

JCDecaux Boston, Inc.  
2020 Reporting  
March 16, 2021

Jean-Luc Decaux  
*President & Co-Chief Executive Officer*

Alan Sullivan  
*Co-Chief Executive Officer*

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CITY *of* BOSTON

JCDecaux Boston, Inc.  
88 Black Falcon Avenue  
Suite 146  
Boston, MA 02210-2430  
Tel. (617) 757 - 8503

March 16, 2021

The Honorable Martin J. Walsh  
Mr. Chris Osgood  
City of Boston  
Office of the Mayor  
One City Hall Square  
Boston, MA 02201

Dear Mayor Walsh & Mr. Osgood,

In conformance with our reporting obligations related to the City of Boston Coordinated Street Furniture Program, we are pleased to submit our Annual Report for 2020. The 2020 Annual Percentage Fee is \$618,379.45 and \$410,750.35 of this amount was paid by wire transfer on October 15, 2020. The remaining amount of \$207,629.11 was paid by wire transfer on March 8, 2021.

We remain committed to discussing how the pandemic and related government actions have affected our business and we are eager to hear from the City on the proposal we have submitted in connection with this ongoing situation.

We appreciate the City's Property Management team, whom we work with daily and thank them for their continued support of our program. Despite the COVID crisis and all of the challenges it brought, we were able to continue our City Information Panel digital conversion project in 2020 and, as of today, we have a network of 47 digital units. This network provides Boston with a broad-based public messaging platform, which the City's digital team and the Mayor's Press Office used so effectively during the height of the pandemic crisis and continues to use on a daily basis.

Sincerely yours,



Jean-Luc Decaux  
President & Co-Chief Executive Officer



Alan Sullivan  
Co-Chief Executive Officer

cc: City of Boston

Indira Alvarez, Interim Commissioner, Property Management  
Jacob Wessel, Public Realm Director  
Peter O'Sullivan, Direct of Asset Management

JCDecaux Boston, Inc.  
Gabrielle Brussel  
Nicolas Clochard-Bossuet  
Jamie Morrissey

# JCDecaux Boston, Inc. 2020 Reporting March 16, 2021

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## Part 1

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CITY *of* BOSTON

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*Note: All text referenced herein is taken from the Agreement between the City of Boston and Wall USA, Inc. for the Implementation of a Coordinated Street Furniture Program dated as of May 2, 2001, as amended by and between the City of Boston and Wall USA, Inc. All references to “JCDecaux” or the “Company” shall mean JCDecaux Boston, Inc. formerly known as Wall USA, Inc. and Wall Decaux, Inc. and all references to the “City” or “Boston” shall mean the City of Boston.*

## Executive Summary

JCDecaux Boston, Inc. operates the City of Boston Coordinated Street Furniture Program. Architectural elements such as Automatic Public Toilets, Bus Stop Shelters, and City Information Panels (“CIPs”) are designed, manufactured, installed and maintained at no cost to taxpayers. In 2020, we continued the roll-out of our new digital CIPs. There are now 47 digital units installed. With a full-time maintenance staff of fourteen, JCDecaux Boston maintains approximately 441 products throughout the City.

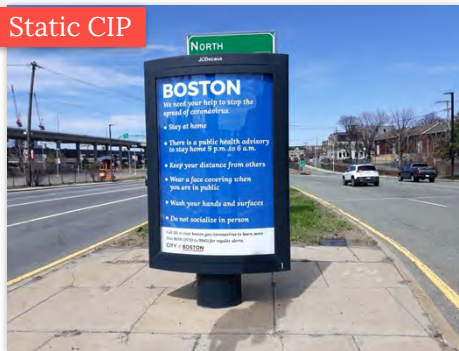
A wire transfer for a portion of the 2020 Annual Percentage Fee equal to \$410,750.35 was issued to the City of Boston on October 15, 2020 and a wire transfer in the amount of \$207,629.11 for the remainder of the 2020 Annual Percentage Fee was issued on March 8, 2021.

# CITY of BOSTON

New Digital CIP



Static CIP



Public Toilet



Bus Shelter



Pillar



**Boston’s Coordinated Street Furniture Program**  
Summary of Payments to the City of Boston

<b>Year</b>	<b>Fixed Fee</b>	<b>Percentage Fee</b>	<b>Total Annual Payments</b>
<b>TOTAL</b>	<b>\$19,750,000</b>	<b>\$16,887,430</b>	<b>\$36,637,430</b>

### **3.2 Annual Percentage Fee**

The Company pays the City a license royalty fee (the “Annual Percentage Fee”) equal to ten percent (10%) of the annual gross revenues received by the Company from advertising on all Phase 1A Licensed Structures, and equal to fifteen percent (15%) of the annual gross revenues received by the Company from the advertising on all Phase 1B structures. As used herein, “annual gross revenues” means all income, money and revenue received by the Company or an agent, affiliate, parent, partner subsidiary, nominee, contractor, subcontractor, or other representative of the Company from the placement of advertising or granting of rights to place advertising on the Licensed Structures.

### **5.5 Affirmative Reporting Obligations**

Pursuant to section 5.5(ii), the Company has provided the City with information regarding all individuals and entities which the Company has entered into contract with, in connection with the leasing of advertising on the Licensed Structures during fiscal year during fiscal year 2020.



### **8.5 Employment and Procurement**

Pursuant to Section 8.5 (A), the Company has provided the City with information regarding a breakdown of its employees in its manufacturing center.

Pursuant to Section 8.5 (B), the Company has provided the City with information regarding the Company's vendors who are located in the Empowerment Zone.

### **13.1 Boston Jobs Policy**

In accordance with Section 13.1, the Company has provided the City with information regarding the percentage of hours worked by construction companies that meet various requirements under the Boston Jobs Policy.

### **13.4 Other Reporting Requirements**

In accordance with 13.4 (i-ii), the Company has provided the City with information regarding the earnings of the Company's individual employees who work in its Manufacturing Center.

Pursuant to Section 13.4 (iii), the Company has provided the City with information regarding a breakdown of all entities which the Company has paid in connection with the Agreement.

Pursuant to Section 13.4 (iv), the Company has provided the City with information regarding a breakdown of vendors as categorized by Minority Business Enterprises and Women Business Enterprises and specified which are located in the Empowerment Zone.

# JCDecaux Boston, Inc. 2020 Reporting March 16, 2021

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## Part 2

# 2020

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# Public Service Campaigns

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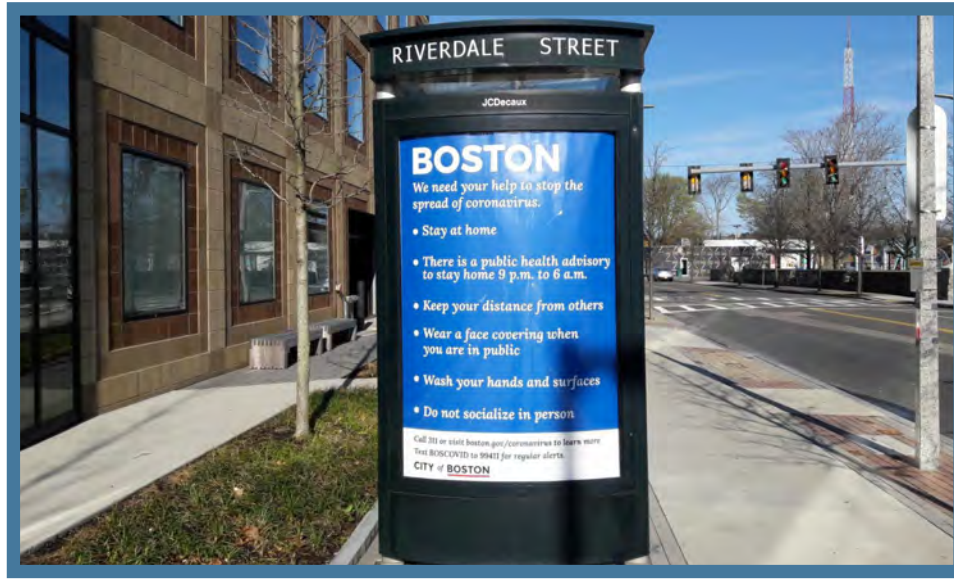
CITY *of* **BOSTON**

**City of Boston Static Public Service Advertising for 2020**

<b>BOSTON</b>		
<b>BOOKING ID</b>	<b>ADVERTISER</b>	<b>CAMPAIGN</b>
SM007896	City of Boston	Voting Early
SM007391	City of Boston	Covid Messaging
SM005974	City of Boston	COVID-19 Prevention
SM005978	City of Boston	COVID-19 Prevention

Throughout 2020, the City of Boston also received 12.5% of all digital messaging on the City Information Panels. A sampling of pictures of such messaging is included beginning on page 17.

