



CITY OF EL PASO

Termination of Bus Bench Ads Franchise

Pinnacle Media, LLC

Public Hearing July 7, 2026

Background

- The City of El Paso has granted non-exclusive franchises to advertise on bus benches on City rights of way
- Franchisees pay Sun Metro an annual franchise fee of \$100 and a \$5 monthly fee for each bench placement
- The City has granted the following franchises:
 - El Paso Bench Ads, LLC
 - Pinnacle Media, LLC
 - River Elms, LLC
- Franchises may not be transferred or assigned to another party without prior written consent of the City

Pinnacle Media, LLC

- The City granted a franchise to Pinnacle Media, LLC on April 20, 2013
- The business owner formed Metro Signs LLC in 2020, and has conducted franchise business under this name since that date
- No prior written consent from Council was obtained to assign the franchise to Metro Signs LLC
- Pinnacle Media, LLC's corporate franchise account status is inactive, per Texas Secretary of State, and no longer has the right to conduct business in Texas

Sun Metro Actions

- Sun Metro issued the franchisee a notice of intent to terminate the franchise
- The business owner met with Sun Metro staff on February 9, 2026
- The business owner stated that he was unaware that the franchise needed Council approval to assign to Metro Signs LLC
- The business owner agreed with Sun Metro's recommendation the franchise be terminated

Following Termination

- If Council terminates the franchise, Sun Metro will take ownership of the franchise's benches, as allowed by the Franchise Agreement, and:
 - Remove any benches on Texas Dept. of Transportation rights of way
 - Remove any benches constructed of concrete and wood that are obsolete and not allowed by current Bus Bench Franchise Rules
 - Retain aluminum benches, for the benefit of Sun Metro customers
 - Remove advertisements from retained benches and replace with Sun Metro logo panels

Requested Council Action

- That the non-exclusive franchise granted to Pinnacle Media, LLC by Ordinance 018002 be terminated , and
- That once the termination of the franchise granted to Pinnacle Media, LLC becomes effective, the property involved in the franchise shall become the property of the City without further compensation to Grantee, as allowed by Section XIV of Ordinance 018002

MISSION



Deliver exceptional services to support a high quality of life and place for our community.

VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.



VALUES

Integrity, **R**espect, **E**xcellence,
Accountability, **P**eople