



City of Richmond

Report to Committee

To: Public Works & Transportation Committee

Date: May 4, 2015

From: Victor Wei, P. Eng.
Director, Transportation

File: 10-6360-03-03/2015-
Vol 01

Re: **Street Furniture Program**

Staff Recommendation

1. That staff be directed to issue a Request for Proposals for the supply, installation and maintenance of a city-wide street furniture program that includes advertising, as described in the staff report dated May 4, 2015, from the Director, Transportation; and
2. That staff report back on the responses to the above Request for Proposals with a recommendation prior to December 1, 2015.

Victor Wei, P. Eng.
Director, Transportation
(604-276-4131)

Att. 4

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance	<input checked="" type="checkbox"/>	
Engineering	<input checked="" type="checkbox"/>	
Roads & Construction	<input checked="" type="checkbox"/>	
Environmental Programs	<input checked="" type="checkbox"/>	
Purchasing	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

The City's existing five-year agreement with Pattison Outdoor Advertising (Pattison) for the provision of transit shelters with advertising will expire on December 1, 2015. This report outlines the proposed process to review and evaluate any new sponsorship opportunities for the provision of street furniture throughout the city prior to that date.

Findings of Fact

Current Provision of Transit Shelters

Transit shelters are an important passenger amenity to encourage transit use and, in turn, reduce reliance on private vehicles in support of the mobility-related goals and objectives of the *Official Community Plan* (OCP). Attachment 1 identifies the location and ownership of the existing 67 transit shelters in Richmond. The City currently provides transit shelters via three avenues as described below:

- *Pattison Contract*: Pattison funds the installation and maintenance of transit shelters with advertising, which are typically installed on streets with high traffic volumes in order to maximize advertising revenue. There are currently 48 Pattison-owned shelters in Richmond. Between 90 and 45 days prior to the termination date of the existing agreement, Pattison must submit a plan to the City establishing a schedule for the removal of the shelters during the post-term period, which is a minimum of six months. Within six months of the termination date, the City must determine if Pattison's exclusive advertising rights will apply during the post-term period.
- *City Capital Program*: the annual Transit-Related Amenity Improvement Program funds the installation of non-advertising transit shelters and other amenities (e.g., benches), which are also eligible for 50-50 cost-sharing with TransLink under its annual Transit-Related Road Improvement Program (TRRIP). Two non-advertising shelters were installed in early January 2015 in the 8500-block of No. 5 Road (i.e., midpoint between Blundell Road and Kingsbridge Drive). A further two non-advertising shelters are planned for installation in 2015 at the following locations:
 - Steveston Highway at Ransford Gate
 - Blundell Road at Cheviot Place
- *Development Application Process*: staff have secured and will continue to seek developers' contributions towards the provision of non-advertising transit shelters as a transportation demand management measure to encourage transit use and permit a reduction in the number of parking spaces required on site. Building facades may also incorporate canopies that can provide weather protection for waiting passengers. Five non-advertising shelters funded by developers' contributions are planned for installation in 2015 at the following locations:



City-Owned Transit Shelter
on No. 5 Road

- No. 5 Road at Steveston Highway
- No. 1 Road at Westminster Highway
- Williams Road at Dunoon Place
- Garden City Road at Bennett Road
- Entertainment Boulevard

In addition, the following external agencies provide transit shelters at bus stops in Richmond within their respective jurisdictions:

- TransLink: at 10 bus bays within the Bridgeport Station Exchange.
- YVR: at one bus stop served by the Night Bus outside the domestic terminal.
- Ministry of Transportation & Infrastructure: at two bus stops on the Highway 99 off- and on-ramps at Steveston Highway.

Table 1: Inventory of Transit Shelters

Process	Existing	Planned
City-Owned	6	6-10/yr
Private Sector Provider	48	To be determined
External Agency	13	-
Total	67	>6-10/yr

Table 1 summarizes the existing and planned (over the next five years) inventory of transit shelters in Richmond.

Current Agreement for Provision of Transit Shelters with Advertising

The City’s current five-year (December 2010-December 2015) contract with Pattison for the supply, installation and maintenance of selected street furniture elements features the following major terms:

- Installation of nine new transit shelters, primarily along No. 3 Road.
- Of the existing 39 Pattison shelters, refurbishment of the 10 oldest shelters and repainting of the remaining 29 transit shelters.
- Provision of a litter receptacle that incorporates a cage for the placement of recyclable containers at all transit shelters.
- Provision of three multiple publication newsracks (MPNs), each with five individual boxes and one recycling box, with one each placed at the three Canada Line stations on No. 3 Road.
- Ten percent of all advertising panels per month available for use by the City at no advertising cost.
- Guaranteed annual payment to the City plus a percentage of net advertising revenue.

The provision of the new and upgraded shelters, litter receptacles and MPNs was completed within the first two years of the agreement. The current 48 shelters throughout the city generate a guaranteed annual payment to the City from Pattison of \$60,000 plus 14 per cent of net advertising revenue over the five-year term; this combined amount has averaged \$63,000 per year over the past four years. Staff within the Finance Department audit Pattison’s financial statements to verify the City’s revenue payments.



