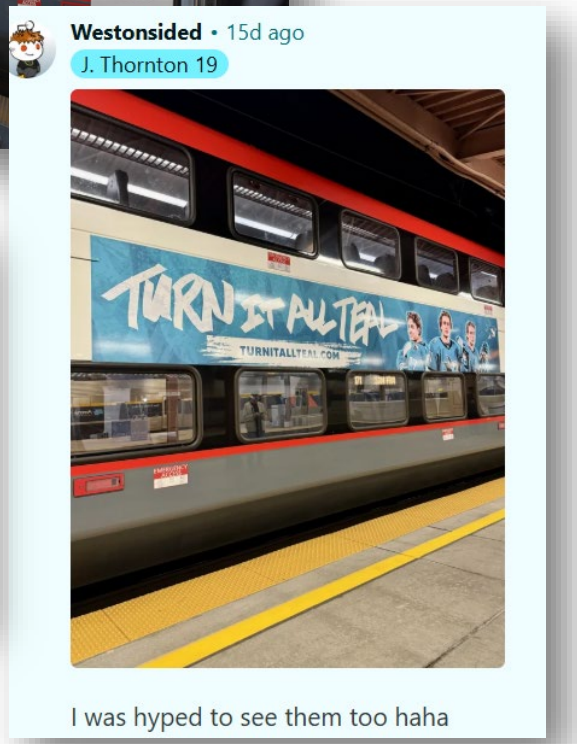
# Ad Sales Overview

- Calendar year (CY) 2026 advertising revenues forecasted $3.5M net revenue
- Three times CY2025 revenues $912K
- Growth Drivers:
  - Favorable Environment / Tech
  - Increased Ridership
  - Caltrain Brand Value
  - Operations Coordination







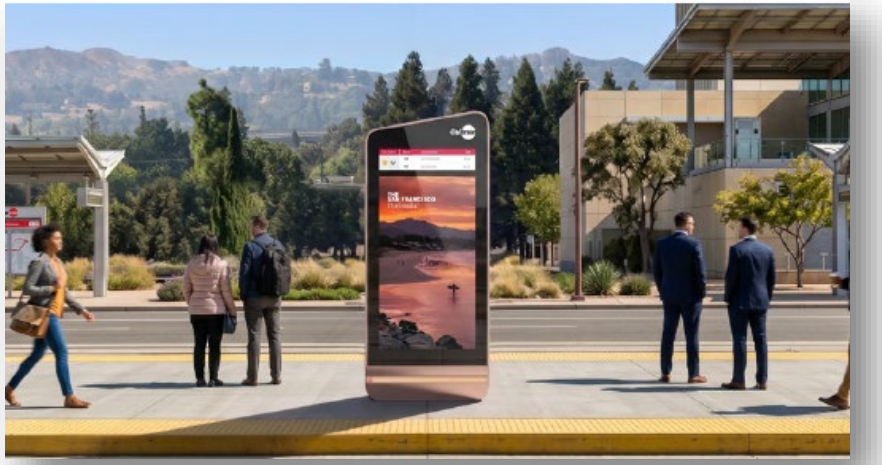


# New Opportunities

Stations: Digital Screen Refresh SF 4th/King

Digital Kiosks

Large Format Exterior (LFE) Panels





# Contract Goal

- Provide JPB with qualified and experienced firm to manage, market, sell, and administer Caltrain's advertising program.
- Generate sustainable and growing non-fare revenue.
- Negotiate a favorable minimum annual guarantee (MAG) amount to ensure revenue stability.



# Solicitation Process

- April 2026, JPB issued Request for Proposals
- RFP was advertised JPB's eProcurement website
- Received four responsive proposals
- A Selection Committee, composed of JPB staff, reviewed, scored, and ranked proposals in accordance with the evaluation criteria set forth in RFP
- Committee found two firms in the competitive range, which were interviewed.
- Committee determined Outfront highest-ranked firm, possessing the requisite experience and qualifications required for successful execution of services.



OUTFRONT

# Contract Info / Budget

- Revenue-generating contract, with minimum annual guarantee (MAG)
  - $1.95M MAG first year, gradually increases each following year
  - $10.75M MAG revenue over five-year term
  - Two one-year options terms additional MAG $5.25M
  - Provides 60% to 65% revenue share above the MAG

- The total exercisable amount $16M is 10x our current agreement MAG.

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**FOR MORE INFORMATION**

WWW.CALTRAIN.COM