Digital Billboard Plan
Background and Context

- May 2018 Committee Meeting

- Steps taken after May 2018 Meeting:
  - Due diligence - re-assessed site selection criteria
  - Identified seven (7) good opportunity sites across the City
  - Consulted with Mayor and Members of Council

- Developed Multi-Year Digital Billboard Plan
Why are we doing this?

- New communication vehicle and asset, at no cost
- Expand communication messages to public, at no cost
- New source of revenue for the City
- Revenues can be used to Maintain or Enhance City service levels, and infrastructure investments
What’s out there?

Vaughan

Ottawa

Mississauga/Oakville

Milton
What did we hear?

- Overall, a strong sense of support for the proposal

- Important initiative to generate non-taxation based revenue for the maintenance and expansion of City services

- City is urbanizing and intensifying at a rapid rate. City should drive new innovative opportunities (private sector is already doing so)

- Using digital billboards as a communication vehicle is a community benefit

- Due diligence must be taken to mitigate community impact, including complying with City’s sign by-law and industry standards as it relates to content, illumination, size and distance

- Openness and transparency with community and ratepayers associations

- Reviewing content of ads – support for a policy approach
Business Model: Who does what?

City
- Owner of Land; Lease to 3rd Party Long-term
- Manage RFP Process, and Land-Lease Agreements
- Approval body - permits
- Receive share of revenue. Greater of: base fee or % of total earnings on ad sales
- Access to free ad spots for City messages

Out-of-Home Advertising Company
- All costs – design, build, finance, maintain and operate each digital billboard, including: risk, project management, permits, and management of ad sales
- Based on industry standards, the length of the lease is anticipated at 15 years to justify pay-back on capital (renewal options at the City’s discretion)
Digital Billboard Sites
A Multi-Year Plan

Year One – Sites Recommended for Market
- Three (3) City-owned site locations
- Proceed to market competition (RFP)
- Award procurement contract to winning respondent/bidder(s)
- Negotiate and execute land-lease agreements
- Construction and operation (est. 2020)

Year Two – Sites for Public Consultation
- Four (4) additional site locations identified
- Public consultation at neighbourhood level
- Report findings to Council, subject to approval
- Will not proceed to RFP at this time

Future Years – Opportunity Driven
- Other locations will be considered on demand
- Presented to Council for approval
Year One

1. Joint Operations Centre
2. Keele St. and Highway 7
3. Mill Street Pond
Year Two

1. Maple Reservoir Park
2. Al Palladini CC
3. Rainbow Creek
4. City Playhouse Theatre
Next Steps

- Council approval of staff recommendations (March 4, 2019)

- Staff will proceed to RFP process for Year One Sites

- Third party retained and billboards installed (est. 2020)

- Community consultations take place prior to Year Two locations are approved by Council (future staff report)

- Staff will bring forward additional sites on an individual basis in the future based on further review of site list

- Staff will be directed to prepare a Corporate Advertising Policy to present to policy review committee