



## AGENDA STAFF REPORT

Control: 26001634

**MEETING DATE:** 08/25/2026

**LEGAL ENTITY TAKING ACTION:** Board of Supervisors and Orange County Flood Control District

**BOARD OF SUPERVISORS DISTRICT(S):** All Districts

**SUBMITTING AGENCY/DEPARTMENT:** County Executive Office

**DEPARTMENT CONTACT PERSON(S):** Thomas Miller, 714-834-6019  
Brian Bauer, 714-834-5663

**SUBJECT:** Adopt Resolution for Digital Billboard Development

| CEO CONCUR | COUNTY COUNSEL REVIEW      | CLERK OF THE BOARD     |
|------------|----------------------------|------------------------|
| Concur     | Approve resolution to form | DISCUSSION             |
|            |                            | 3 Votes Board Majority |

|                            |                               |                               |
|----------------------------|-------------------------------|-------------------------------|
| <b>Budgeted:</b> N/A       | <b>Current Year Cost:</b> N/A | <b>Annual Cost:</b> N/A       |
| <b>Staffing Impact:</b> No |                               | <b>Sole Source:</b> No        |
| <b>Current Fiscal Year</b> | <b>Funding Source:</b> N/A    | <b>County Audit in Last 3</b> |
| <b>Revenue:</b> N/A        |                               | <b>years:</b> No              |
| <b>Levine Act Review</b>   |                               |                               |
| <b>Completed?</b> N/A      |                               |                               |

**Prior Board Action:** 10/28/2025 #22

### RECOMMENDED ACTION(S):

1. Acting as the Board of Supervisors, adopt a Resolution, making findings pursuant to Government Code Section 25515, *et seq.*, for potential digital billboard development of certain County of Orange-owned properties; and direct the Chief Real Estate Officer or designee to return to the Board on January 26, 2027, or as soon thereafter as reasonably practicable, for receipt of proposals received in response to the Request for Proposals, as set forth in the Resolution.
2. Acting as the Orange County Flood Control District, authorize and direct the Chief Real Estate Officer or designee to begin negotiations with the Primary Proposer and Secondary Proposer(s) to the Request for Proposals for lease(s), development, and/or contract agreement(s) of certain Orange County Flood Control District-owned properties included in the proposals for digital billboard development, and return to the Board for approval of the Proposer(s) and agreement(s).

### SUMMARY:

Adoption of Resolution, making findings pursuant to Government Code Section 25515, *et seq.*, for certain County-owned properties, and authorizing negotiations for certain Orange County Flood Control District-owned properties for digital billboard development will promote future revenue opportunities to support public services for the County.

**BACKGROUND INFORMATION:**

On October 28, 2025, the Board of Supervisors (Board) approved and authorized the release of a Request for Proposals (RFP) for digital billboard development pursuant to Government Code Section 25515.2. The RFP solicited proposals from qualified outdoor advertising companies to design, construct, maintain, and operate digital billboards on County-owned or Orange County Flood Control District-owned properties. The RFP was released on November 3, 2025, and closed on July 7, 2026. The proposals will be reviewed by an evaluation panel to select a Primary and/or Secondary Proposer(s) for future Board approval.

Government Code Sections 25515, *et seq.* provides that residential, commercial, industrial, and cultural development of public property owned by counties constitutes a valid public purpose and permits public-private partnerships (P3) for these purposes. Section 25515.1 permits counties to lease any of its real property for these purposes. It also permits counties to participate as a principal party in the development of these uses. A county may contract for management, operation, or leasing of its real property for these same purposes. The potential digital billboard development of the County-owned properties listed in Exhibit A in the Resolution through a P3 will result in public and economic benefits to the County, including generation of outdoor advertising revenue to provide for basic and essential public services and the display of free governmental/public service announcements and regional emergency announcements and alerts.

Therefore, County Executive Office (CEO) Real Estate is requesting that the Board adopt the attached Resolution, making certain findings pursuant to Government Code Sections 25515, *et seq.* and authorizing the Chief Real Estate Officer or designee to begin negotiations with the RFP's Primary Proposer and Secondary Proposer(s) for lease(s), development, and/or contract agreement(s), and to incorporate such proposal(s) or plan(s) into the proposed agreement(s). In compliance with Government Code Section 25515.2(g), notice of adoption of the Resolution, the Resolution, and the time and place of holding the meeting was published once a week for three weeks in a newspaper of general circulation published in the county in which the properties are located. In compliance with Government Code Section 25515.2(h), CEO Real Estate will return to the Board within no less than 60 days for the Board to receive and consider all proposals submitted in response to the RFP.

While Government Code Sections 25515, *et seq.* relates to County-owned property, the Orange County Flood Control Act, Water Code Appendix section 36-2(b)(4), authorizes the Orange County Flood Control District ("District") to, inter alia, sell, lease, exchange, or dispose of real or personal property. CEO Real Estate is also seeking Board authorization for the Chief Real Estate Officer or designee to begin negotiations with the RFP's Primary Proposer and Secondary Proposer(s) for lease(s), development, and/or contract agreement(s) of certain District-owned properties included in the proposals and return to the Board for approval of the Proposer(s) and agreement(s).

**Compliance with CEQA:**

This action is not a project within the meaning of CEQA Guidelines Section 15378 and is therefore not subject to CEQA, since it does not have the potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment. The approval of this agenda item does not commit the County to a definite course of action, in regard to a project, since it includes adoption of a Resolution and authorization to begin contract negotiations. This proposed activity is therefore not subject to CEQA. Any future action connected to this approval that constitutes a project, will be reviewed for compliance with CEQA.

**FINANCIAL IMPACT:**

N/A

**STAFFING IMPACT:**

N/A

**REVIEWING AGENCIES/DEPARTMENTS:**

N/A

**ATTACHMENTS:**

Attachment A - Resolution

Attachment B - Government Code 25515-25515.5

Attachment C - Orange County Flood Control Act