New Pattison Shelter



Refurbished Pattison Shelter

These 48 shelters are located in the City Centre and along major arterials with high traffic volumes, which may or may not have any correlation to bus stop locations with high levels of passenger boardings. The on-going challenge of requesting Pattison to install transit shelters on streets with lower traffic volumes within the existing five-year term was a primary impetus for the City to establish its own program with complete latitude as to potential locations.

Additional Privately-Owned Street Furniture within City Right-of-Way

In addition to transit shelters, bus stop benches placed within City right-of-way also generate revenue. The City has two contracts with Goodwill Advertising (291 benches) and Key Bench Advertising Ltd. (74 benches) for the installation and maintenance of bus stop benches with advertising, both of which are renewed on an annual basis. The total of 365 benches throughout the city generates \$20.00 each in annual rental revenue. Both companies upgraded and replaced all of their benches in Richmond during 2011-2012; only 17 older style Goodwill benches remain, which staff will request be replaced.



Upgraded Goodwill Bench

Staff are satisfied with the service of the companies, both of which are proactive in approaching the City to request the placement of additional benches in Richmond. Over the past five years, the total number of benches with advertising at bus stops has increased by nearly 50 benches from 316 in March 2010 to 365 in January 2015.

Analysis

Review of Models for Provision of Street Furniture

The forthcoming expiry of the Pattison contract offers an opportunity to review alternative options for the provision of transit shelters and other street furniture, such as stand-alone benches and litter receptacles, with a view to enhancing the public realm and supporting OCP targets with respect to increasing transit mode share and reducing greenhouse gas emissions.

Generally, larger cities can attract private sector models that feature a broad suite of street furniture elements due to the correspondingly larger advertising market potential. Smaller cities that have public transit service typically can support only the provision of transit shelters or benches with advertising with all other street furniture elements (e.g., benches not at bus stops, litter receptacles, bike racks, etc) being funded and maintained by the local government.

As summarized in Attachment 2, Metro Vancouver municipalities typically have long-term contracts with a private sector provider who supplies, installs and maintains transit shelters with advertising panels. In larger cities, these contracts include other street furniture elements such as benches and litter receptacles.

Only the City of Burnaby owns and maintains all of its transit shelters, both with and without advertising. At the time of the expiry of its last transit shelter contract with Pattison in 2011, the City opted to separate the provision of shelters from the advertising contract. The 80 Pattison shelters with advertising in place at that time were removed and the City committed \$1.76 million towards the phased replacement of those shelters with City-owned shelters over a two-year term. A separate request for proposals (RFP) was issued to manage the advertising program, which was awarded to CBS Outdoor. The City has also contracted Pattison to maintain all of the shelters. Burnaby staff estimate that the anticipated advertising revenue will recover the initial capital investment in approximately 10 years.

Burnaby made the initial \$1.76 million capital investment solely for the replacement of the existing 80 Pattison shelters. Burnaby has now replaced these shelters and has indicated that the next phase of its transit shelter program will be to refurbish the 70 older City-owned shelters that do not have advertising. The priorities for replacement will be based on passenger boarding information and condition of the shelter. Funding for refurbishing is anticipated to be secured through the annual capital budget process. At this time, Burnaby does not anticipate increasing the total number of transit shelters in the city; thus, the key thrust of its program was to secure City ownership of all existing transit shelters rather than expansion of its transit shelter program via a long-term contract with a private sector provider as is typical in other municipalities.

The City of Burnaby did not increase staff resources to manage the transit shelter program and staff emphasize that its administration can be resource intensive in terms of staff time, especially during the first two years of the program when all of the Pattison shelters needed to be replaced in a timely manner to minimize loss in service to residents.

Potential Models for Street Furniture Program for Richmond

The following three guiding principles guided staff in developing the possible operating models:

- Guiding Principle 1 - *Passenger Safety and Comfort*: transit shelters are important passenger amenities that provide weather protection, a more comfortable and safer waiting area particularly at night due to shelter lighting, and improved visibility of a bus stop.
- Guiding Principle 2 - *Urban Design & Aesthetics*: the shelters and associated amenities should complement and enhance the surrounding environment with consideration given to the impact of potentially increasing the amount of advertising in the public realm.
- Guiding Principle 3 - *Potential Revenue and Cost*: capital and operating budget impacts as well as the potential to increase revenue to the City from additional advertising opportunities, some of which could be used to offset maintenance costs.

There are currently 716 active bus stops in Richmond and, of these, 294 have boarding activity equal to at least 25 passengers per day, which is a typical threshold to prompt consideration of the installation of a transit shelter.¹ Of these 294 bus stops, 59 currently have a transit shelter, although a number of these bus stops without shelters may have a form of weather protection (e.g., adjacent building canopies, Canada Line guideway). Notwithstanding that some locations may not be able to accommodate a shelter due to right-of-way constraints, there remains a considerable potential (i.e., around 250 additional bus stops based on current boardings) for increasing the number of transit shelters across the city. Attachment 3 identifies the 294 bus stops that have boarding activity equal to at least 25 passengers per day and whether or not the stop currently has a transit shelter.

