

# DIGITAL BILLBOARD COMMUNICATION PLAN TO SUPPORT PUBLIC SAFETY

AUG 14, 2018



94.5 FM  
the Buzz  
rocks  
iHeartRadio

A digital billboard with a yellow background. On the left, it features the '94.5 FM the Buzz' logo. In the center, the word 'rocks' is written in a bold, black, lowercase font. To the right, there is a silhouette of a person with their arms raised against a bright yellow sun. The iHeartRadio logo is in the bottom right corner.



National Missing Children's Day  
May 25th  
Abraham Campos - Houston, TX  
MISSING SINCE: APRIL 2005  
Report tips to law enforcement 832-394-1840  
TEXAS CENTER FOR THE MISSING  
CenterForTheMissing.org

A digital billboard with a dark blue background. On the left, there are two small portrait photos of a young boy and a young man. To the right, the text reads 'National Missing Children's Day May 25th' in yellow and white. Below that, it says 'Abraham Campos - Houston, TX' and 'MISSING SINCE: APRIL 2005'. At the bottom, there is a call to action: 'Report tips to law enforcement 832-394-1840' and the logo for the 'TEXAS CENTER FOR THE MISSING' with the website 'CenterForTheMissing.org'.



CITGO FREEDOM OVER TEXAS  
4<sup>th</sup> of July Celebration  
4PM - 10PM  
Featuring CHRIS YOUNG  
Elenor Tinsley & Sam Houston Parks

A digital billboard with a white background. On the left, there is a logo for 'CITGO FREEDOM OVER TEXAS' with a star and fireworks. In the center, it says '4<sup>th</sup> of July Celebration' in large, bold letters, followed by '4PM - 10PM'. On the right, there is a photo of Chris Young with the text 'Featuring CHRIS YOUNG'. At the bottom, it says 'Elenor Tinsley & Sam Houston Parks'.



— BUY \$3000+ MATTRESS —  
ASTROS WIN IT ALL  
— FREE TEMPUR-PEDIC —  
GALLERYFURNITURE.COM

A digital billboard with a dark blue background. The text is white and yellow. It features the promotion '— BUY \$3000+ MATTRESS —', 'ASTROS WIN IT ALL' in large, bold letters, and '— FREE TEMPUR-PEDIC —'. At the bottom, the website 'GALLERYFURNITURE.COM' is displayed.

# 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



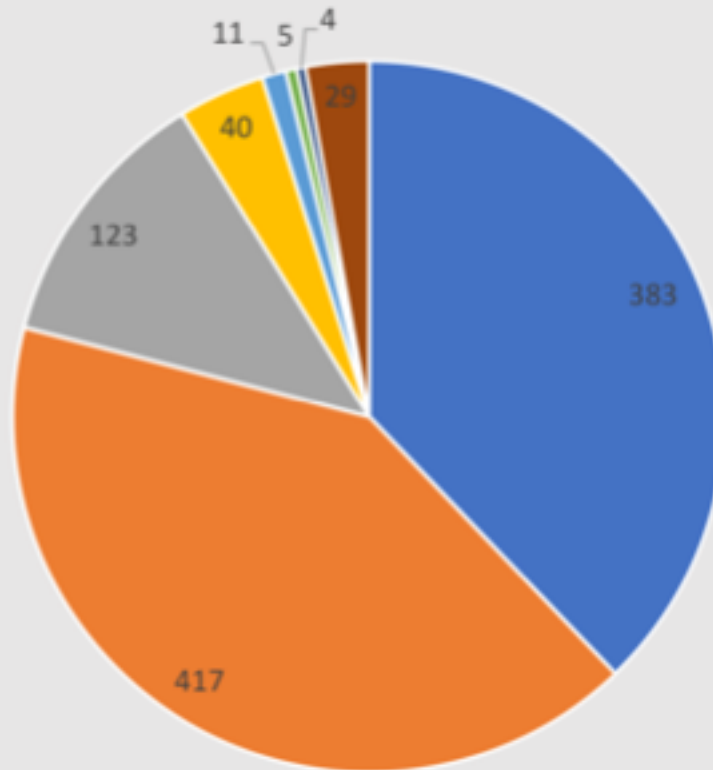


The background features a complex, abstract geometric pattern of overlapping triangles and polygons in various shades of blue and white. On the left side, there is a prominent, dark blue chevron shape pointing to the right, outlined with a white border. The overall aesthetic is modern and professional.

