



# Recap of Clear Channel Outdoor Collaboration and Compromises

Long before the Community Work Group (CWG) process, Clear Channel Outdoor (CCO) began proactively working with the City of Tacoma over their long-standing legal issues. Our commitment to collaboration has been exhibited by our actions.

## 1) Compromises long before the CWG process:

- a. 2010 Digital Agreement – Clear Channel entered into an agreement with the City to consolidate and reduce signs in return for digital signs. The agreement fell apart, however, not before ten signs were removed at CCO expense.
- b. 2012 Standstill Agreement -- By the City Attorney's own testimony, CCO prompted the Standstill Agreement so that both parties could confer to find a permanent solution beyond costly litigation. As part of this agreement, CCO removed 31 billboards at its own expense as specified on a list provided by the City. In addition, we gave up 183 relocation credits. Beyond that list, CCO has removed an additional 45 more panels -- including one personally requested by a Council Member next to the Art Museum and Trail Head.
- c. The end result is that since 2012, CCO billboard inventory has been reduced by **22%**; since 2007, inventory has been reduced overall by **26%** with the costs borne entirely by CCO.
- d. Digital billboards were taken out of the discussion making this a more difficult negotiation that could result in further sign reduction. This is typically a part of the conversation when consolidating billboards across the rest of the country as part of a win-win solution that results in reduction of billboards.

In summer 2014, CCO willingly agreed to join the City's public outreach initiative through creation of the CWG. The City fully conceived its form and function including its mission, the participant composition, the agenda, the schedule and the hiring of a facilitator. CCO has respectfully collaborated through this process showing support for the City's goals and to gain a better understanding of the Community's needs and vision.

## 2) Compromises since starting the CWG process:

- a. CCO agreed to consider billboard-free zones (areas that are less compatible with billboards), in return for new, mutually-agreed upon areas in which to rebuild (which are more compatible).
- b. CCO agreed to compromise on buffers in zones adjacent to residential areas. Rather than vote "0" for all buffers, we recommended 50 or 100 ft. thoughtfully taking into account the neighboring zones and mixed use nature of certain areas.

- c. CCO has continued to be responsive to the billboard maintenance or repair requests including several of the CWG members. In addition, we've requested the City add billboards to the City's 311 App.

Our goal was, and remains, to find a mutually beneficial solution for the Community that also ends years of costly litigation for both taxpayers and CCO, City and Clear Channel where we can respect the community landscape, give Tacoma business owners and non-profits the opportunity to use out-of-home advertising to grow their business and awareness, and offer additional information to elected officials to draft a responsible and comprehensive code for the 21<sup>st</sup> century.

1/30/2015