



City of Austin

Recommendation for Action

File #: 26-2618, **Agenda Item #:** 36.

10/22/2026

Posting Language

Authorize negotiation and execution of twelve advertising agreements with Clear Channel Outdoor, Lamar Advertising Company, Waterloo Media, iHeart Radio, Telemundo, Univision, KVUE-TV, KXAN-TV, Austin American-Statesman, Google, Meta, and Ground Truth, for public outreach campaigns associated with the Climate Pollution Reduction Grant, the Construction Partnership Program, Vision Zero Program, the Safe Streets for All Grant, Community Services, and GetThere ATX in a total amount not to exceed \$2,337,000. Funding: \$437,000 is available in the Fiscal Year 2026-2027 Operating Budget of Austin Transportation and Public Works, \$1,810,000 out of the Climate Reduction Implementation Grant, and \$90,000 from the Safe Street for All grant within the Capital Budget of Austin Transportation and Public Works.

Lead Department

Austin Transportation and Public Works

Fiscal Note

Funding: \$437,000 is available in the Fiscal Year 2026-2027 Operating Budget of Austin Transportation and Public Works, and \$1,900,000 is available in the Capital Budget of Austin Transportation and Public Works.

Prior Council Action:

May 22, 2025 - Resolution No. 20250522-049, authorizing negotiation and execution of an interlocal agreement with the Texas Department of Transportation, Capital Area Metropolitan Planning Organization, Central Texas Regional Mobility Authority, Capital Metropolitan Transportation Authority, and Austin Transit Partnership, as the region's transportation agencies, to form the Central Texas Construction Partnership Program, for an initial term of ten years, in an amount not to exceed \$4,000,000 for the initial cost for years 1 and 2, was approved on an 11-0 vote.

March 21, 2024 - Resolution No. 20240321-030, authorizing the submittal of a Climate Pollution Reduction Implementation Grant application for Transportation Demand Management programs, was approved on an 11-0 vote.

September 21, 2023 - Ordinance No. 20230921-096, to accept and appropriate \$1,000,000 in grant funds from the U.S. Environmental Protection Agency under the Climate Pollution Reduction Grant program, was approved on a 10-1 vote with Council Member Mackenzie Kelly voting no.

September 14, 2023 - Ordinance No. 20230914-076, to accept \$22,866,400 from the United States Department of Transportation's Safe Streets and Roads for All (SS4A) for transportation projects, was approved on an 8-0 vote with Council Members Alison Alter, Natasha Harper-Madison, and Leslie Pool absent.

July 28, 2022 - Resolution No. 20220728-086, authorizing the City Manager to submit and apply for the federal Safe Streets and Roads for All (SS4A) discretionary grant program, was approved on a 10-0 vote with Council Member Vanessa Fuentes off the dais.

September 30, 2021 - Resolution No. 20210930-099, adopting the Austin Climate Equity Plan, was approved on an 11-0 vote.

For More Information:

Richard Mendoza, Director, 512-974-2488; Michelle Marx, Interim Chief of Staff, 512-974-2856; Jeff Stensland, Public Information Division Manager, 512-978-1511; Gilda Powers, Quality Consultant, 512-974-7092.

Additional Backup Information:

This request supports a blanket purchase for a diverse mix of advertising outlets in Fiscal Year 2026-2027, including Clear Channel Outdoor (up to \$150,000), Lamar Advertising Company (up to \$150,000), Waterloo Media (up to \$172,000), iHeart Radio (up to \$150,000), Telemundo (up to \$80,000), Univision (up to \$200,000), KVUE-TV (up to \$175,000), KXAN-TV (up to \$175,000), Austin American-Statesman (up to \$170,000), Google (up to \$260,000), Meta (up to \$420,000), and GroundTruth (up to \$235,000), for a total planned advertising investment of up to \$2,337,000.

Program and budget allocations are as follows:

- \$1,810,000 from the Climate Pollution Reduction Grant (CPRG). The City of Austin received CPRG funds on behalf of all grant partners and will program and administer funds for advertising within the City of Austin and the counties of Bastrop, Caldwell, Hays, Travis and Williamson on behalf of grant partners for transportation demand management awareness and incentives, in accordance with the executed grant agreement with the U.S. Environmental Protection Agency.
- \$200,000 from Central Texas Construction Partnership Program (CPP) membership dues, for outreach for the CTXGO.
- \$90,000 from the 2022 Safe Streets and Roads for All (SS4A) grant for an education campaign on the benefits and navigation of roundabouts.
- \$110,000 from the Vision Zero operating budget to promote traffic safety and fatality reduction.
- \$120,000 from the Public Information operating budget.
- \$30,000 from the Community Services Placemaking operating budget, and
- \$7,000 from the Transportation Demand Management operating budget to support and encourage the use of walkable, community-friendly infrastructure and transportation demand management.