



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
February 4, 2025

TOPIC: Agreement Amendment for Bus Shelter Advertising and Maintenance

AGENDA TITLE

First Amendment to Agreement with Focus Media Group, Inc., for the Placing of Advertisements and Maintenance of Bus Shelters

RECOMMENDED ACTION

Authorize the City Manager to execute the first amendment to agreement with Focus Media Group, Inc., for the placing of advertisements and maintenance of bus shelters (Agreement No. A-2025-XXX).

GOVERNMENT CODE §84308 APPLIES: Yes.

DISCUSSION

On January 18, 2022, the City Council awarded an agreement to Focus Media Group, Inc. (FMG) for bus shelter advertising and maintenance services. The agreement allows FMG to sell advertisements on City-owned bus shelters throughout the City while sharing advertising revenue with the City and performing routine bus stop maintenance, including trash removal and the cleaning of bus stop amenities. To ensure FMG does not display advertisements that contain unacceptable content (lewd, profane, obscene, or indecent material), a comprehensive list of prohibitions and restrictions was included in the agreement.

Recently, staff identified that certain provisions within the restrictions in the agreement may be overly vague or otherwise untenable in practice. To avoid potential legal conflicts and still ensure public decency of advertisements on City owned bus shelters, staff recommends amending the existing agreement (Exhibit 1).

ENVIRONMENTAL IMPACT

There is no environmental impact associated with this action.

FISCAL IMPACT

There is no fiscal impact associated with this action.

EXHIBIT(S):

1. Amendment to Agreement with Focus Media Group, Inc.

Agreement Amendment to Bus Shelter Advertisements and Maintenance
February 4, 2025
Page 2

Submitted By: Nabil Saba, P. E. Executive Director – Public Works Agency

Approved By: Alvaro Nuñez, City Manager