## City of Boston Public Service Campaigns



Covid-19 Prevention - City of Boston  
4/13/20 - 5/3/20  
3 Weeks  
100 Faces



Voting Early - City of Boston  
10/12/20 - 11/8/20  
4 Weeks  
100 Faces

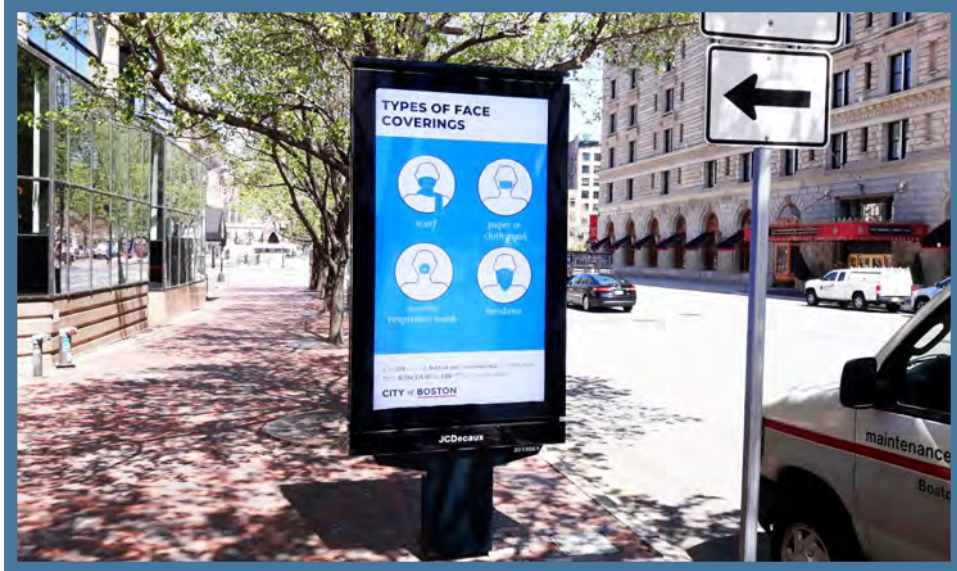




Covid Messaging - City of Boston  
9/14/20 - 11/1/20  
7 Weeks  
9 Faces



Covid-19 Prevention - City of Boston  
4/13/20 - 5/3/20  
3 Weeks  
37 Faces

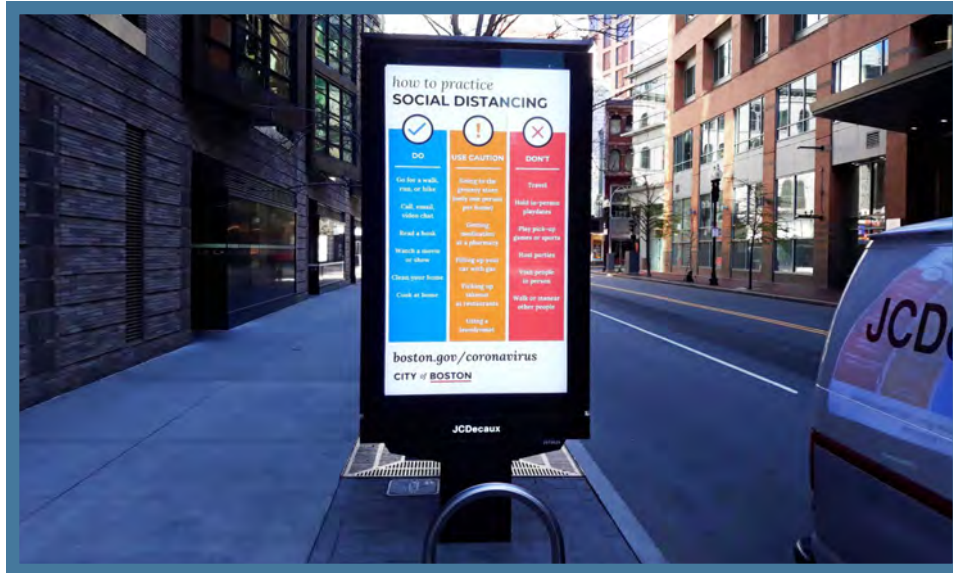


Coronavirus Messaging - City of Boston

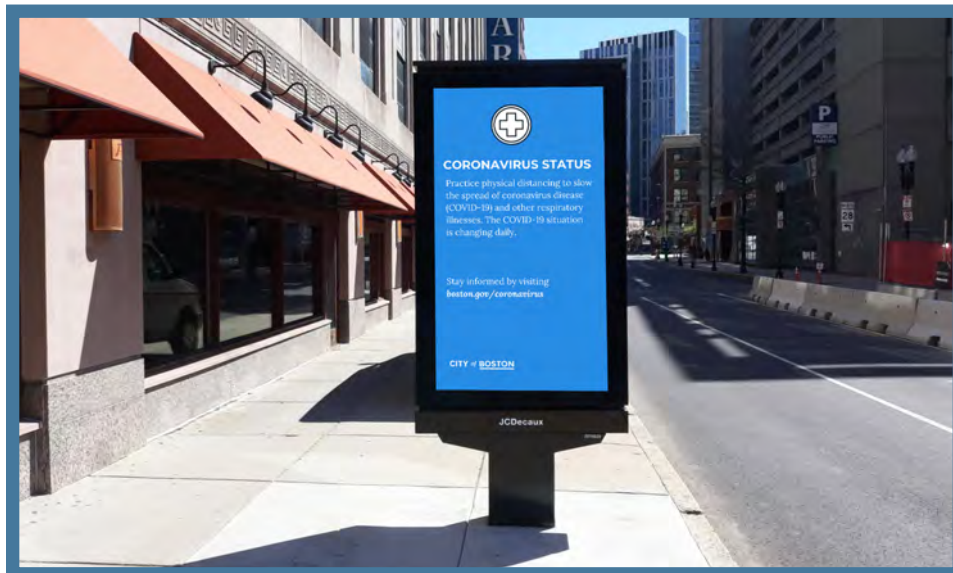


Coronavirus Messaging - City of Boston

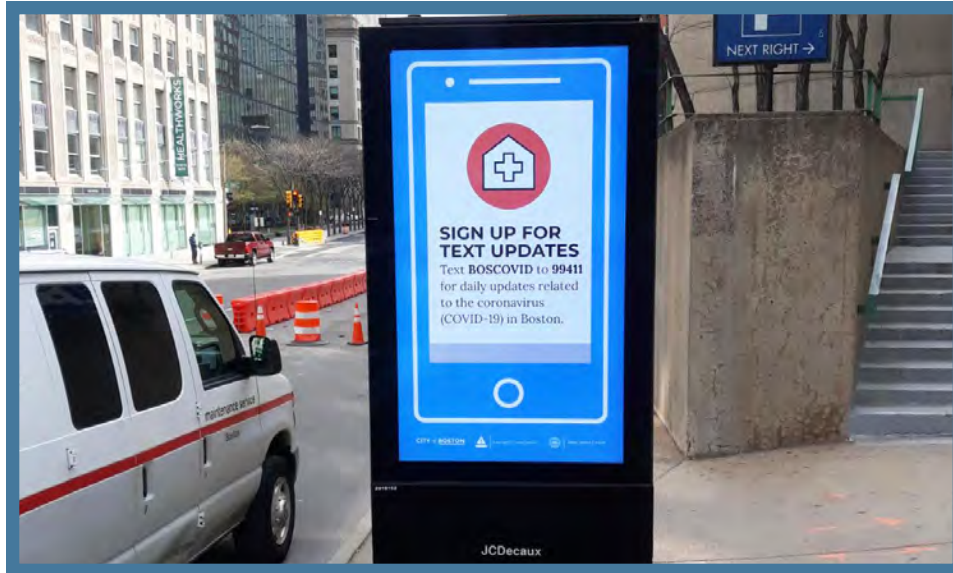




Coronavirus Messaging - City of Boston



Coronavirus Messaging - City of Boston



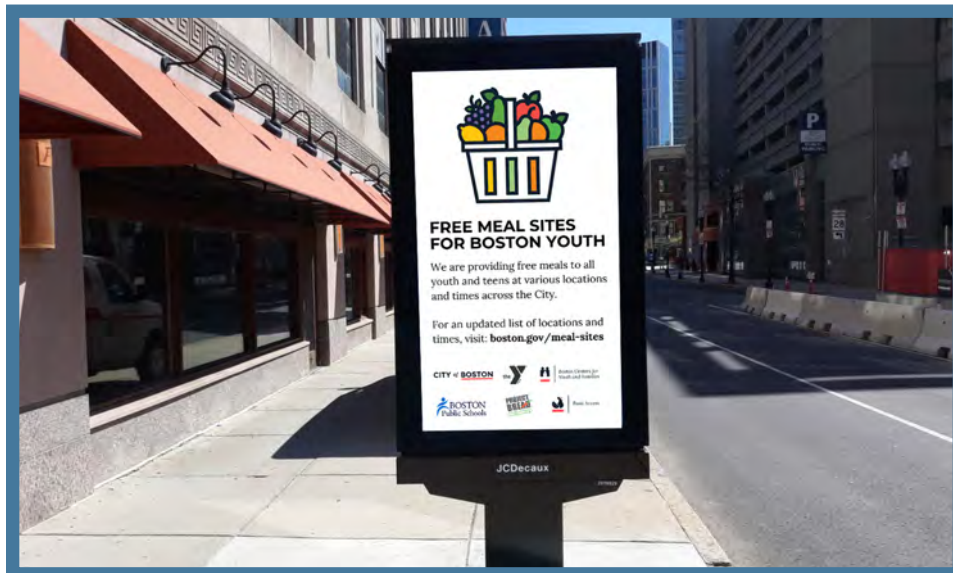
Coronavirus Messaging - City of Boston



Coronavirus Messaging - City of Boston



