

CITY OF HOUSTON · ECONOMIC DEVELOPMENT COMMITTEE

Chair: Mayor Pro-Tem Martha Castex-Tatum

Digital Out-of-Home

A Modern Future for Houston

Presented by **Outfront Media** · **Clear Channel Outdoor**

June 17, 2026



Today's Agenda

Seven sections covering everything the committee needs to make an informed decision.

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The Opportunity

The trade model & net reduction

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How It Works

What digital OOH is

3

Economic Impact

Local business & revenue

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Traffic Safety

FHWA & TxDOT findings

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Public Safety

AMBER Alerts & law enforcement

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Lighting & Environment

Controls & standards

7

Proven Across Texas

100+ cities since 2007

The Opportunity

A collaborative plan to modernize Houston's urban landscape by responsibly updating The Houston Sign Code

UPDATED TECHNOLOGY

Printed billboard faces replaced with modern, electronically-changeable digital faces

Legally permitted, existing and relocated panels can be converted to digital technology under a very strict set of guidelines including but not limited to:

- Limited to commercial and industrial areas
- Limited to controlled-access interstates and roadways
- Prescribed distance to other billboards
- Stringent lighting controls and standards
- Phased rollout

OVERALL SIGN REDUCTION

Trade-in Model

A "trade-in" model where a set number of printed billboards are removed in exchange for the right to convert other existing and relocated printed billboards to LED technology creating a permanent net reduction in total billboards within the city and its extraterritorial jurisdiction

- 3:1 trade ratio means approximately 3 back-to-back billboard structures are removed to allow 1 back-to-back billboard structure to be converted.

COMMUNITY MESSAGING

Community interaction with the motoring public

The digital billboard footprint that will be built out over several years can be leveraged by the city to interact with its citizens on critical issues such as health, welfare, safety and events in real time and with dynamic content.

100 cities in Texas already enjoy the benefits of digital billboards.

A partnership between the City of Houston and the outdoor advertising industry to modernize responsibly.

How Digital Billboards Work

Modern LED displays — static images, no flashing or scrolling, automatically adjusted for ambient light conditions



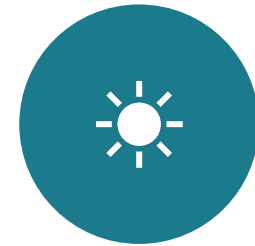
STATIC ROTATION

Images rotate every 8 seconds — no flashing, scrolling, or full motion.



INSTANT UPDATES

Static messages change electronically within two seconds. No printing or installation allowing for real time public information.



AUTO-ADJUSTING

Light sensors adjust brightness to surrounding conditions to accommodate ambient light conditions.

Houston is one of the last major U.S. cities without this technology on its roadways.

Economic Impact

Local businesses depend on billboards to reach customers and drive sales.

76.9%

of businesses surveyed would lose sales without access to billboards.*

**Source: Taylor, Ph.D., The Role of Billboards in the U.S. Economy (2000)*

Billboards serve a different function than on-premises signage — used to provide consumer information.

Local & small businesses, local jobs

3 of 4 billboard messages promote local businesses, supporting jobs for residents.* Digital billboard campaigns are the most cost-effective way for small businesses to advertise.

New revenue stream

Increased construction, electrical and operating permit fees. Flexible, real-time messaging drives sales of goods and services — generating tax revenue for the City of Houston.

Non-profit & community access

A powerful medium for non-profits, economic-development agencies, law enforcement and other public entities to promote public-awareness campaigns.

Traffic Safety

Federal and state research consistently finds digital billboards to be "safety neutral."

"The presence of digital billboards does not appear to be related to a decrease in looking toward the road ahead."

— Federal Highway Administration, final report (Dec. 30, 2013)

1.34s

Longest glance to a digital billboard — well below the safety threshold.

2.0s

Glance duration where crash risk begins to rise (NHTSA, 2006).

2025

TxDOT–TTI study: no safety recommendations for digital billboards.

New York and Massachusetts crash-data reviews found no detrimental safety impacts.

Public Safety Benefits

Law enforcement calls digital billboards a "force multiplier" for urgent public communications.

1,000+

AMBER Alerts transmitted to digital billboards since 2008 (NCMEC).

20

Texas children reunited with their families through billboard messages.

53

Fugitives apprehended from tips prompted by digital billboards (FBI).

85%

Capture rate for the FBI's "Stop Houston Gangs" billboard campaign.

Locally, the Gulf Coast Emergency Communications Network spans six Houston-area counties allowing departments of homeland security to place public messages about natural and man-made disasters.

Lighting & Environment

Digital billboards produce less light trespass than printed signs — with brightness held to a strict industry standard.

DIGITAL-TECHNICAL SPECS

- Less light trespass and spillage onto adjacent properties
- Significantly less contribution to overall “sky glow”
- Light focuses perpendicular and tapers off at an angle
- Louvers direct emitted light downward to the roadway
- Complies with “Dark Sky” ordinances across the United States

OUT-OF-HOME INDUSTRY STANDARDS

- Lighting capped at 0.3 foot-candles over ambient light
- Measured by foot-candle meter at a preset distance
- Standard adopted into state and local regulations
- Brightness auto-adjusts to surrounding conditions
- Automatic shut-down when necessary

An LED sign is not a uniform light source; it focuses light, so brightness fades as the viewer moves out of the viewing cone.

Proven Across Texas

This is proven technology — already operating safely and effectively across Texas and the nation.

2007

Digital allowed on Texas roadways

100+

Texas cities have adopted it

~1,000

U.S. communities nationwide

Regulated by FHWA — no flashing, scrolling, or full motion

Supported by industry self-regulation and lighting standards

Houston is one of the last major U.S. cities without this technology on its roadways.

Human Trafficking & Missing Children

These two critically important health and safety issues have been supported by the out-of-home advertising and that support is enhanced with digital technology. More messages, in real time is more lives saved.

A1 & Bob's Ranch Hand Rescue

CAN YOU SEE ME?

SUSPECT HUMAN TRAFFICKING?
REPORT IT
(888-373-7888)
U.S. HUMAN TRAFFICKING HOTLINE

A1 Bob's Ranch Hand Rescue

BOYS ARE SEX TRAFFICKED EVERY DAY

STOP HUMAN TRAFFICKING

A Public Service Message by the Outdoor Advertising Association of Texas

BOB'S HOUSE OF HOPE.org

RANCH HANDS RESCUE

National Center for Missing Children

FOUND SAFE

National Missing Children's Day
May 25th

Thalia Macias - Houston, TX
MISSING SINCE: DECEMBER 2019

Report Tips to:
(281) 237-4000

TEXAS CENTER FOR THE MISSING
CenterForTheMissing.org

Clear Channel Outdoor

FOUND SAFE

National Missing Children's Day
May 25th

Alani McCaslin - San Antonio, TX
MISSING SINCE: MAY, 2021

Report tips to
San Antonio Police **210-207-7660**

TEXAS CENTER FOR THE MISSING
CenterForTheMissing.org

Clear Channel Outdoor

Local business, public service & small business

Digital out-of-home advertising is one of the fastest growing media platforms because it is one of the most affordable advertising platforms, allowing small and local businesses to reach larger audiences for less money than other traditional media.

Camp Hope



FIFA World Cup



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Thank You

We appreciate the committee's time and consideration.

Questions & Contact

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