Based on staff's review and research, the three models described below for the provision of transit shelters are feasible. Under all three models, the City would seek to:

- replace the existing 39 older style Pattison shelters with newer models that include an integrated bench and lighting (LED plus optional ability to provide solar power) plus a litter-recycling receptacle;
- increase the number of new transit shelters with benches, lighting and receptacles provided across the city, including a minimum number to be installed annually in areas that are deemed not commercially viable (i.e., transit ridership is high but drive-by traffic volumes are not sufficiently high to qualify for a shelter with advertising);
- include an option in the RFP for providing stand-alone benches (i.e., outside of a shelter) as part of any new contract with a private business for the supply of transit shelters, which would require the removal of all existing benches with advertising by the existing two contractors; and
- include an option in the RFP for the private sector supplier to also maintain City-owned shelters.

All three models also assume that the current policy whereby advertising in the public realm is permitted only on transit shelters and benches at bus stops is maintained. Although there was limited response to the City's RFP issued in April 2009 for a city-wide street furniture program at the time of the expiry of the previous Pattison contract, it remains unclear if Richmond's advertising market potential could attract a private sector operator that would supply a suite of

¹ The boarding threshold is based on a review of the policies and guidelines of various North American cities and transit authorities regarding the trigger for the provision of a transit shelter. Agencies using this figure include Surrey (BC), Greater Sudbury (ON), St. Paul-Minneapolis (MN), Raleigh (NC), and Orange County Transportation Authority (CA). In addition, a report published by the Transportation Research Board (TCRP Report 19, *Guidelines for the Location and Design of Bus Stops*) recommends a minimum of 25 boardings per day for suburban locations.

street furniture beyond transit shelters and litter receptacles based on the amount of advertising currently permitted. The City would likely need to expand the forms of advertising allowed in the public realm, such as digital billboards, if the objective is to generate sufficient revenue for the operator to offset the costs of providing a broader suite of street furniture. However, at the time of the last RFP in 2009 and Council's consideration of the City's agreement with Pattison, Council expressed little interest in introducing advertising billboards in Richmond. Staff further note that *Sign Regulation Bylaw 5560* currently does not permit billboards to be erected in the city.

Model 1: Private Street Furniture Program plus City-Owned Shelters with No Advertising (Existing Model)

This model reflects the existing agreement but with the potential to increase the number of new shelters with advertising and/or expand the scope of street furniture elements provided as part of the contract (e.g., benches) in return for a longer term (i.e., 20 years). As in the past, a preferred candidate would be selected via an RFP process. The City would continue to fund, install and maintain its own transit shelters with no advertising and thus be able to place shelters where transit ridership is high but traffic volumes are low.

Model 2: City-Owned Street Furniture Program with Contracted Advertising Program

This model is similar to the Burnaby model and would allow the City to have full control over the location of transit shelters and potentially increase its share of advertising revenue. Initially, the City would incur both capital and operating budget impacts associated with the replacement of the Pattison shelters and receptacles with City-owned items plus their on-going maintenance. To avoid disruption to passengers, the existing Pattison contract would need to be extended to allow for funding approval through the Capital Program process and the subsequent procurement and installation of the City-owned shelters. An RFP would be issued to seek an external agency to manage an advertising program for the transit shelters, with the potential to expand the number of shelters with advertising beyond those that replace the existing Pattison shelters.

Model 3: Private Street Furniture Program and/or City-Owned Shelters with Advertising

This model is a hybrid of Models 1 and 2 whereby there is a private sector provider of shelters plus the City installs its own shelters but the City also permits advertising on its shelters with the advertising program managed by the same private sector business selected via the RFP process. While City-owned shelters would typically be installed in locations where a privately supplied shelter would be deemed commercially unfeasible due to lower traffic volumes, nevertheless there may be a potential business case for advertising on these shelters as the private operator would not need to account for the recovery of capital and/or operating costs. Correspondingly, the City would expect a higher share of the advertising revenue from these shelters than from the shelters provided by the private sector.

Estimated Impacts of Procurement Models

Table 2 identifies the differences among the three models in terms of shelter ownership and the extent of advertising on the shelters. Table 3 summarizes the estimated impacts and trade-offs amongst the three models based on the identified criteria. Essentially, the key differences are:

- the extent of advertising permitted on transit shelters (i.e., status quo of private sector shelters only versus expansion to City-owned shelters); and
- initial and long-term revenues and costs, with Model 2 incurring significant initial financial investments and staff resources, and considerable on-going higher maintenance costs off-set by the potential for increased advertising revenue that would recover these costs and generate new revenue over the long-term through a new advertising contract with terms more favourable to the City.

Table 2: Shelter Advertising & Ownership Models

Model	Shelters with Advertising		Shelters without Advertising	
	Private	City	City	Private
1	✓	-	✓	✓
2	-	✓	✓	-
3	✓	✓	✓	✓

Table 3: Summary of Impacts of Models

Criterion	Comments
Passenger Comfort	<ul style="list-style-type: none"> • All three models are comparable with respect to expanding the number of transit shelters provided across the city, whether privately or City-owned.
Urban Design & Aesthetics	<ul style="list-style-type: none"> • Model 1: advertising on transit shelters would be limited to those provided by the private sector. • Models 2 & 3: advertising on transit shelters would be expanded to include City-owned shelters. • All three models would allow non-advertising transit shelters to be provided
Potential Revenue/ Cost	<ul style="list-style-type: none"> • Model 1: comparable to the current status quo. • Model 2: relative to Models 1 and 3, there is a significant initial capital cost to replace the existing Pattison shelters and receptacles. Over the long-term, there are higher maintenance costs but also a potential to realize increased advertising revenue via a separate contract. Management of the private sector contracts would have a considerable impact on staff resources on an on-going basis. • Model 3: relative to Model 1, there is a potential to realize increased advertising revenue that could be directed to offset the maintenance costs of City-owned shelters.

