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**Title:** Resolution approving a Bus Shelter Electrical Services Agreement between the City of Milwaukee and Eller Media Company regarding the use of City street lighting facilities as an electrical power source for advertising bus shelters. (DPW)

**Sponsors:** THE CHAIR

**Indexes:** ADVERTISING, AGREEMENTS, BUS SHELTERS, MILWAUKEE COUNTY

**Attachments:** 1. Agreement.pdf, 2. DPW Cover Letter.pdf, 3. Fiscal Note.doc, 4. Exhibit A.PDF

Date	Ver.	Action By	Action	Result	Tally
2/27/2001	0	COMMON COUNCIL	ASSIGNED TO		
3/1/2001	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
3/7/2001	0	PUBLIC WORKS COMMITTEE	RECOMMENDED FOR ADOPTION	Pass	5:0
3/20/2001	0	COMMON COUNCIL	ADOPTED	Pass	16:0
3/26/2001	0	MAYOR	SIGNED		

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980393  
The Chair

Resolution approving a Bus Shelter Electrical Services Agreement between the City of Milwaukee and Eller Media Company regarding the use of City street lighting facilities as an electrical power source for advertising bus shelters. (DPW)

This resolution approves a Bus Shelter Electrical Services Agreement between the City of Milwaukee and Eller Media Company. Eller intends to install up to 50 illuminated advertising bus shelters in the city. In some cases, the only feasible source of electric power for these shelters appears to be City of Milwaukee street lighting facilities. The agreement establishes the terms and conditions under which City facilities could be used to power the bus shelters. Eller would be responsible for all costs associated with any work needed to make the electrical connections. In addition, Eller would be responsible for the cost of any future maintenance or repairs as well as ongoing electrical usage costs.

Whereas, Eller Media Company has entered into an agreement with Milwaukee County which allows the company to install advertising bus shelters at up to 50 locations in the city of Milwaukee; and

Whereas, In return for this privilege, the company has agreed to fund the cost of initial installation and to assume responsibility for ongoing maintenance of the advertising bus shelters; and

Whereas, On October 9, 1998, the Common Council adopted Resolution No. 980393 which authorizes placement of advertising bus shelters in public rights-of-way under control of the City on a "pilot project"

basis; and

Whereas, Resolution No. 980393 establishes a variety of standards and restrictions governing the placement, maintenance and operation of advertising bus shelters in City rights-of-way; and

Whereas, Among the standards and restrictions is a two year limit from the date of installation on the time the advertising shelters can remain in place without further Common Council action; and

Whereas, The initial installation of the advertising shelters has been delayed because of complications in securing the necessary electrical power to illuminate the shelters and their associated advertising; and

Whereas, At certain of the proposed shelter locations it appears that a connection to an existing electrical outlet on City of Milwaukee street lights could provide the necessary power source; and

Whereas, At certain other of the proposed shelter locations it appears that the only feasible power source would be from City of Milwaukee street light electrical circuitry; and

Whereas, The City could provide an electrical connection under both of these conditions and could recoup the cost therefore as well as the cost of ongoing electricity consumption by the advertising shelters under the terms of a "Bus Shelter Electrical Services Agreement"; and

Whereas, Such an agreement has been prepared and is attached to this file; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee that the "Bus Shelter Electrical Services Agreement" attached to this file is hereby approved; and, be it

Further Resolved, That the appropriate City officials are hereby authorized and directed to execute the agreement on behalf of the City; and, be it

Further Resolved, That the Commissioner of Public Works is hereby authorized to make minor, non-substantive changes in the agreement prior to its execution.