



**CITY OF WAUKESHA**

**Administration**

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<b>Committee:</b> Transit Commission	<b>Date:</b> 7/9/2020
<b>Common Council Item Number:</b> 20-0788	<b>Date:</b> 7/21/2020
<b>Submitted By:</b> Fred Abadi- Public Works	<b>City Administrator Approval:</b> Kevin Lahner, City Administrator
<b>Finance Department Review:</b> Diane G. Gard, Interim Finance Director	<b>City Attorney's Office Review:</b> Brian Running, City Attorney
<b>Subject:</b> Approval of Amendment of the Bus Shelter Agreement with Clear Channel Outdoor	

**Details:**  
 This item is to seek the approval to amend the Bus Shelter Agreement with Clear Channel Outdoor in which Clear Channel maintains twenty-five bus shelters for the City and County of Waukesha for the ability to advertise in the shelters. Clear Channel also provides revenue payments to the City and County in the amount of \$17,500/year or \$700/shelter/year. Due to the COVID-19 pandemic advertising revenue on the bus shelters has decreased by over 50%. Clear Channel is requesting a reduction of the revenue payment for June to November 2020 of 20% that would reduce the payment by \$1,750 which equates to a 10% decrease in the total payments for 2020. Clear Channel is making this request to mitigate some of the loss they forecast with the bus shelter program for 2020.

Payments would return to the \$700/shelter/year in 2021. This amendment would not affect the maintenance of the bus shelters. The breakdown of the reduction in revenue in the proposed amendment is \$1,400 for the City and \$350 for Waukesha County.

**Options & Alternatives:**  
 The alternative is to reject the requested amendment and receive the full revenue payment for 2020. This alternative potentially risks the bus shelter program with Clear Channel if Clear Channel's losses are so great that they choose to drop the bus shelter program from their Milwaukee operations. If this were to occur, it could leave the Transit Commission to maintain an extra 20 bus shelters that is estimated at a \$20,000 or more year added expense.

**Financial Remarks:**  
 The amendment would result in a reduction of revenue of \$1,400 for 2020 for the Transit Commission and \$350 for Waukesha County.

**Executive Recommendation:**  
 Recommend approval.