Preferred Procurement Model

Based on the above the analysis, staff recommend that Model 3 be pursued via an RFP process, as this approach provides the City with the most avenues for the provision of transit shelters as summarized in Table 2. Relative to Model 1, Model 3 offers the additional opportunity of City-owned shelters with advertising and, overall, offers the most flexibility to the City and does not preclude the potential selection of Model 2 following the RFP process. Staff do not recommend pursuing Model 2 alone at this time in order to allow potential private sector proponents to provide bids to the City on all options of shelter ownership and the extent of advertising on the shelters.

Staff further recommend that a 20-year term be sought for any new contract to maximize the potential benefits to the City as private sector operators require a sufficient length of time to amortise their costs and project sufficient sales into the future to recover all costs and generate a profit. Typical contract terms, as shown in the regional summary in Attachment 2, range between 15 and 20 years.

Estimated Quantities of Street Furniture

Table 4 identifies the desired target quantities of street furniture to be specified in the RFP that would be provided with the optional element of stand-alone benches with advertising that are separate from a transit shelter.

Table 4: Estimated Quantities of Street Furniture Elements

Street Furniture Element		Advertising?	Estimated Current #	Est # in Year 1	Target # by Year 10 of 20-Yr Term	Avg Growth Rate Over 20-Yr Term
Transit Shelter with Bench	Privately Owned	Yes	48	56	200	7-8 per year
	Privately Owned	No	0			
	City-Owned	Yes	0	2	50	2-3 per year
	Total		48	58	250	10 per year
Litter Receptacle with Recycling at each Transit Shelter		No	48	58	250	10 per year
Option: Stand-alone Bench separate from Transit Shelter ⁽¹⁾		Yes	365	365	600	10-12 per year

(1) Would require the removal of all existing benches with advertising by the existing two contractors.

The target numbers of privately owned transit shelters by Year 10 (under a 20-year contract term) are based on the City’s goal to provide a shelter at each bus stop with at least 25 boardings per day (i.e., typical threshold to prompt consideration of the installation of a transit shelter as noted in Footnote 1) and staff’s estimate of Richmond’s advertising market potential. The latter is also informed by Pattison’s proposal made to the City as part of the street furniture RFP process five years ago wherein Pattison proposed a total of 98 shelters over a 20-year term. The City’s 20 year target of 200 privately-owned transit shelters with advertising translates to approximately one shelter for every 1,000 residents. This per capita figure is consistent with other local municipalities that have 20-year third party transit shelter contracts (i.e., both the City of Surrey and City of Vancouver have secured rates approximately equal to one transit shelter per 1,000 residents).

The RFP for this model will include the City’s desire that the 150 additional privately owned shelters be installed by Year 10 of the proposed 20-year contract term, so that passengers may experience the benefit of a transit shelter for a substantial period of time as well as to increase the length of time to receive advertising revenue, which would help make the targets more easily achievable. While this approach may result in some reduction in revenue for the City as there is a higher upfront investment on the part of the provider, staff believe that the more important factor is achieving as soon as possible a higher amount of coverage available from transit shelters for passengers.

The target number for City-owned shelters is based on the anticipated rate of developers’ contributions and funding level of the City’s annual Transit-Related Amenity Improvement Program. The target number of litter receptacles matches that of the number of transit shelters and the target number of benches with advertising is based on the existing growth rate experienced over the past five years.

All transit shelters would have the following features: integrated bench, LED lighting (with the option of roof-top solar panels), advertising panel, City logo, and street name. Benches must

have a back and arms, and litter receptacles must provide for recycling with the container design to be approved by the City.

Issuance of Request for Proposals

Staff propose that an RFP be issued that allows proponents to bid on Model 3 with the optional elements of: (a) stand-alone benches separate from transit shelters; and (b) the maintenance of City-owned shelters. Key information that will be sought from potential proponents in the RFP includes the following:

- Quantities and design of each type of street furniture element to be provided over the term of the contract including the timing of roll-out (i.e., within first 10 years of the contract).
- Guaranteed minimum or fixed percentage monthly revenue share for the City for each of the shelter types (i.e., privately owned and with or without advertising, and City-owned with advertising) and optional elements.
- Proportion of transit shelter advertising available for public service announcements.
- Adherence to City-specified standards for maintenance, placement and design of shelters and litter receptacles as well as refurbishment and replacement standards and schedules.

Staff anticipate that the RFP will be issued by late Spring 2015 with proposals received by early summer 2015. Following a staff evaluation process, it is anticipated that the successful proponent will be selected in Fall 2015, with a staff report recommending the award of any new contract being presented to Council prior to the expiry of the existing contract.