Coronavirus Messaging - City of Boston



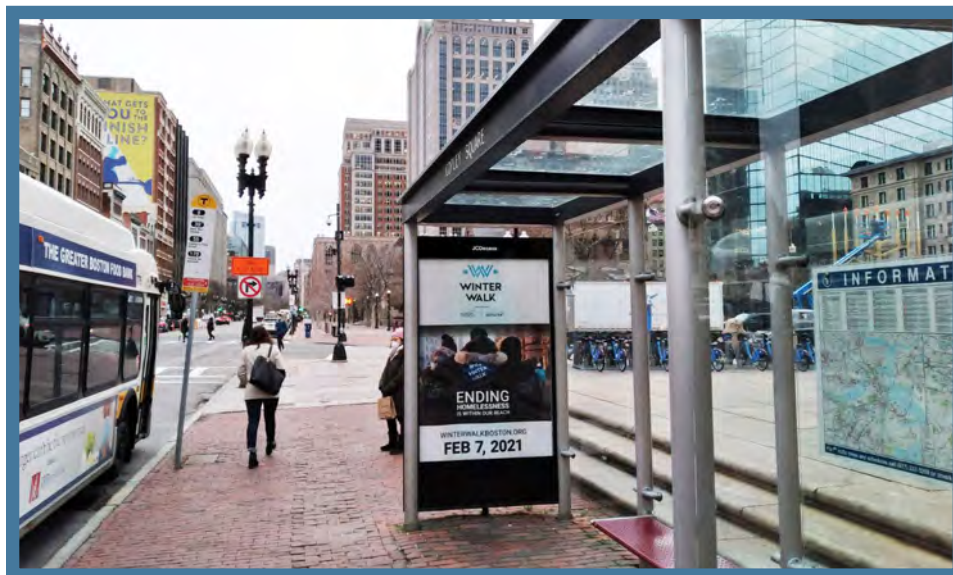
Meals For Boston Youth - City of Boston



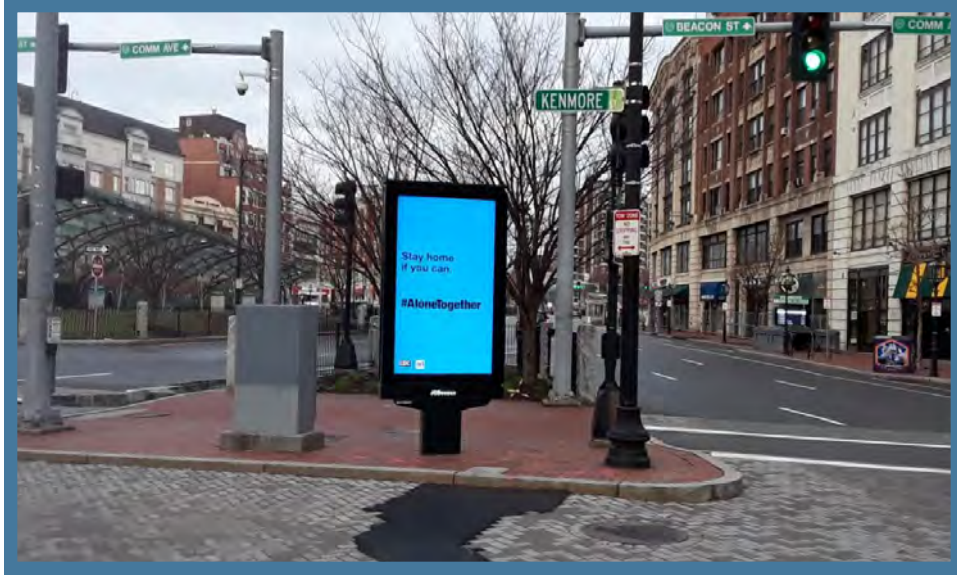
## Other Public Service Campaigns



Shop Small Business - South Boston Chamber of Commerce



Ending Homelessness - The Winter Walk

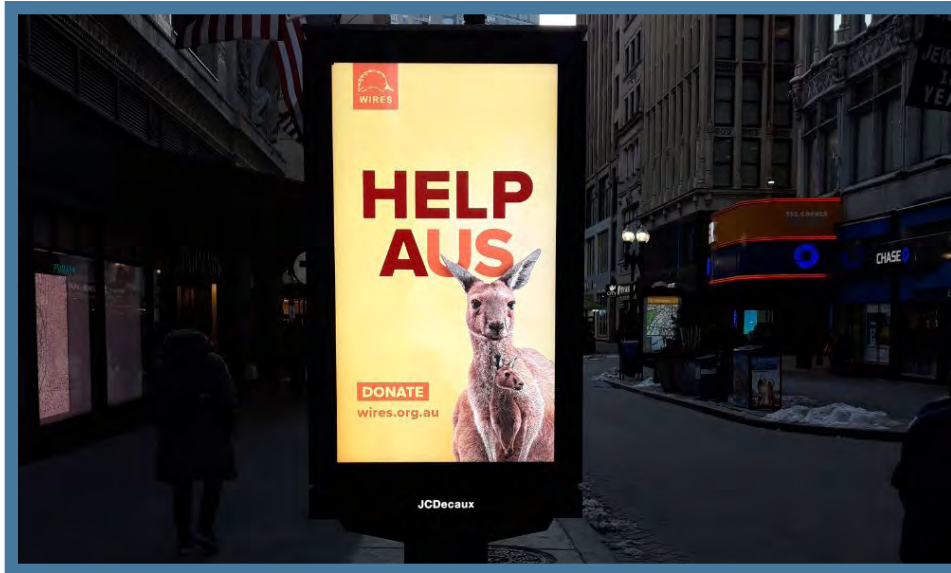


Covid Messaging - Ad Council

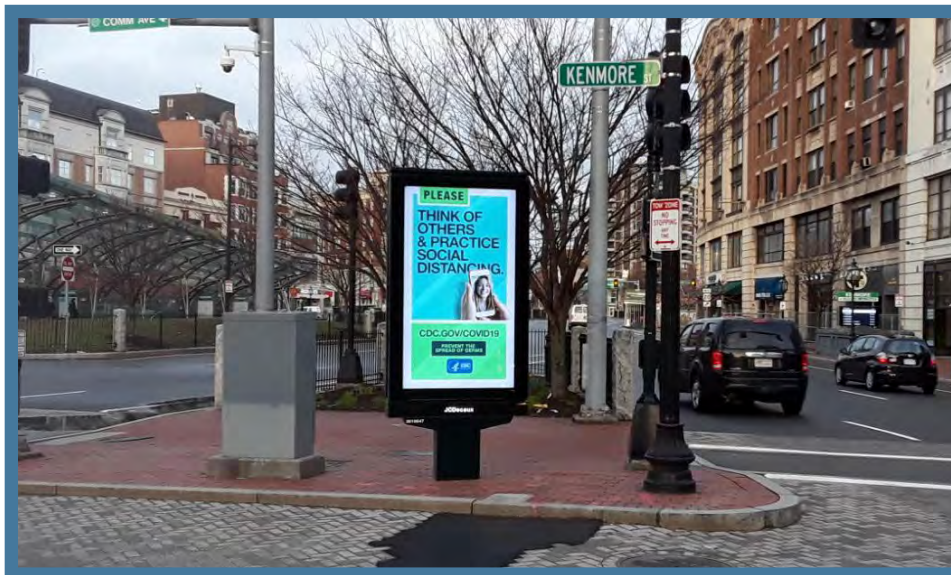


Annual Taste of South Boston - Taste of South Boston Festival





Fire Relief - Australia Fire Relief



Covid-19 Emergency Messaging - CDC.Gov





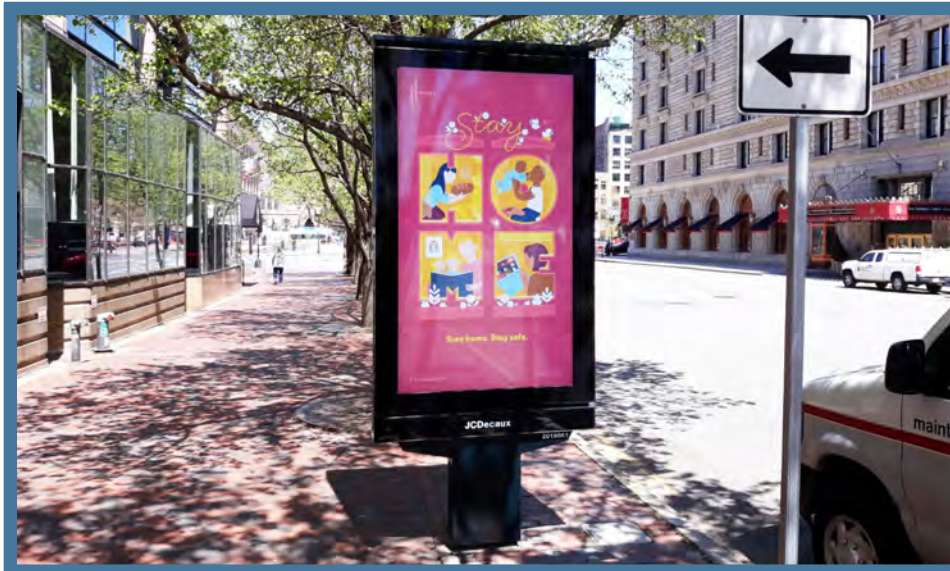
Covid-19 Messaging - Times Square Alliance



Covid-19 Messaging - Times Square Alliance



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Covid-19 Messaging - Times Square Alliance

