

FY 2026-2027 Spending Plan

PR	VENDOR	CTX GO (CPRG)	CTX GO (CPP)	Public Information	Vision Zero	Roundabout Education (SS4A)	Placemaking (Community Services)	Get There ATX (TDM)	TOTALS
4197	Clear Channel Outdoor	\$140,000.00			\$10,000.00				\$150,000.00
4198	Lamar Advertising	\$100,000.00	\$50,000.00						\$150,000.00
4200	Waterloo Media	\$90,000.00	\$25,000.00	\$30,000.00	\$20,000.00			\$7,000.00	\$172,000.00
4201	iHeart Radio	\$130,000.00		\$10,000.00	\$10,000.00				\$150,000.00
4223	Telemundo		\$50,000.00			\$30,000.00			\$80,000.00
4204	Univision	\$200,000.00							\$200,000.00
4206	KVUE-TV	\$175,000.00							\$175,000.00
4205	KXAN-TV	\$175,000.00							\$175,000.00
4208	Austin American-Statesman	\$150,000.00				\$20,000.00			\$170,000.00
4224	Google, Inc.	\$250,000.00		\$10,000.00					\$260,000.00
4225	Meta	\$250,000.00	\$50,000.00	\$50,000.00	\$30,000.00	\$20,000.00	\$20,000.00		\$420,000.00
4226	Ground Truth	\$150,000.00	\$25,000.00	\$20,000.00	\$10,000.00	\$20,000.00	\$10,000.00		\$235,000.00
	ALLOCATIONS	\$1,810,000.00	\$200,000.00	\$120,000.00	\$80,000.00	\$90,000.00	\$30,000.00		\$2,337,000.00