Public Consultation

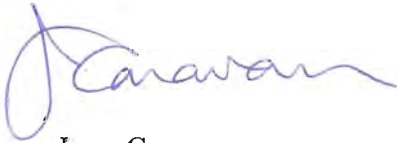
Following issuance of the RFP, staff propose to seek public feedback regarding transit usage, the relative importance of the three identified guiding principles and suggested bus stop locations in Richmond where a shelter is desired by transit users (see Attachment 4 for potential survey questions). This feedback would be collected via the City's online discussion platform at LetsTalkRichmond.ca after raising community awareness of this initiative through media releases, the City's website, social media messaging, and local newspaper notices. Staff will consider the feedback during evaluation of the proponents' responses as well as subsequent negotiations with proponents prior to developing a recommendation to Council. The public feedback received will aid staff in the development of the criteria for evaluating the RFP proponents, as well as identifying additional locations for bus transit shelters and any other comments received on the new transit shelter program. Should the City receive multiple responses to the RFP from different private sector operators, then a second round of consultation would occur to seek public feedback on the various design options in the proposals. Again, this feedback would be considered by staff prior to developing the final recommendation to Council.

Financial Impact

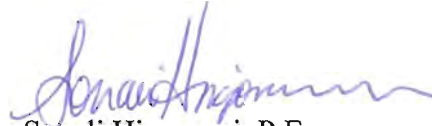
None at this time. A new street furniture contract has the potential to increase revenues to the City vis-à-vis the current contract through the negotiation of more favourable terms to the City in return for a longer contract term as well as a limited expansion of opportunities for advertising. Staff will report back on the financial aspects of any new contract as part of the recommendation to Council regarding the award of the contract.

Conclusion

The City's current contract for the provision of transit shelters with advertising will expire on December 31, 2015. Accordingly, a Request for Proposals will be prepared for the supply, installation and maintenance of a city-wide street furniture program that includes advertising. Staff anticipate reporting back in Fall 2015 with a recommendation for the award of any new contract with the primary objective of providing enhanced and expanded transit amenities in support of the City's mobility goals and targets in the most cost-effective manner.



Joan Caravan
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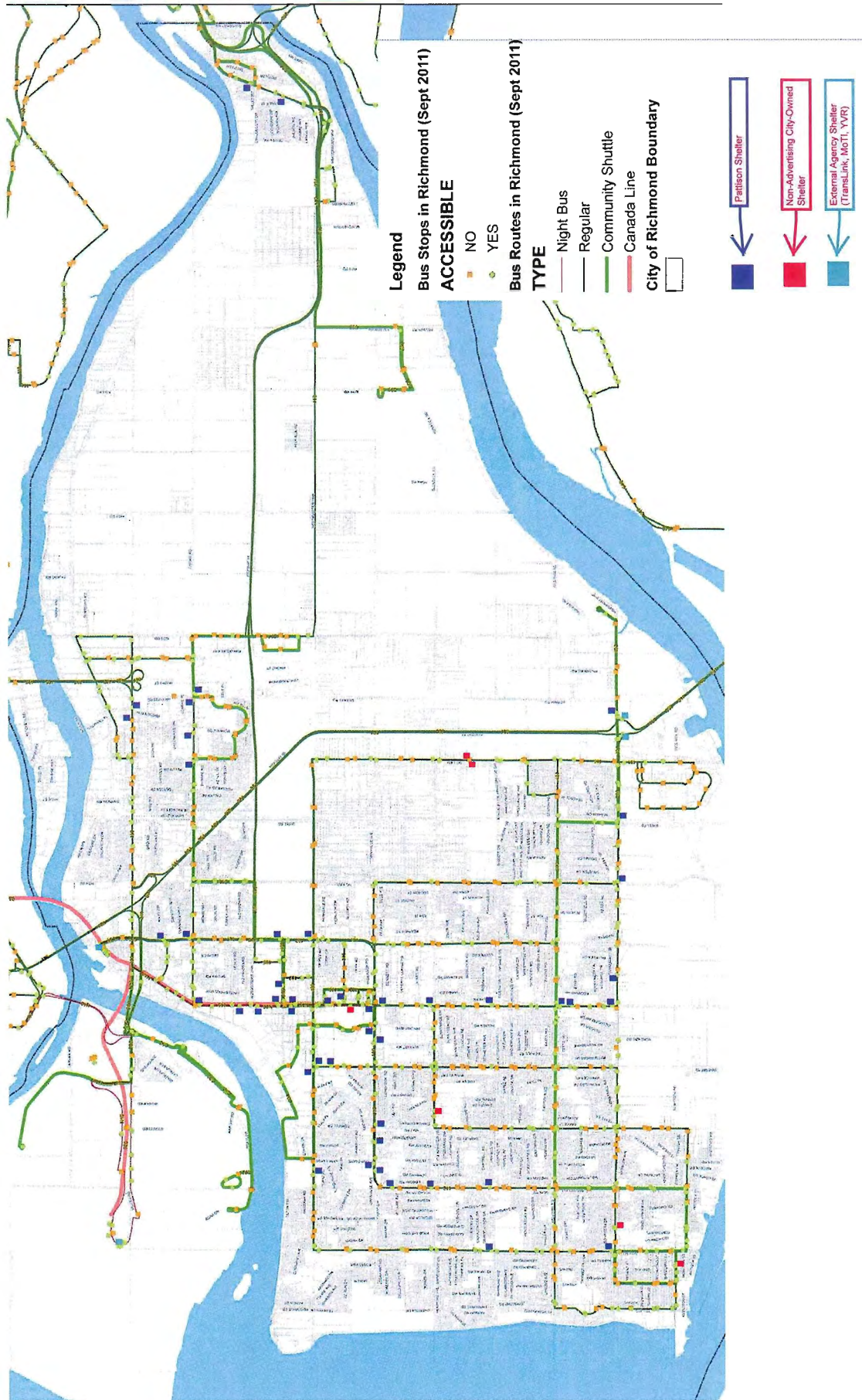