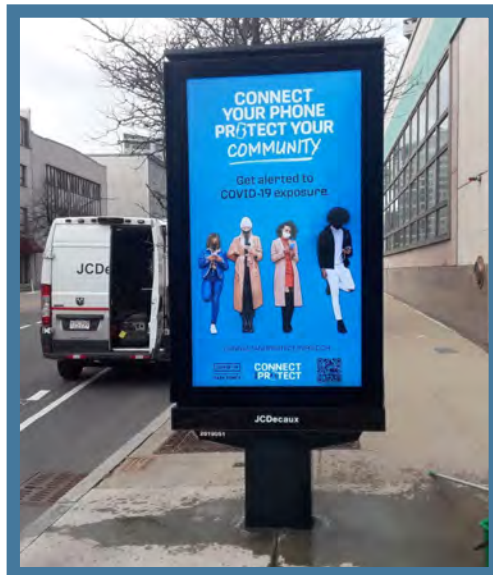


Covid-19 Messaging - Times Square Alliance

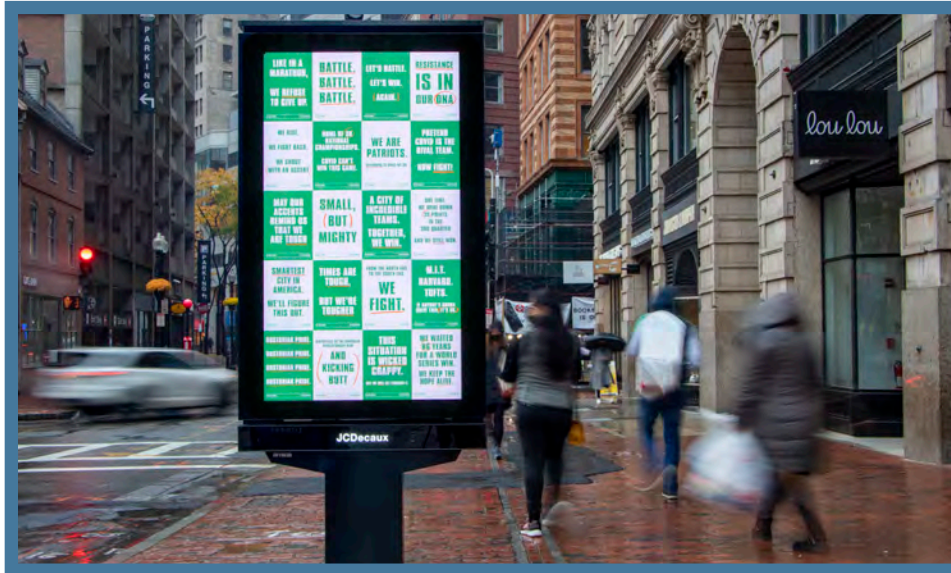




Covid-19 Messaging - Times Square Alliance



Covid-19 Exposure Alerts - Covid-19 Technology Task Force



Covid-19 Messaging - Fred & Farid



Covid-19 Messaging - Fred & Farid



Thank You Healthcare Workers - Kering



