



**City of Waukesha**  
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### City of Waukesha Cover Sheet

<b>Committee:</b> Transit Commission Meeting	<b>Transit Commission Meeting Date:</b> 5/21/26
<b>ID Number:</b> #26-03636	<b>Ordinance/Resolution Number (if applicable):</b> N/A
<b>Department Submitting:</b> Public Works - Transit	<b>Submission Date:</b> 6/04/26
<b>Agenda Item Title:</b> Review and Act on Proposed Amendment to Clear Channel Bus Shelter Agreement	

#### Issue Before the Council:

This item is to review and act on the proposed amendment to the Clear Channel Bus Shelter Agreement that would reduce the number of bus shelters in the agreement from 22 to 20. The agreement is that Clear Channel maintains bus shelters (cleans, removes snow/ice, repairs) and in return they can advertise in the shelters. Clear Channel also pays the Transit Commission \$700/year per shelter from the revenue they generate from ad sales.

Two bus shelters were moved last Fall (2025) from Broadway & East, at the owner's request (Hope Center) as it was on private property, and from Summit & Grandview, the bus stop was eliminated due to service changes, to new stops that are not as desirable to generate ad revenue so Clear Channel is declining to include the new locations in the contract. The new locations had existing shelters in disrepair and ridership warranted continuing to have a shelter. There are very few bus stops without a bus shelter in the City that have the ridership to justify a shelter, enough space for a shelter and high enough traffic counts to make advertising at the shelter lucrative for Clear Channel.

This amendment reduces the revenue the Transit Commission receives by \$1,400 annually effective May 31, 2026 but maintains the overall agreement for the remaining 20 shelters through November 30, 2027 the expiration date of the agreement.

#### Options & Alternatives:

The only alternative would be to reject this amendment, but that runs the risk of Clear Channel wanting to end the agreement now and/or default on the agreement which Transit would then have to take on the expense of maintaining 20 additional bus shelters and lose out on the remaining \$12,600/year in ad revenue payments. It is highly unlikely to find another vendor that would agree to this type of contract as very few ad vendors offer shelter maintenance due

to the added cost involved (mainly labor). Transit would need to hire a contractor to maintain these additional 20 shelters which is estimated to cost \$20,000+ annually.

**What is the Strategic Plan Priority this item relates to:**

Financial Sustainability

**What impact will this item have on the Strategic Plan Priority?**

The amendment reduces revenue by \$1,400 but it maintains the agreement and generates \$12,600 in revenue annually and avoids a possible additional expense of \$20,000 or more.

**Financial Remarks:**

The amendment reduces revenue by \$1,400/year but it maintains the agreement and generates \$12,600 in revenue annually and avoids a possible additional expense of \$20,000 or more.

**Executive Recommendation:**

Recommend approval.

**Reviewed By:**

<b>City Attorney</b> Brian Running	<b>Date Reviewed</b>
<b>Finance Director</b> Joseph P. Ciarro	<b>Date Reviewed</b>
<b>City Administrator</b> Anthony W. Brown	<b>Date Reviewed</b>