

AMENDING MOTION TO ITEM #48:

MOTION

DIRECTORS ANTONOVICH AND DUBOIS

AS AMENDED BY KNABE

The revenue stream to be generated by the contract with Allvision LLC for digital advertising billboards has been recommended by staff to go into the general fund. Given the nexus between this contract and Metro Operations and the need for expanded and enhanced bus and rail operations, it is vital that the revenue generated by digital billboards be dedicated for use by Metro Operations, with a priority to be provided to service improvements and enhancements for the more than 41 million bus and rail riders that use the Metro system monthly.

WE THEREFORE MOVE that the Board direct the CEO to preserve all revenues generated by this digital billboard contract for use by Metro Operations. As a first priority, this revenue is to be used for service improvements and enhancements ~~throughout the system~~ within the corridor (subregion) where the billboard is located.