
Bus Shelter Franchise Agreement Update

Public Works Department

ATC
November 6, 2024



Background

- The Existing Bus Shelter Franchise Agreement expired on September 30 and is currently month to month.
- The agreement provides for advertisement revenue sharing for the maintenance and cleaning of the City's bus shelters.
- A new agreement is needed, and the City plans to release an RFP in the coming month.



Increase Shelters

- The City has 197 bus stops, 156 with some furniture, and 73 with shelters.
- The plan is to use the new franchise agreement to increase the number of shelters throughout the City where feasible.
- New shelters to be prioritized based on ridership.



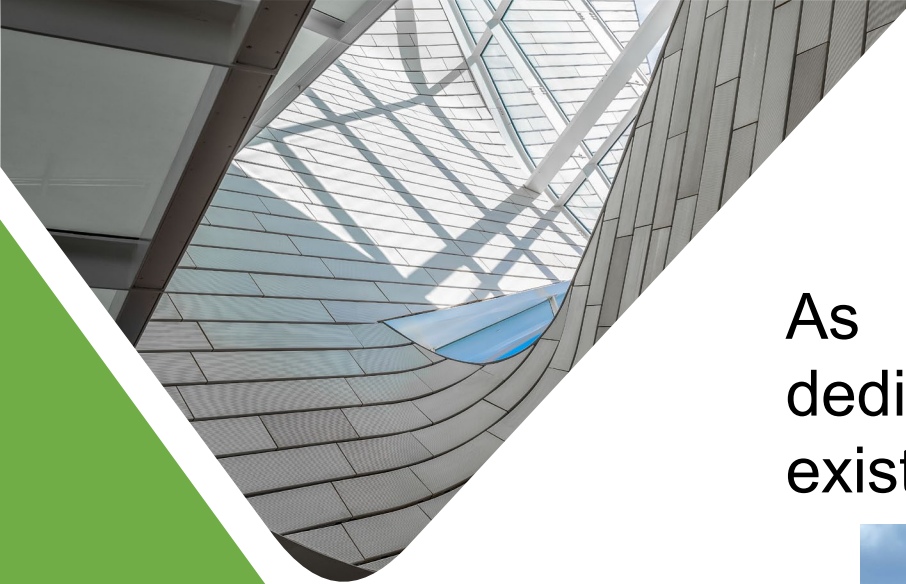
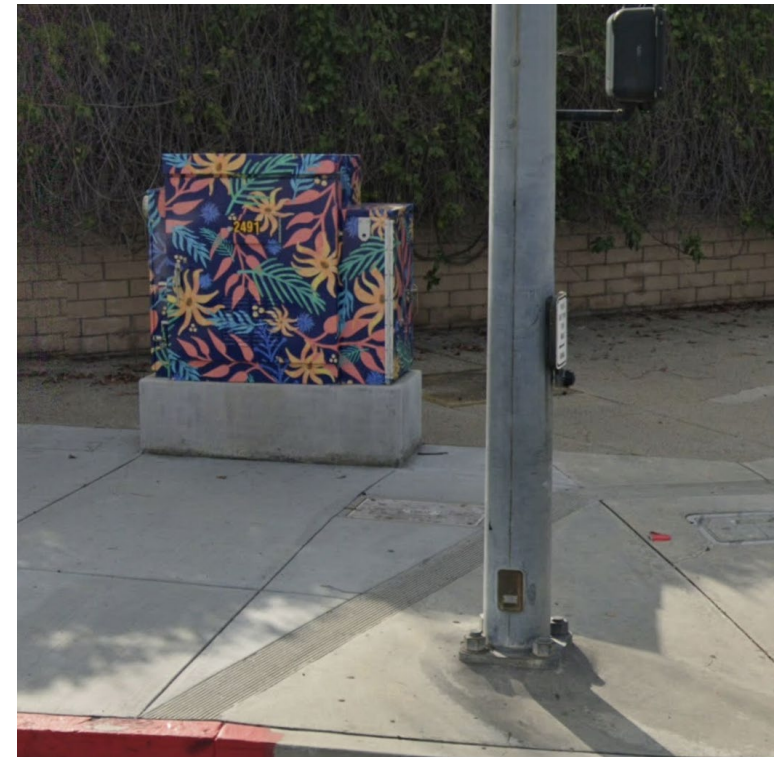
Digital Advertising

- Of the 76 shelters in the City, there are 66 total with ad panels.
- The City plans to allow up to 20 ad panels only along commercial corridors to be converted to digital panels to increase revenue and allow for announcements of city events and programs.
- Guidelines on display on digital panels such as no video, minimum duration between ad transitions, etc.



Art Shelters

As part of the agreement, selected shelters will be dedicated to showcase public art displays similar to the existing art on utility boxes.



Enhanced Cleaning

- Cleaning at all shelters occurs on a regular schedule as part of the existing agreement.
- The increased revenue from the updated franchise agreement will allow for the City to develop a program for additional cleaning at all stops beyond the current schedule.
- Additional funds will be dedicated to enhance cleaning at select shelters.



An aerial photograph of a city, likely Costa Mesa, featuring a prominent white building with a grid-like facade. The image is overlaid with a semi-transparent grey layer. On the right side, there is a colorful mural with abstract patterns in yellow, blue, red, and green. A blue triangle is visible in the bottom right corner.

Questions?