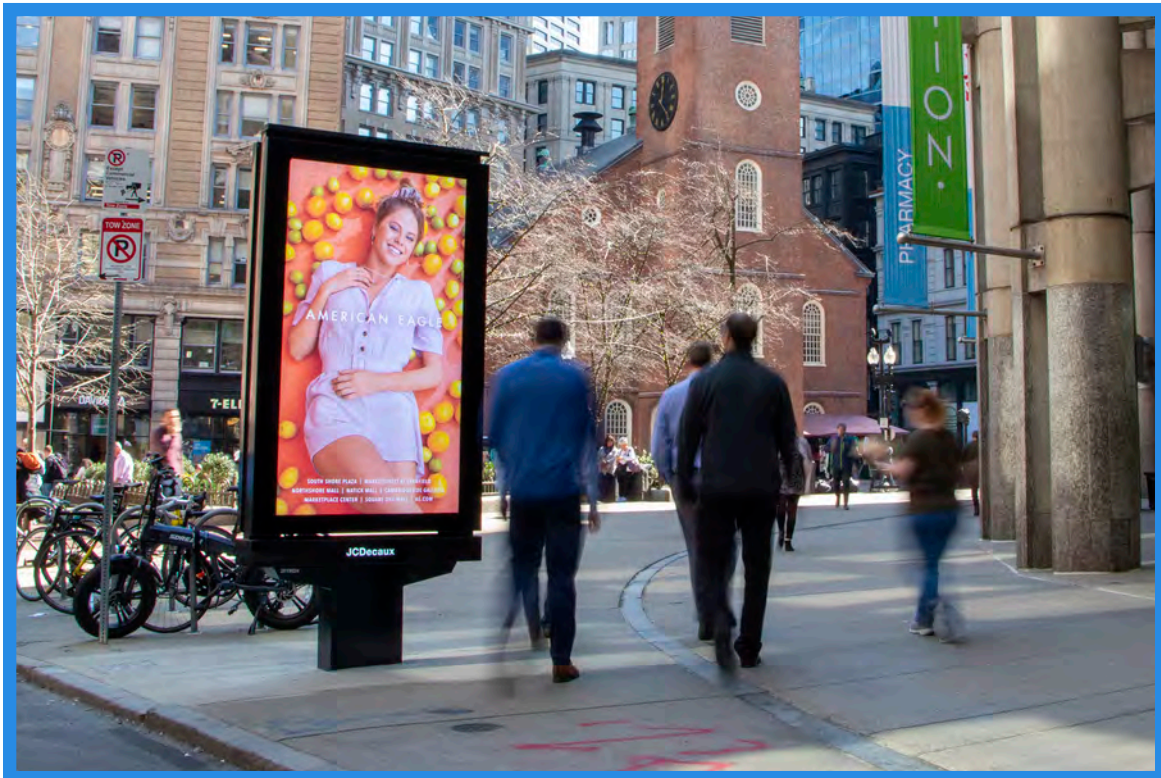
Thank You Healthcare Workers - JCDecaux

# Paid Advertising Campaigns

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CITY *of* BOSTON

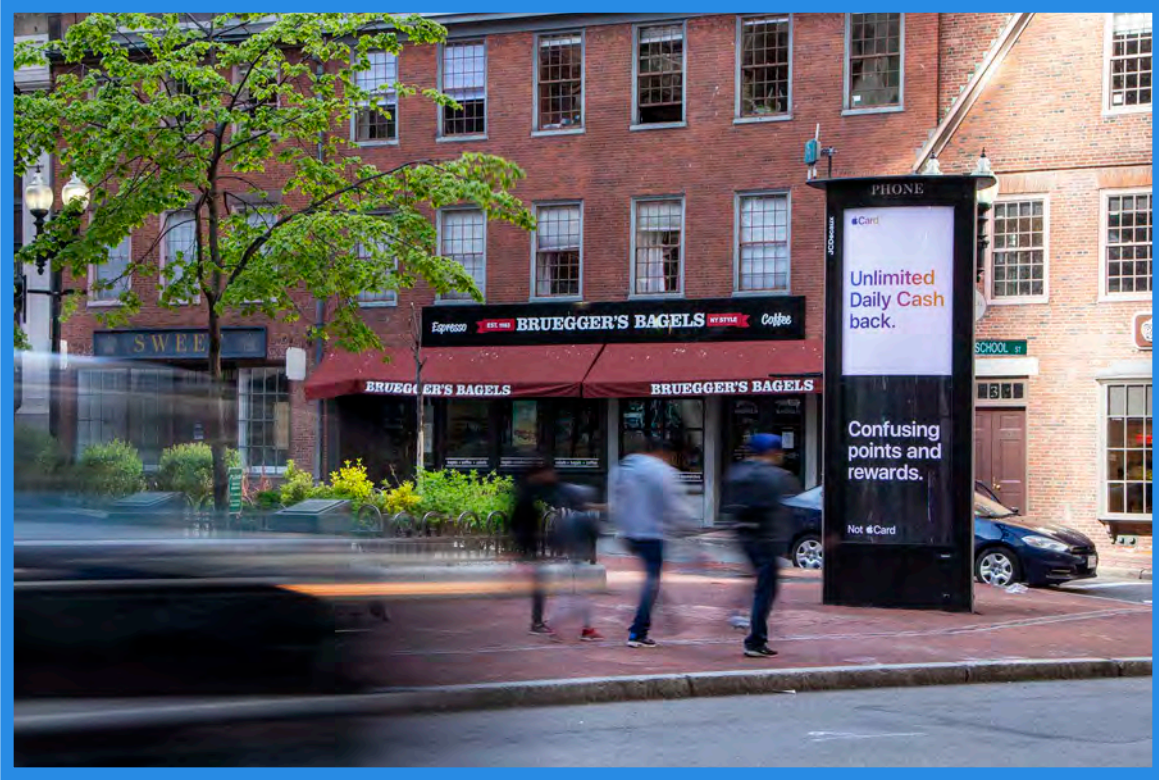




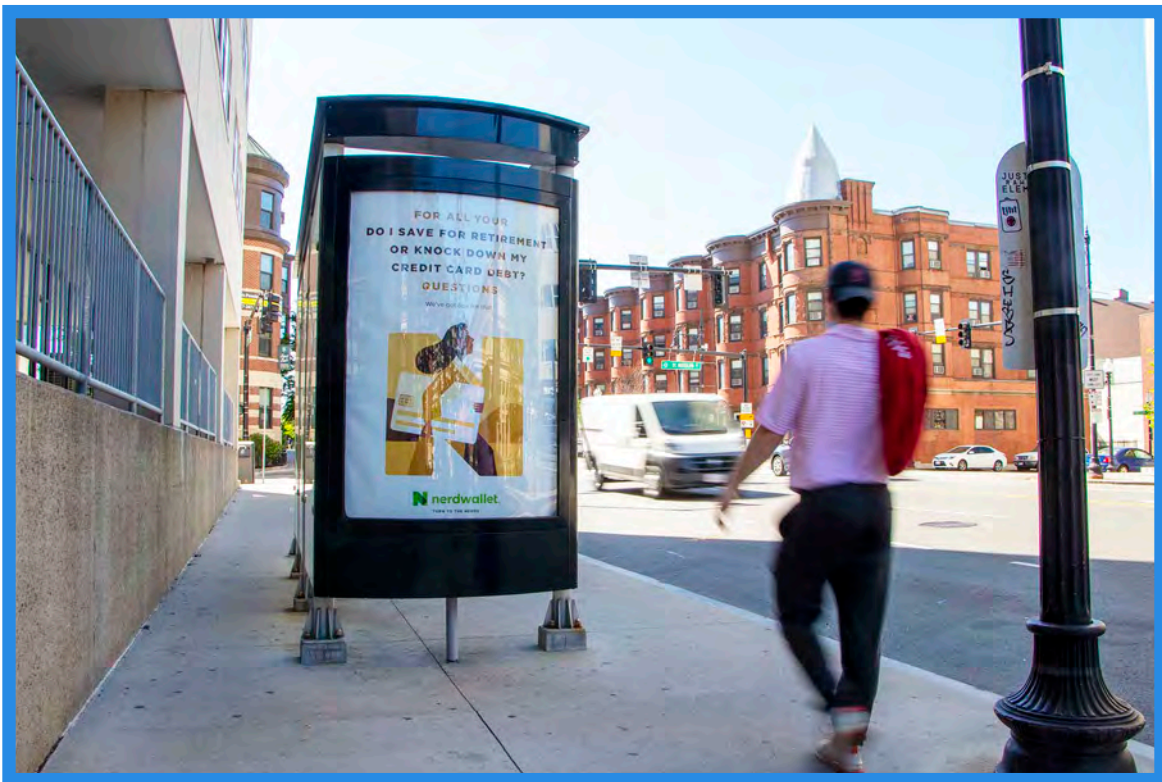
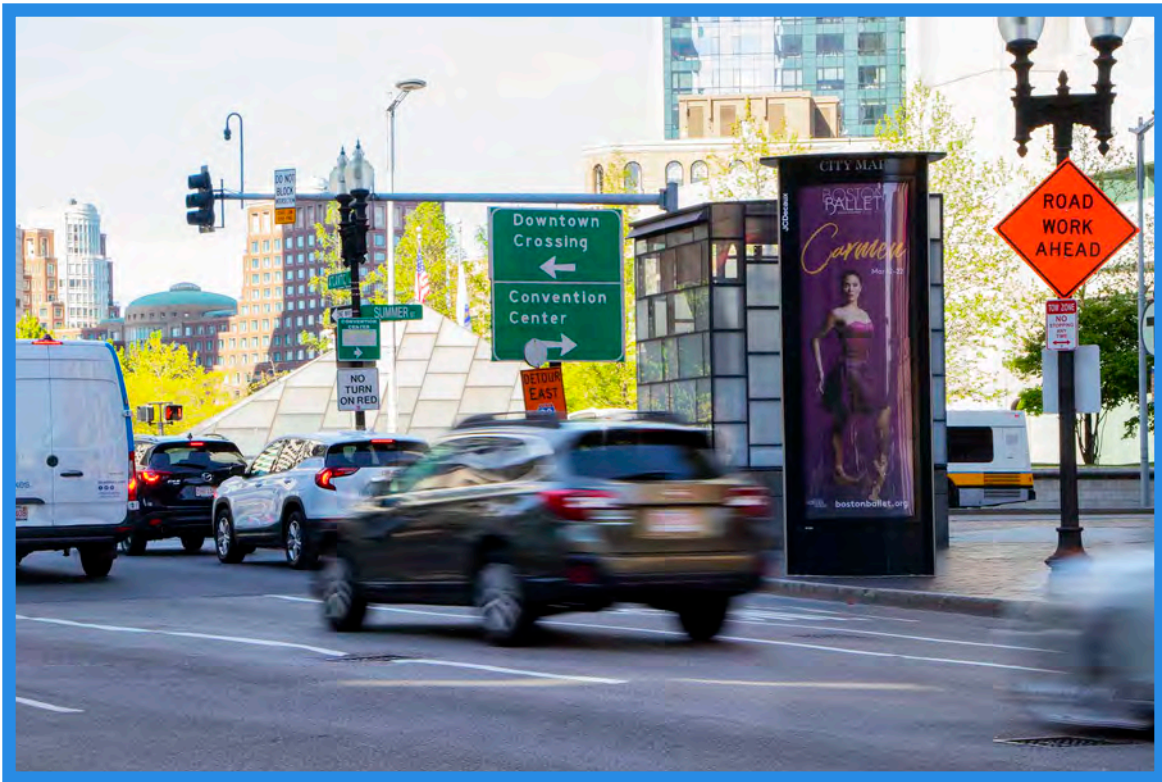