# **CHANGING THE URBAN LANDSCAPE**

# CHANGING THE URBAN LANDSCAPE

STRUCTURES BY VENDOR



■ CCO ■ OFM ■ SignAD ■ JG ■ Coastal ■ Ad Displays ■ Rosewood ■ Other

## 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





# CHANGING THE URBAN LANDSCAPE

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

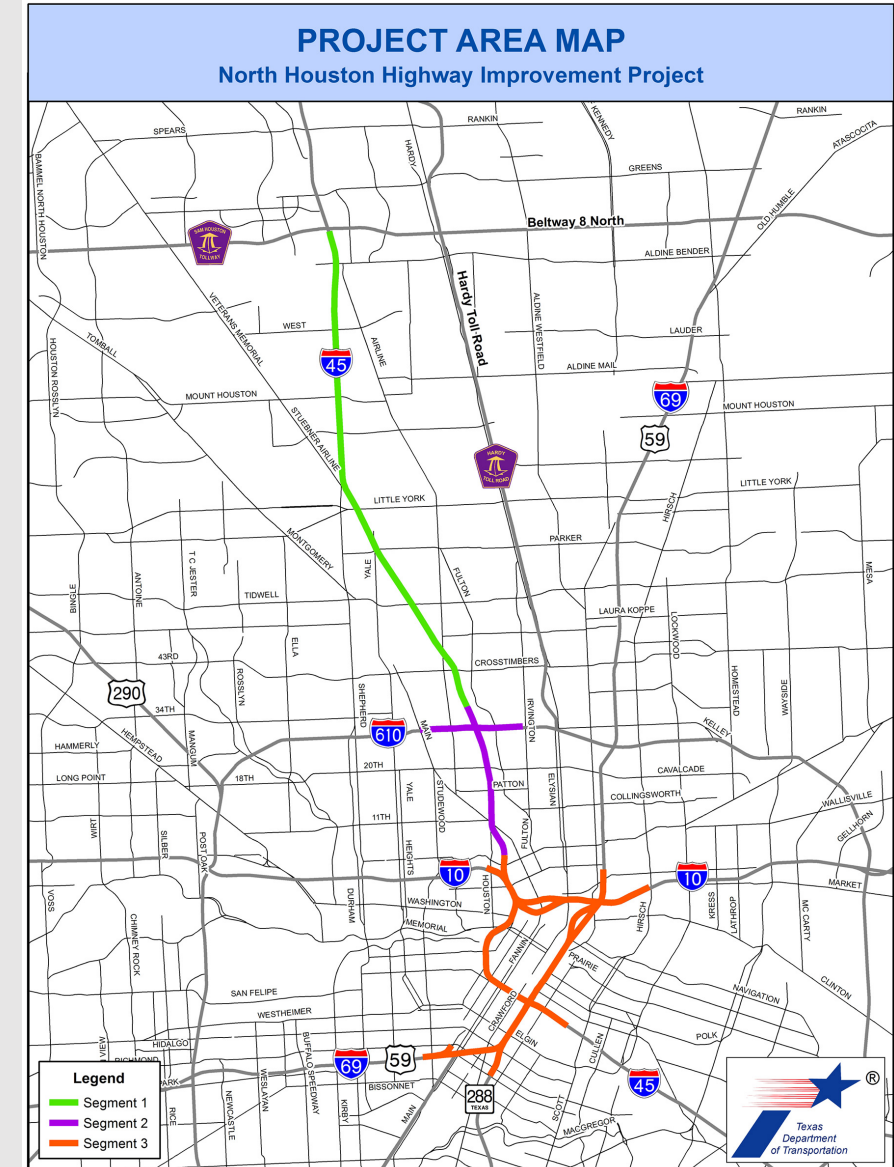
# CHANGING THE URBAN LANDSCAPE

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

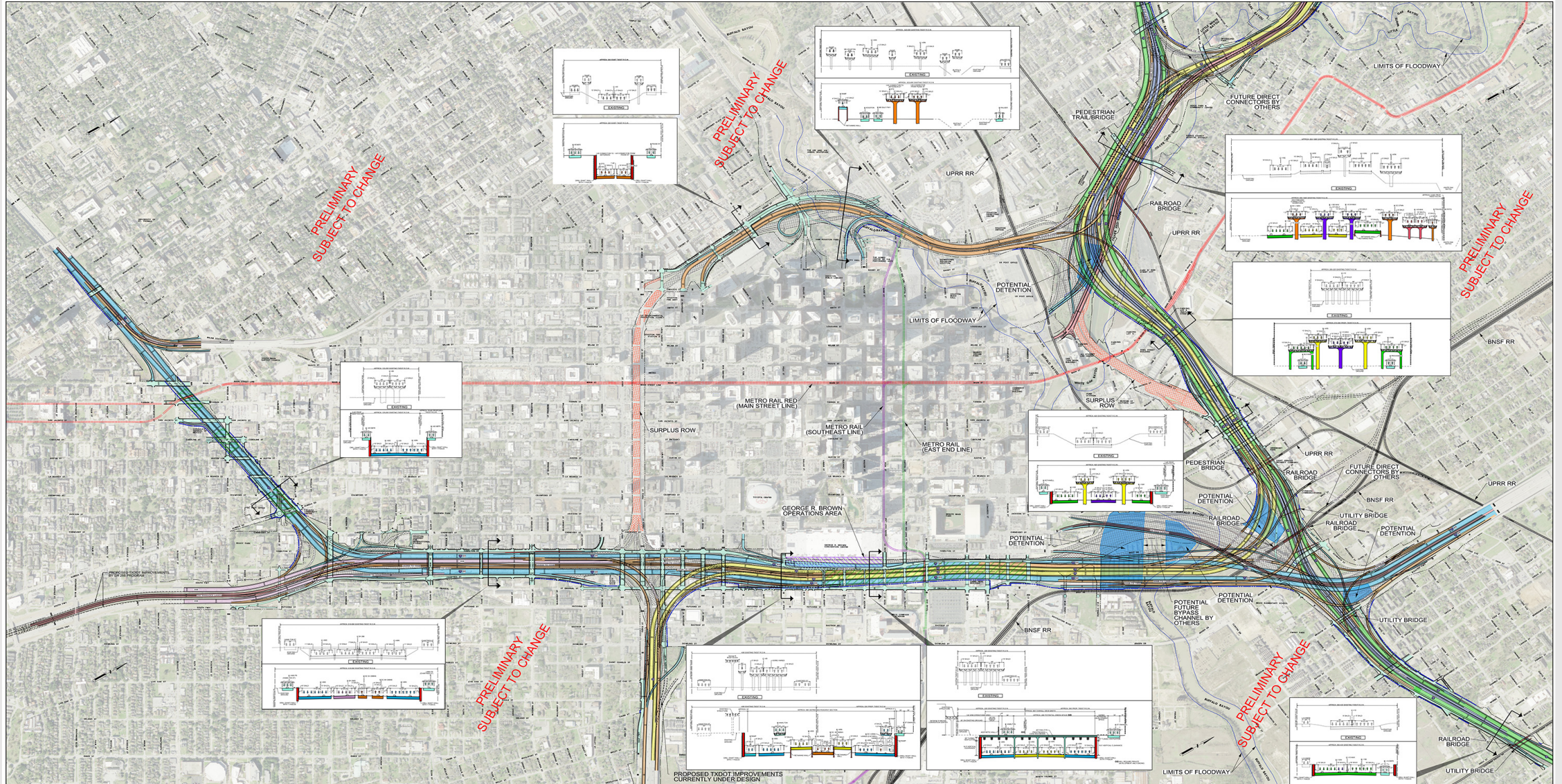
TXDOT has identified 125 billboard structures in the proposed ROW across the three segments that will be eligible for relocation

