DIGITAL BILLBOARD COMMUNICATION PLAN TO SUPPORT PUBLIC SAFETY

AUG 14, 2018

- 94.5 FM rocks
- National Missing Children's Day May 25th
  Abraham Campos - Houston, TX
  Missing since: April 2005
  Report tips to law enforcement 832-394-1840
- 4th of July Celebration
  4th of July Celebration
  4PM - 10PM
  Featuring Chris Young
  Eleanor Tinsley & Sam Houston Parks
- Astros Win It All
  Buy a $3000+ mattress
  Free Tempur-Pedic
  GalleryFurniture.com
AGENDA

CHANGING THE URBAN LANDSCAPE
- Historical background
- Prior agreements that produced significant reduction of signs
- North Houston Highway Improvement Project (NHHIP) opportunity

DIGITAL SPECIFICS
- Digital billboards – what they are, what they are not
- Driver safety

COMMUNITY BENEFITS
- Gulf Coast Emergency Communications Network
- Enhanced public service messaging
- Aid to law enforcement
- Promotion messaging for the city

HIGH-LEVEL DIGITAL CONVERSION PROPOSAL
- Ordinance specifics
CHANGING THE URBAN LANDSCAPE
CURRENT CONDITIONS*

- 1,511 sign structures
  - 1,013 sign structures >300 sqft
- 2,571 faces
  - 1,777 faces >300 sqft
- 32 licensed operators

*CoH Records from FOIA Request 2016
Previous agreements between the city, industry and stakeholders have produced a reduction of 1,012 billboard structures in the city and ETJ.

**KATY FWY RELOCATION PROJECT**
- 1998
- Square footage bank allowed for consolidation before relocation
- 60 structures permanently removed

**CLEAR CHANNEL OUTDOOR SETTLEMENT AGREEMENT**
- 2008
- Removed the number of signs subject to the 1985 ordinance with concessions on 10-yr permits and poster structures
- 881 structures permanently removed

**AMORTIZATION SETTLEMENTS**
- 2014-2016
- Removed signs subject to the 1985 ordinance with concessions on 10-yr permits
- 71 structures permanently removed
North Houston Highway Improvement Project (NHHIP) to be completed in 3 segments:

- Segment 1 – Green
- Segment 2 – Purple
- Segment 3 – Orange
  - 7/26/18 - minute order approved by the Highway Commission
  - 11/2018 - RFQ released, early acquisitions
  - Spring 2019 – contract awarded
  - Summer 2019 – ROW acquisitions begin
  - Summer 2020 - construction begins

TXDOT has identified 125 billboard structures in the proposed ROW across the three segments that will be eligible for relocation.

Like the Katy Freeway widening project, NHHIP can serve as a vehicle for permanent sign removal while offering ancillary benefits to the city and the public through digital conversions.
CHANGING THE URBAN LANDSCAPE
DIGITAL SPECIFICS

WHAT IS A DIGITAL BILLBOARD?

- A new way to display a static ad on a billboard face
- The digital face is comprised tiles that use light emitting diode technology to power the face of the sign
- Messages remain static for eight seconds and change within two seconds
- Light intensity is controlled and measured against ambient light conditions
- Horizontal louver blades direct light to the roadway and meet “dark sky” ordinances across the country

WHAT IS IT NOT?

- It is not a television screen on a billboard
- It does not flash, blink, scroll or have any sort of motion
- It is not a contributor to distracted driving or a traffic safety risk per the FHWA’s own research
DIGITAL SPECIFICS: CONTRIBUTE LESS TO SKY GLOW & LIGHT TRESPASS

• LED diodes focus the emitted light in a beam
• Signs aimed at roadway
• Horizontal louvers help direct light downward

Photo of Daktronics module

Angle graphic provided by Yesco
COMMUNITY BENEFITS
DIGITAL BILLBOARDS WILL AID EMERGENCY MESSAGING EFFORTS FOR CITY-WIDE OR AREA-SPECIFIC EMERGENCIES

- The award winning “Gulf Coast Emergency Communications Network” will be expanded to provide instant communication to Houstonians not currently served by the four-county network.
- Aid in effort to inform the public for natural and man-made disasters.
- The Emergency Network played a vital role during Hurricane Harvey and will be even more effective when placed within the city and ETJ.
- Awarded the “Community Service Award” by the Emergency Management Association of Texas.
- Received an “Award of Excellence” from the Public Relations Society of America.
EMERGENCY ALERT
STORM IN GULF
STAY INFORMED AND PREPARE

EMERGENCY ALERT
FLOODING UNDERWAY
DON’T DRIVE INTO HIGH WATER
DIGITAL BILLBOARDS AID LAW ENFORCEMENT AT ALL LEVELS

- Our coordinated work with “Stop Houston Gangs” has an 81% capture rate of wanted, felony gang members in Harris County
- Working with the Harris County Sheriff’s Department, cold cases communicated to the community via digital billboards have been closed
- Potential for all levels of local law enforcement to interact with the community using technology that is instantaneous
- Expand our current agreements with the FBI, US Marshalls and DEA into the city of Houston
July 25, 2018

Lee Vela
ClearChannel Outdoor
12852 Westheimer Road
Houston, Texas 77077

Mr. Lee Vela:

On behalf of the Office of Harris County Constable, Precinct Two, I would like to formally thank you and ClearChannel for the assistance that was provided to my office on the Got Child, Inc. project. You personally provided invaluable guidance on this most important project that was very much appreciated. As leaders in the community, we have a responsibility, and the opportunity to share information that will benefit the residents of Harris County. The billboard campaign provided by ClearChannel is the perfect example of agencies working together to improve the quality of life in our communities.

I look forward to our continued partnership in communicating positive public service, safety, and educational messages through community outreach programs.

Sincerely,

Christopher E. Diaz
Constable
Harris County Precinct 2

Office: (713) 477-2766
Fax: (713) 477-5348
Dispatch: (713) 477-4070

“The billboard campaign provided by Clear Channel is the perfect example of agencies working together to improve the quality of life in our communities.” – Christopher E. Diaz
“The FBI’s partnership with Clear Channel Outdoor for digital and traditional billboard use has been an asset to us here in the Houston area and across the country.” – Perrye K Turner
Digital billboards will provide a much needed avenue for public service messages within the city
  o Increased exposure for AMBER Alerts- the first 15 minutes are crucial to find missing children
  o Current programs with Texas Center for the Missing and Texas EquuSearch have been instrumental in locating missing persons
  o Additional visibility for many campaigns for everything from human trafficking to offering help to victims of domestic violence to educating the public on how to properly give aid to the homeless

Promotional messages for the city will be offered to enhance outreach community outreach
  o City sponsored events
  o Recruitment of first responders
  o Park activities
  o Civic event
  o Many others
HIGH-LEVEL PROPOSAL
The goal is to draft, negotiate and pass an ordinance that will allow for the conversion of existing, legally-permitted billboards to digital technology with the following perimeters:

- Permanently reduce the total number of billboard structures in the city and ETJ by over a period of time as capital is invested and conversions are completed
  - Swap down ratio is proposed at 3:1
- Digital conversions will be limited to locations adjacent to controlled-access interstates and state highways within the city and ETJ
- 1000 foot spacing between digital panels facing the same direction on the same roadway
- Annual permit fee for each digital panel sufficient to cover at least two full-time sign inspectors
- The City of Houston will be given a dedicated amount of time on the digital panels to use for law enforcement, city events, emergency messaging, etc.

It is anticipated that the actual language will be negotiated with input from all stakeholders.
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