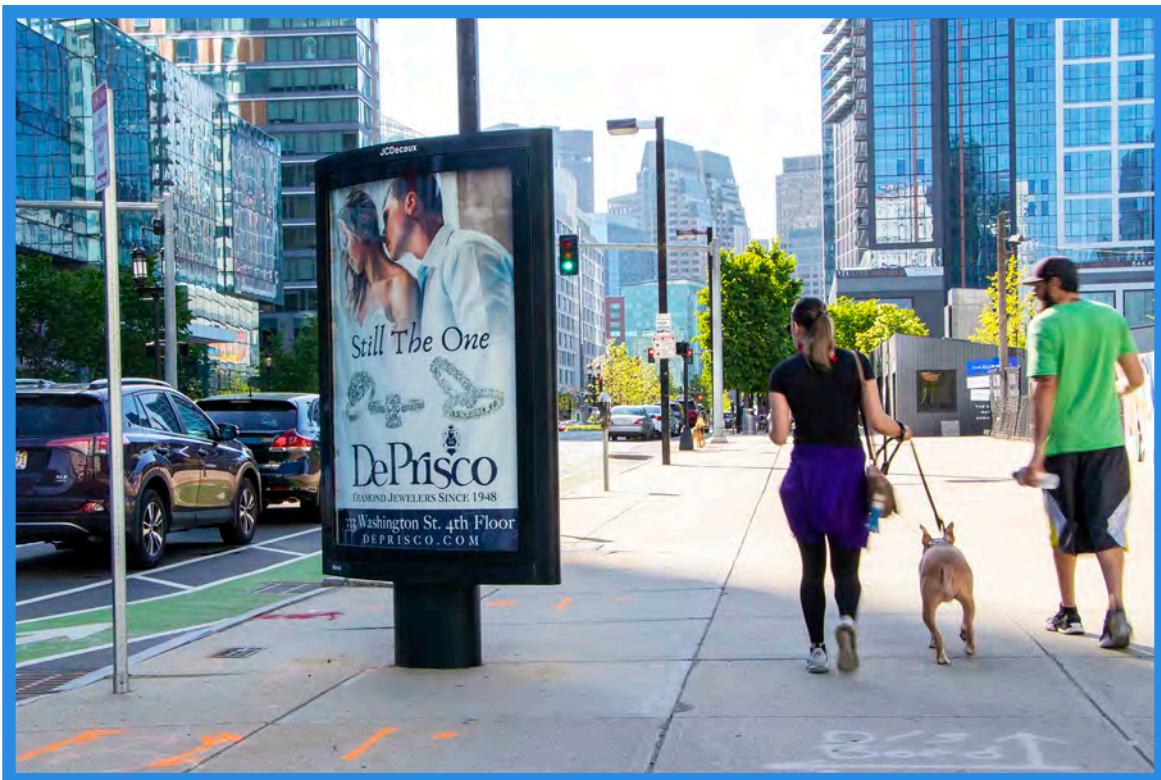




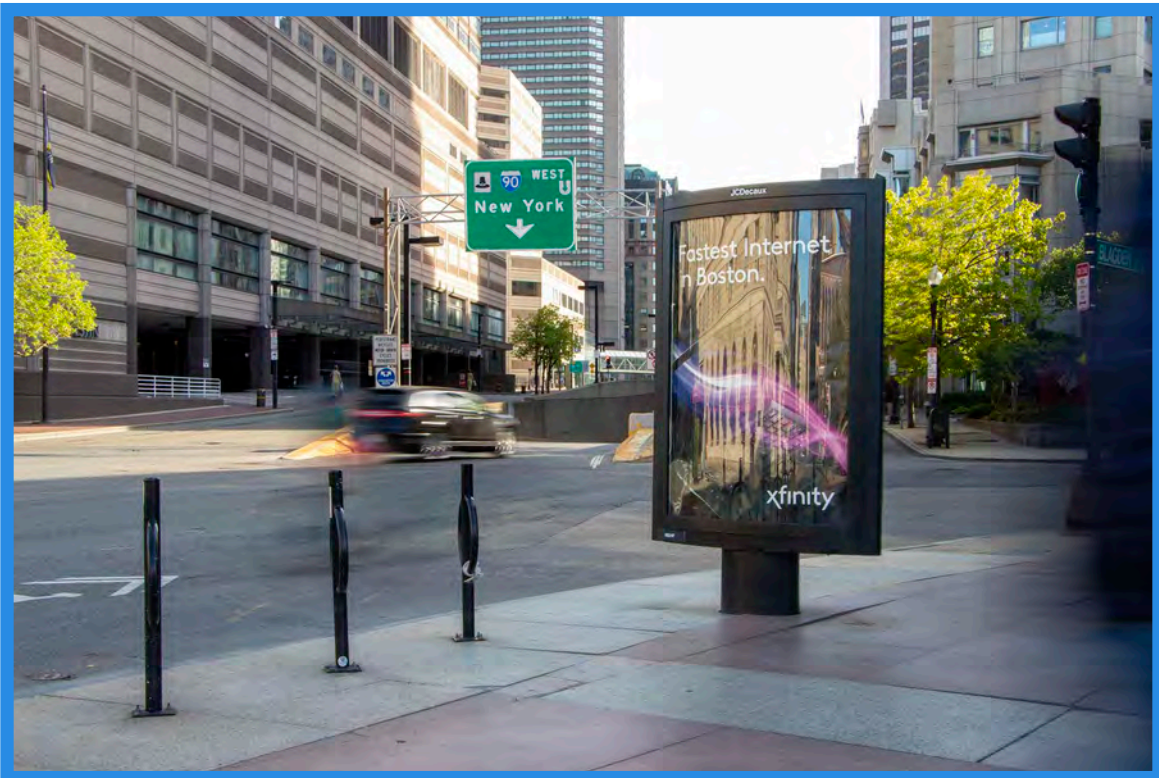




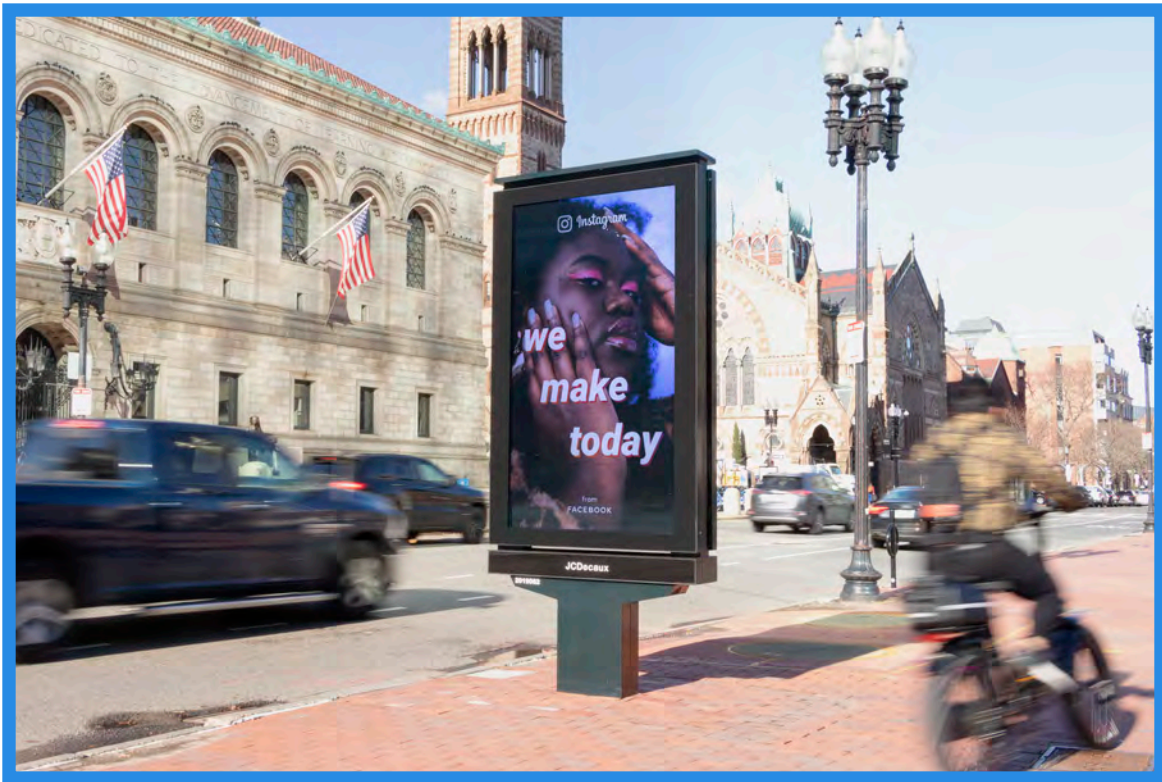








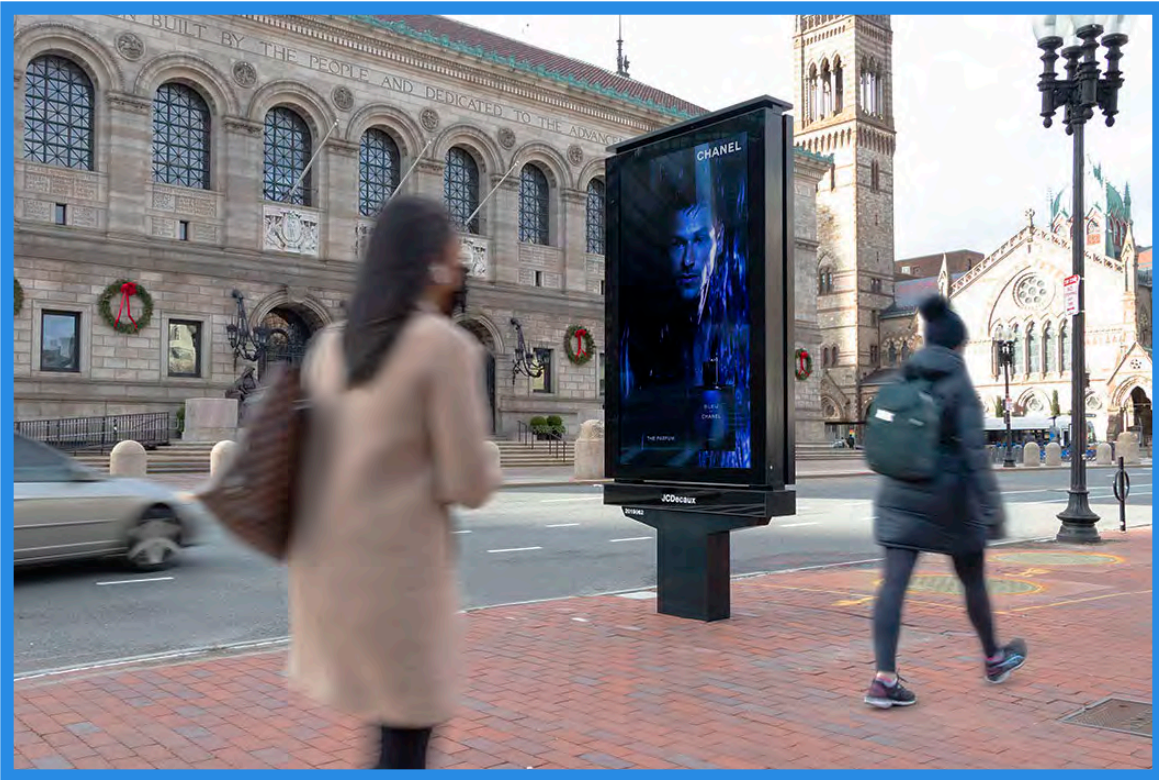