Sonali Hingorani, P.Eng.
Transportation Engineer
(604-276-4049)

JC:jc

- Att. 1: Location of Existing Transit Shelters in Richmond
- Att. 2: Sample of Transit Shelter Programs in Metro Vancouver Municipalities
- Att. 3: Existing Bus Stops with Boarding Activity Equal to or Greater than 25 Passengers/Day
- Att. 4: Potential Questions for Public Survey regarding Transit Shelters in Richmond

Location of Existing Transit Shelters in Richmond



CNCL - 562

Sample of Transit Shelter Programs in Metro Vancouver Municipalities

Municipality	Provider	Term	Comments
Vancouver	CBS Outdoor- JC Decaux	20 years (awarded in 2002)	<ul style="list-style-type: none"> Elements to be provided over term include: transit shelters (900, of which 675 with advertising), benches, litter and recycling receptacles (1,400), multiple publication newsracks (104), modular information kiosks, bike lockers, bike racks (235), automated public toilets (up to 17), pedestrian-oriented map stands (210) Advertising permitted on transit shelters only Advertising revenue expected to be over \$47 million during the 20 year life of the contract 10% (90) of transit shelters reserved for free public service advertising by the City
Surrey	Pattison Outdoor	20 years (awarded in 2009)	<ul style="list-style-type: none"> Elements to be provided over term include: transit shelters with advertising (total to reach 480), stand-alone benches (700 with no advertising), litter and recycling receptacles (1,500), multiple publication newsracks, bike racks (1,500), pedestrian-oriented map stands (25) Approximately 10 new shelters installed annually Criteria for installation of new transit shelter: <ul style="list-style-type: none"> Minimum of 25 passenger boardings/day Minimum of 10,000 vehicles/day passing location 100 advertising panels reserved for free use by City Key Bench has separate contract for transit stop benches with advertising Pattison has separate contract for digital sign program (i.e., free-standing electronic message boards with advertising): <ul style="list-style-type: none"> Four signs currently in place and two additional signs approved for installation
New Westminster	Pattison Outdoor	15 years (awarded in 2008)	<ul style="list-style-type: none"> Elements to be provided over term include: transit shelters with advertising (minimum of one new shelter per year) Allvision Canada/Titan have separate 20-year contract for digital sign program: <ul style="list-style-type: none"> approximately \$2 million/year in revenue expected to be generated 10% of program content supplied free to City for events, emergency announcements, public awareness
Burnaby	City of Burnaby	n/a	<ul style="list-style-type: none"> City took over from Pattison Outdoor in 2011 when existing contract expired Pattison removed 80 shelters and City has been phasing in new shelters via capital reserve funding Contracted back Pattison for maintenance Contracted CBS Outdoor for advertising sales Administration of program and contracts involves hundreds of hours of staff time
Delta	Pattison Outdoor	15 years (awarded in 2004)	<ul style="list-style-type: none"> Elements to be provided over term include: transit shelters with advertising (including 6 non-advertising shelters), benches, litter and recycling receptacles Allowance for an increase of two shelters, two benches and four waste receptacles annually Percentage based revenue share equal to 20% of net advertising revenues, which is expected to equate to approximately \$3.3 million over the 15-year term
West Vancouver	Pattison Outdoor	20 years (awarded in 2011)	<ul style="list-style-type: none"> Elements to be provided over term include: transit shelters with advertising (approximately 30 new shelters) City to receive share of advertising revenues estimated at \$2 million over the 20-year contract
District of North Vancouver	Pattison Outdoor	20 years (awarded in 2014)	<ul style="list-style-type: none"> Elements to be provided over term include: transit shelters with advertising District will not consider moving or electronic signs
Port Coquitlam	Pattison Outdoor	5 years (awarded in 2010)	<ul style="list-style-type: none"> Elements to be provided over term include: transit shelters with advertising (21) Contract has option for further 5-year renewal City receives 25% of advertising revenue with a guaranteed \$130 per month per shelter City also funds its own program for non-advertising transit shelters

Existing Bus Stops with Boarding Activity Equal to or Greater than 25 Passengers/Day

