



STAFF REPORT
7/10/2024

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Authorize the City Manager to execute the updated Agreement between the City of Coachella and the Sunline Transit Agency allowing advertisements on bus shelters within the City of Coachella to include advertisement for city events at no cost to the City.

STAFF RECOMMENDATION:

Authorize the City Manager to execute the updated Agreement between the City of Coachella and the Sunline Transit Agency allowing advertisements on bus shelters within the City of Coachella to include advertisement for city events at no cost to the City.

EXECUTIVE SUMMARY:

The City has annually entered into an Agreement with Sunline Transit Agency regarding advertisements on bus shelters within the City of Coachella. The agreement provides the City the opportunity to advertise city services/event in available bus shelter advertisement panels.

Staff recommends approval of the attached Agreement. The term of the agreement is a one-year term and has no fiscal impact. This agreement provides the City the opportunity to advertise and market its programs and along its major corridors; an additional outreach resource to promote city services and city events.

FISCAL IMPACT:

None

ATTACHMENT:

Proposed Agreement with Sunline