



STAFF REPORT
9/21/2026

TO: Honorable Mayor and City Council Members

FROM: Andrew R. Simmons, Director of Public Works/City Engineer

PREPARED BY: Andrew R. Simmons, Director of Public Works/City Engineer

SUBJECT: Adopt The First Amendment to Agreement By and Between City of Coachella and Sunline Transit Agency Concerning Advertising, Installation and Maintenance Related to Bus Shelters.

PROJECT DESCRIPTION:

Sunline Transit Hub Installs and Maintains Bus Shelters at certain bus stop locations throughout the City. The City of Coachella and Sunline have entered into an agreement concerning the advertising, installation and maintenance of those bus shelters. The proposed amendment is being presented at the request of Sunline Transit Agency.

STAFF RECOMMENDATION:

Adopt First Amendment to Agreement between City of Coachella and Sunline Transit Agency Concerning Advertising, Installation and Maintenance of Bus Shelters.

FISCAL IMPACT:

There is no fiscal impact for the adoption of the proposed amendment.

BACKGROUND:

In July 2024, City Council authorized the agreement between the City 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. The agreement provides the City the opportunity to advertise city services/events on available bus shelter advertisement panels. The original agreement was for a one-year term and the City now wishes to extend the agreement. This provides the City the opportunity to advertise and market its programs along the major corridors as an additional outreach resource to promote city services and city events.

DISCUSSION/ANALYSIS:

Amendment number 1 shall extend the agreement term and replace Exhibit A “Sunline Advertising Policy” with a revised and update Exhibit A which represents Sunlines newly adopted advertising policies. Specific changes include the following:

1. **AMENDMENT.** The Agreement is hereby modified and amended as follows:

1.1 **Duration.** Section 3.01 is hereby amended in its entirety to read as follows:

"The term of this Agreement shall be for a period of three (3) years commencing on July 1, 2024 and continuing through June 30, 2027, unless extended by mutual consent of the Parties."

1.2 **Exhibits.** The agreement is amended to update and replace Exhibit A "SunLine Advertising Policy" with Exhibit A to the First Amendment.

ATTACHMENT(S):

1. Executed FY25 Coachella Bus Shelter agreement
2. FY25 proposed Amendment No.1