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**



# 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: LED UNIT

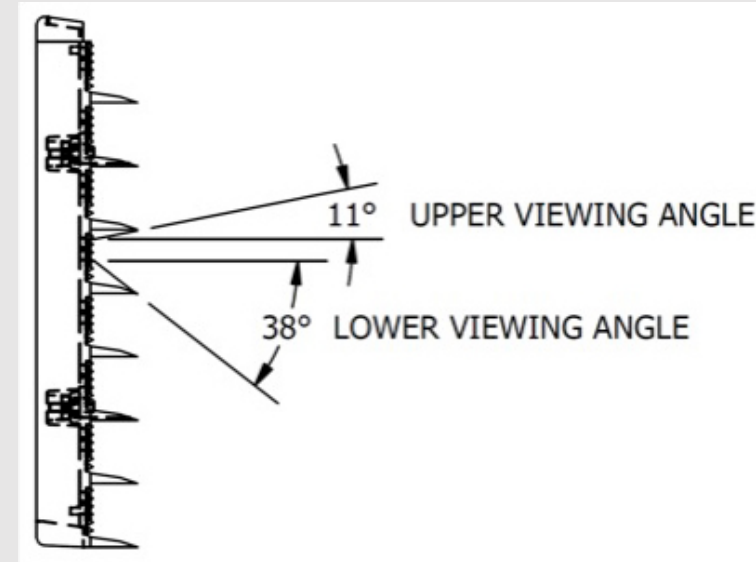




# DIGITAL SPECIFICS: CONTRIBUTE LESS TO SKY GLOW & LIGHT TRESPASS



Photo of Daktronics module



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

Angle graphic provided by Yesco



# **COMMUNITY BENEFITS**

# 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**

# COMMUNITY BENEFITS

## 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







**Christopher Diaz**  
 CONSTABLE, PCT. 2  
 101 S. RICHEY, SUITE C  
 PASADENA, TEXAS 77056



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*



Federal Bureau of Investigation – Houston Field Office

Office of the Special Agent in Charge

August 1, 2018

Lee Vela, Vice President of Public Affairs-Houston  
Clear Channel Outdoor  
12852 Westheimer  
Houston, TX 77077


Dear Mr. Vela:

I would like to thank Clear Channel Outdoor for its work and continued commitment to public service in our community.

On behalf of the FBI Houston Division, which covers 40 counties along the Texas Gulf Coast, I wish to express my sincere appreciation for the timely and critical assistance provided during numerous fugitive and criminal investigations by making digital outdoor networks across the region and country available, without charge. Undoubtedly, digital billboards have been a valuable and effective tool for law enforcement. With the help of Clear Channel Outdoor and Lamar Advertising we have been able to quickly and safely apprehend dangerous federal fugitives and/or develop important information regarding criminal investigations.

One of the biggest success stories is the multi-agency, anti-gang initiative StopHoustonGangs.org. Since the launch of the partnership in April of 2012, Clear Channel Outdoor commits donated billboard space to publicize a weekly most wanted gang fugitive. The featured fugitives are submitted by local, state, or federal law enforcement agencies in the greater Houston area. The publicity given to these gang fugitives via multiple media platforms, including digital billboard space, has made StopHoustonGangs.org a highly successful program, boasting an 80 percent fugitive capture rate.

Former FBI Director J. Edgar Hoover said that "the most effective weapon against crime is cooperation." 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 by helping raise awareness and keeping our community safe. We thank you for your commitment to provide this public service and for the unwavering support of our efforts.

Sincerely,  
  
Perrye K. Turner  
Special Agent in Charge  
FBI Houston Division



*“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*



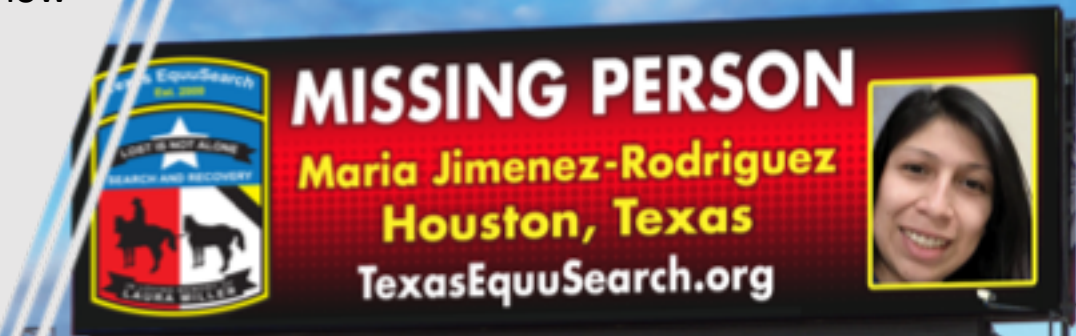
# COMMUNITY BENEFITS

Digital billboards will provide a much needed avenue for public service messages within the city

- Increased exposure for AMBER Alerts- the first 15 minutes are crucial to find missing children
- Current programs with Texas Center for the Missing and Texas Equusearch have been instrumental in locating missing persons
- 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

- City sponsored events
- Recruitment of first responders
- Park activities
- Civic event
- Many others



A large red arrow graphic pointing to the right, with a white double-line border, is positioned on the left side of the slide. The background is a light gray geometric pattern of overlapping polygons.

# **HIGH-LEVEL PROPOSAL**



# 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



**CONTACT:**

Lee Vela

*VP of Public Affairs*

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