Bus Stop Location	Passengers Boarding/Day	Shelter?
RICHMOND-BRIGHOUSE STN BAY 2: NB NO. 3 RD STN ENTRANCE	2,587	Y
RICHMOND-BRIGHOUSE STN BAY 4A: SB NO. 3 RD FS SABA RD	2,137	N
RICHMOND-BRIGHOUSE STN BAY 7: SB NO. 3 RD FS COOK RD	2,014	Y
RICHMOND-BRIGHOUSE STN BAY 3: NB NO. 3 RD NS SABA RD	1,704	N
BRIDGEPORT STN BAY 8	1,534	Y
BRIDGEPORT STN BAY 3	1,498	Y
BRIDGEPORT STN BAY 7	1,349	Y
NB NO. 3 RD NS CAMBIE RD	898	Y
RICHMOND-BRIGHOUSE STN BAY 1: NB NO. 3 RD FS COOK RD	868	N
BRIDGEPORT STN BAY 4	852	Y
BRIDGEPORT STN BAY 5	821	Y
RICHMOND-BRIGHOUSE STN BAY 5: WB COOK RD NS STAPLES D/W	753	Y
NB NO. 3 RD NS PARK RD	577	N
BRIDGEPORT STN BAY 9	530	Y
BRIDGEPORT STN BAY 11	507	Y
BRIDGEPORT STN BAY 6	501	Y
SB NO. 3 RD FS WESTMINSTER HWY	419	N
WB WESTMINSTER HWY FS NO. 3 RD	410	N
RICHMOND-BRIGHOUSE STN BAY 6A: EB COOK RD @ MED OFFICE	387	N
EB WESTMINSTER HWY FS GILBERT RD	386	Y
EB CAMBIE RD NS HAZELBRIDGE WAY	380	N
BRIDGEPORT STN BAY 10	378	Y
WB CHATHAM ST NS 2 AV	374	N
WB COOK RD FS GARDEN CITY RD	358	N
RICHMOND-BRIGHOUSE STN BAY 6: EB COOK RD @ RBC	343	N
SB NO. 3 RD FS LANSDOWNE RD	341	Y
NB NO. 3 RD FS ACKROYD RD	334	Y
EB GRANVILLE AV FS MOFFATT RD	332	Y
WB CAMBIE RD FS NO. 5 RD	317	Y
SB NO. 3 RD AT LESLIE RD	313	Y
SB NO. 3 RD NS GRANVILLE AV	298	Y
NB GARDEN CITY RD FS BLUNDELL RD	282	N
NB NO. 3 RD FS LANSDOWNE RD	278	Y
NB NO. 3 RD NS WILLIAMS RD	272	Y
SB HWY 99 ONRAMP FS STEVESTON HWY	262	Y
WB CAMBIE RD FS BARGEN DR	243	N
WB CAMBIE RD FS JACOMBS RD	242	Y
BRIDGEPORT STN BAY 5A	241	Y
NB NO. 3 RD FS BLUNDELL RD	225	Y
RICHMOND-BRIGHOUSE STN BAY 5A: NB COOK RD FS BUSWELL ST	219	N
NB NO. 3 RD FS RYAN RD	217	Y
EB GRANVILLE AV FS MINORU BLVD	217	N
EB CHATHAM ST FS 2 AV	216	Y
WB CAMBIE RD AT 12300 BLOCK	216	Y
WB WILLIAMS RD FS NO. 4 RD	214	N
SB NO. 3 RD FS CAMBIE RD	214	N
RIVERPORT RECREATION COMPLEX	212	N
NB RAILWAY AV FS BLUNDELL RD	200	Y
WB STEVESTON HWY FS SEAWARD GATE	195	N
EB GRANVILLE AV FS GILBERT RD	195	N
WB CAMBIE RD FS NO. 4 RD	195	N
NB NO. 1 RD FS FRANCIS RD	194	Y
NB HWY 99 OFFRAMP NS STEVESTON HWY	192	Y
NB NO. 1 RD FS STEVESTON HWY	189	Y
NB GARDEN CITY RD FS LANSDOWNE RD	189	Y
NB NO. 3 RD FS JONES RD	188	N
EB GRANVILLE AV FS RAILWAY AV	182	Y
EB WESTMINSTER HWY NS FORSYTH CRES	182	N
NB RAILWAY AV FS LINFIELD GATE	180	Y
WB CAMBIE RD FS SHELL RD	179	N

 Bus Stop with Transit Shelter

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Existing Bus Stops with Boarding Activity Equal to or Greater than 25 Passengers/Day

