

**ADDENDUM TO THE
SHARED SERVICES ARRANGEMENT TO PROVIDE STUDENT TRANSPORTATION
BETWEEN
DALLAS COUNTY SCHOOLS
AND
COPPELL INDEPENDENT SCHOOL DISTRICT**

WHEREAS, Dallas County Schools (“DCS”) and Coppell Independent School District (the “District”) have entered into an Shared Services Arrangement, with an effective date of August 1, 2009, to Provide Student Transportation (the “Arrangement”); and

WHEREAS, DCS and Alpha Media have entered into a School Bus Advertising Agreement to provide commercial advertising on the exterior of DCS school buses in accordance with 37 Texas Administrative Code §§14.61 – 14.65; and

WHEREAS, DCS and the District desire to supplement the Arrangement with this Addendum to allow commercial advertising on the exterior of DCS school buses that provide said student transportation.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the parties hereto, DCS and the District agree as follows:

1. SCHOOL BUSES. School buses chosen for advertising will be selected at the sole discretion of DCS. The District agrees to allow advertising on any school bus operated for the District by DCS, whether the bus is owned wholly or partially by the District or DCS.

2. COMPENSATION. In exchange for allowing commercial advertising on school buses servicing the District, DCS agrees to pay the District 50% of any gross revenues DCS receives from advertising on school buses servicing the District, whether the bus is owned wholly or partially by the District or DCS. Such compensation shall be paid on a quarterly basis. The District shall incur no expenses associated with this agreement.

3. DCS APPROVAL OF ADVERTISING. DCS shall have final approval of all advertising to be placed on the school buses, as long as such approval is reasonable and appropriate. Notwithstanding the foregoing, the District reserves the right to refuse advertising that is, in the District’s opinion, offensive to any individual or group of individuals based on age, national origin, color, race, religion, sex, sexual orientation or disability. The District will not permit advertising if it promotes any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, as well as political advertising.

4. TERM. This Addendum shall be effective until the expiration of the Arrangement. Any modifications to the terms of this Addendum shall be agreed to in writing by both DCS and the District.

5. REPORTING. In accordance with 37 Texas Administrative Code §14.65, DCS shall provide the following notifications. On or before September 1 of each year, DCS shall provide the District and the School Bus Transportation Program at the Texas

Department of Public Safety written notification of the number of school buses displaying exterior advertising or another paid announcement. DCS shall provide the District and the School Bus Transportation Program at the Texas Department of Public Safety written notification of any crash directly or indirectly involving a school bus which bears advertising or another paid announcement on the exterior of the vehicle. Such notice shall be provided not more than five days from the date of the crash. Such notice shall include the following information:

- a. the name and address of the owner of the bus;
- b. the name and driver license number of the school bus driver;
- c. the date of the crash;
- d. the city or county where the crash occurred; and
- e. the investigating police agency.

The notices provided under this section must be sent via facsimile and certified mail. Such notice shall be deemed to have been given upon actual receipt.

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Title: Assistant Superintendent for Business & Support Services
Coppell Independent School District
Address: 1303 Wrangler Circle
Coppell, TX 75019
Facsimile: (214) 496-6047

6. ILLEGALITY. The advertising contemplated by this Addendum shall be done in accordance with the requirements of 37 Texas Administrative Code §§14.61 - 14.65. DCS and the District further accept this Addendum subject to all local, state and federal laws and regulations with respect to the advertising matter to be displayed. In the event that such advertising becomes illegal, DCS and the District reserve the right to terminate same.

DALLAS COUNTY SCHOOLS

COPPELL INDEPENDENT SCHOOL DISTRICT

By: _____
Larry Duncan
President of Board of Trustees

By: _____
Cindy Warner
President of Board of Trustees

Date: _____

Date: _____

RECOMMENDED:

ATTEST:

By: _____
Rick D. Sorrells
Superintendent of DCS

By: _____
Susie Kemp
Secretary, Board of Trustees

APPROVED AS TO FORM:

APPROVED AS TO FORM:

By: _____
DCS Attorney

By: _____
School Attorney