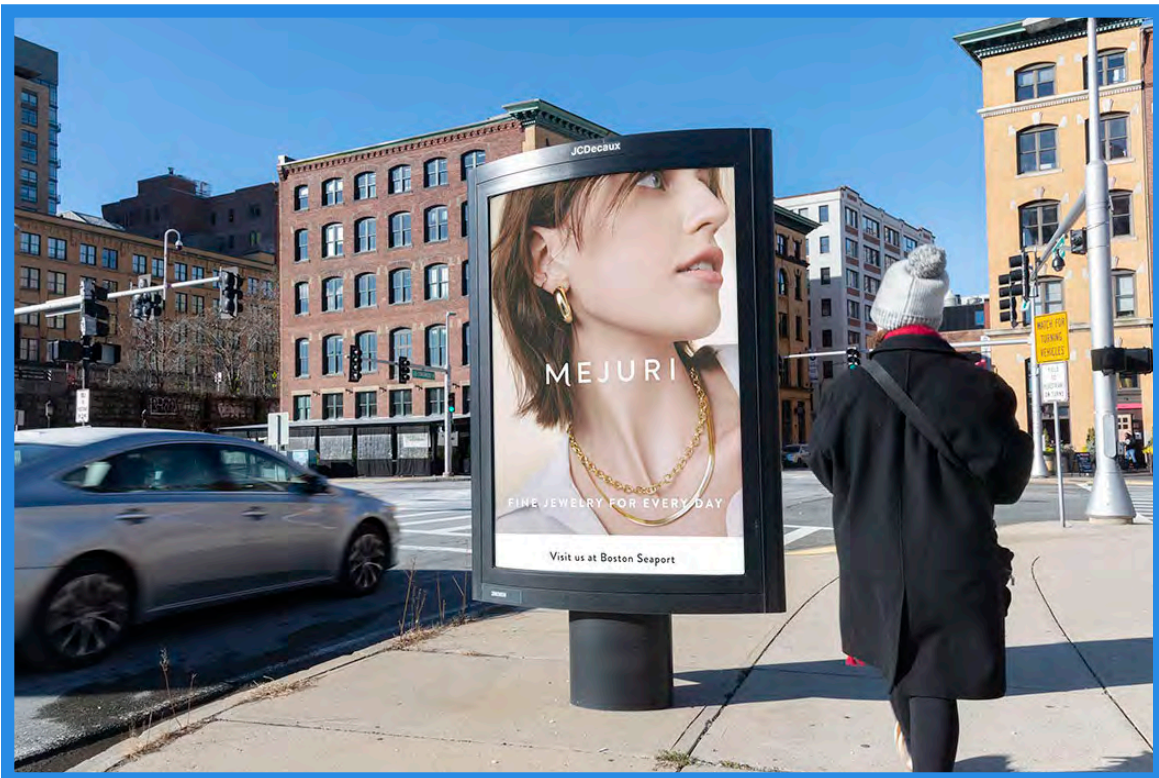




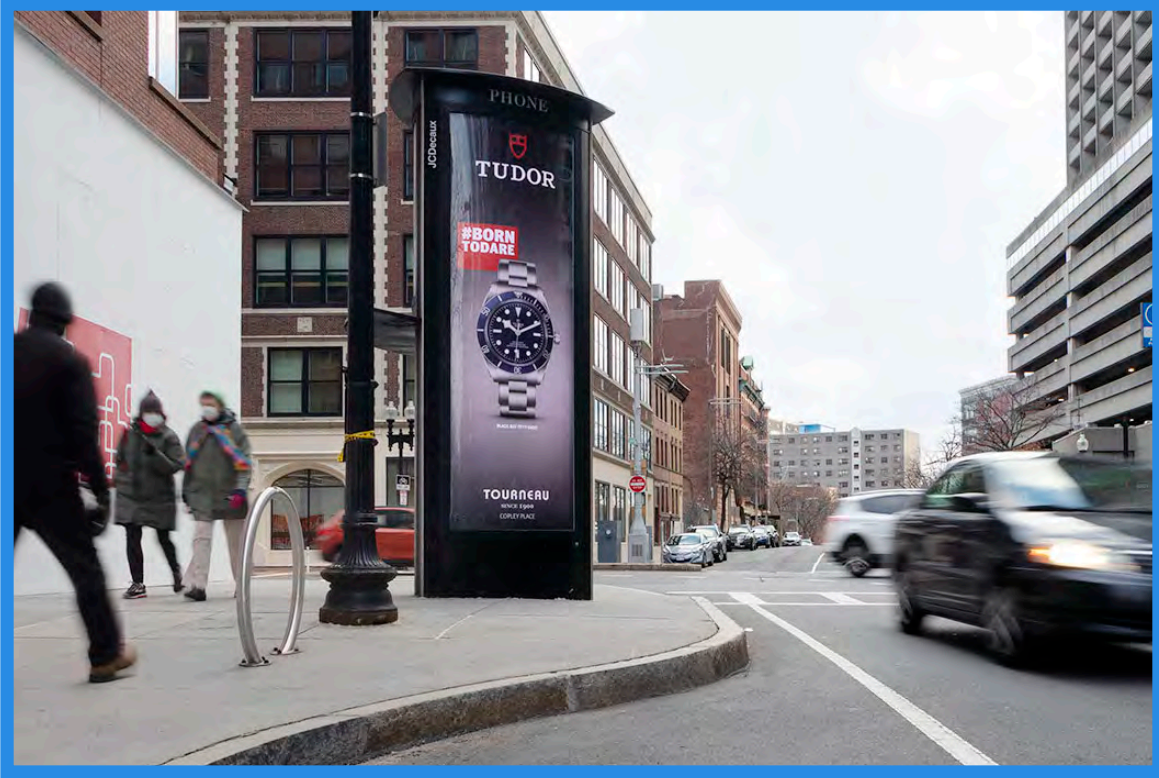




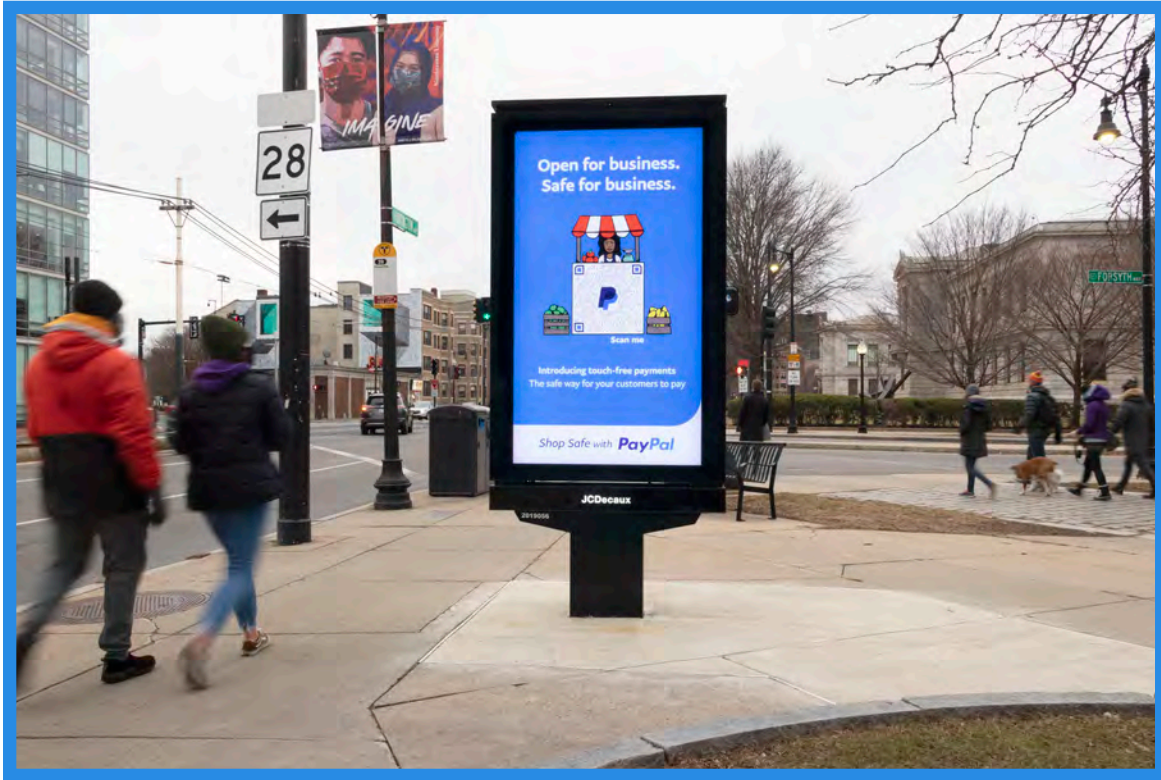














**JCDecaux Boston, Inc.**  
**2020 Annual Reporting for the City of Boston**

March 16, 2021  
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Alan Sullivan, Co-Chief Executive Officer

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