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Planning & Programming Committee - March 20, 2024
Legistar File #2023-0300

Recommendations

- A. AUTHORIZE the Chief Executive Officer, or their designee, to execute a 30-year development agreement (Attachment A) with the City of El Monte (“City”) and AllVision (“AV”) to construct, own, and operate a digital billboard on Metro property adjacent to Division 9 at 3449 Santa Anita Avenue, El Monte (“Project”).
- B. CONSIDER, in accordance with the California Environmental Quality Act (“CEQA”), the environmental effects of the Project as shown in the Mitigated Negative Declaration (“MND”) prepared by the City (Attachment B).
- C. ADOPT, in accordance with CEQA, the four mitigation measures incorporated in the MND to reduce the impacts of the Project to a less than significant level.
- D. FIND, in accordance with CEQA, that the four mitigation measures would avoid or mitigate the effects of the Project to a point where no significant effect on the environment would occur, and there is no substantial evidence that the Project, as mitigated, would have a significant effect on the environment.
- E. AUTHORIZE the Chief Executive Officer to file a Notice of Determination with the Los Angeles County Clerk and the State of California Clearinghouse.

El Monte Billboard Location (Division 9)



Key Terms of the Development Agreement

Key Development Terms include

1. The term of the agreement is for 30 years commencing when the billboard is constructed and operational.
2. AV will front all construction costs which will be reimbursed over the first five years of operation.
3. Over the term the percentage of the revenue received from the selected outdoor advertising company will be paid to the City according to the following schedule:

Year	City Minimum Guaranteed*	City Share
1 – 10	\$80,000	10%
11 – 20	\$100,000	15%
21 – 30	\$125,000	20%

4. Metro will retain all revenue over the City's share less AV's operating costs and management fee.
5. The City shall have the right to place public service announcements at no cost not to exceed 5% of the total display time.

Additional Information

- All advertising content will comply with Metro advertising standards.
- Metro will be able to utilize the billboard for public messaging for every one out of eight segments (8 seconds each)
- Metro will have immediate access for emergency messaging.
- Total revenue for Metro is estimated at \$15 million over the 30-year term.
- Next Steps: Execute the Development Agreement and submit the building and electrical permit application to the City.