Bus Stop Location	Passengers Boarding/Day	Shelter?
EB BRIDGEPORT RD FS SWEDEN WAY	175	Y
NB NO. 3 RD FS LESLIE RD	172	N
NB INSTITUTIONAL ACCESS NS CESSNA	171	N
NB GARDEN CITY RD FS WILLIAMS RD	170	N
WB CAMBIE RD FS HAZELBRIDGE WAY	158	N
WB BRIDGEPORT RD FS NO. 5 RD	157	N
EB LANSDOWNE RD FS COONEY RD	156	N
WB CAMBIE RD FS STOLBERG ST	155	N
EB BLUNDELL RD AT CHEVIOT PL	154	Y
WB BRIDGEPORT RD FS MCLENNAN AV	154	N
NB GARDEN CITY RD AT JONES RD	153	N
EB CAMBIE RD FS JACOMBS RD	148	Y
NB RAILWAY AV FS COLBECK RD	146	N
NB NO. 5 RD FS STEVESTON HWY	143	N
NB NO. 3 RD FS FRANCIS RD	143	Y
WB WILLIAMS RD FS SHELL RD	142	N
EB WESTMINSTER HWY FS NO. 2 RD	141	N
NB NO. 3 RD FS GENERAL CURRIE RD	139	N
WB BRIDGEPORT RD FS SWEDEN WAY	138	Y
NB RAILWAY AV FS WILLIAMS RD	138	N
NB RAILWAY AV FS FRANCIS RD	138	Y
SB NO. 3 RD FS ALDERBRIDGE WAY	137	Y
NB GARDEN CITY RD FS GENERAL CURRIE RD	137	N
EB WESTMINSTER HWY FS MCLEAN AV	136	N
EB CAMBIE RD FS NO. 5 RD	134	N
EB CAMBIE RD FS VIKING WAY	134	N
NB NO. 1 RD FS BLUNDELL RD	134	N
NB GARDEN CITY RD FS BENNETT RD	129	N
NB NO. 1 RD FS TUCKER AV	123	N
EB WESTMINSTER HWY FS HWY 91	122	N
EB CAMBIE RD FS SAINT EDWARDS DR	122	N
WB STEVESTON HWY FS MORTFIELD GATE	119	N
EB COOK RD FS PIMLICO WAY	116	N
EB GRANVILLE AV FS NO. 2 RD	115	Y
NB GARDEN CITY RD FS FRANCIS RD	114	N
WB WESTMINSTER HWY NS HWY 91	114	N
NB GARDEN CITY RD FS CAMBIE RD	114	Y
EB GRANVILLE AV FS LEDWAY RD	112	Y
WB BRIDGEPORT RD FS SHELL RD	110	N
WB WILLIAMS RD FS ARAGON RD	108	N
NB NO. 1 RD FS CHATHAM ST	108	N
NB NO. 1 RD FS YOUNGMORE RD	108	N
EB GRANVILLE AV FS LYNAS LANE	107	Y
EB BRIDGEPORT RD FS NO. 5 RD	105	N
WB WILLIAMS RD FS SEACOTE RD	105	N
EB COOK RD FS BUSWELL ST	102	N
EB MONCTON ST NS NO. 2 RD	101	N
EB WESTMINSTER HWY FS LYNAS LANE	101	N
NB NO. 1 RD AT OSMOND AV	99	N
WB BRIDGEPORT RD FS NO. 4 RD	99	N
WB STEVESTON HWY FS NO. 5 RD	98	N
NB NO. 3 RD FS ALDERBRIDGE WAY	98	N
EB GRANVILLE AV FS AZURE GATE	96	N
WB CAMBIE RD FS VIKING WAY	95	N
EB MONCTON ST FS NO. 1 RD	95	N
NB NO. 1 RD FS GRANVILLE AV	95	N
WB WILLIAMS RD FS ASH ST	94	N
WB GRANVILLE AV FS NO. 4 RD	94	N
NB GARDEN CITY RD FS DAYTON AV	94	N
EB MONCTON ST FS TRITES RD	93	N

 Bus Stop with Transit Shelter

Existing Bus Stops with Boarding Activity Equal to or Greater than 25 Passengers/Day

Bus Stop Location	Passengers Boarding/Day	Shelter?
NB NO. 1 RD FS RICHMOND ST	88	N
NB NO. 1 RD FS MORESBY DR	87	N
WB HORSESHOE WAY FS NO. 5 RD	86	N
NB NO. 2 RD FS DANUBE RD	86	N
NB NO. 5 RD FS SEACLIFF RD	85	N
NB NO. 3 RD FS BENNETT RD	85	Y
EB WESTMINSTER HWY FS ELMBRIDGE WAY	83	N
WB WESTMINSTER HWY FS MCLEAN AV	82	Y
NB GILBERT RD FS BAMBERTON DR	82	N
WB STEVESTON HWY NS COPPERSMITH PL	80	N
SB SEACOTE RD NS SEAPORT AV	79	N
WB CAMBIE RD NS GARDEN CITY RD	79	N
EB WESTMINSTER HWY FS HWY 91 OFFRAMP	77	N
EB WILLIAMS RD FS NO. 1 RD	76	N
WB WESTMINSTER HWY FS MINORU BLVD	75	N
EB CAMBIE RD FS NO. 4 RD	74	N
WB LANSDOWNE RD NS KWANTLEN ST	74	N
NB NO. 1 RD FS PACEMORE AV	74	N
EB CAMBIE RD FS GARDEN CITY RD	74	N
EB WESTMINSTER HWY FS ALDERBRIDGE WAY	73	N
SB NO. 3 RD FS BROWNGATE RD	73	N
NB NO. 2 RD FS WALLACE RD	72	N
NB NO. 3 RD FS SAUNDERS RD	71	N
EB WILLIAMS RD FS FRESHWATER DR	71	N
NB NO. 2 RD NS BLUNDELL RD	71	N
EB BRIDGEPORT RD FS SHELL RD	70	N
EB WESTMINSTER HWY FS GILLEY RD	70	N
EB WILLIAMS RD FS SPRINGMONT DR	69	N
WB STEVESTON HWY NS HWY 99	69	Y
WB GRANVILLE AV FS MINORU BLVD	69	Y
WB COOK RD FS COONEY RD	69	N
EB WESTMINSTER HWY FS MINORU BLVD	68	N
EB PARK RD NS BUSWELL ST	68	N
NB SPRINGMONT DR FS SPRINGMONT GATE	68	N
NB NO. 2 RD FS WILLIAMS RD	68	N
EB WILLIAMS RD FS 4 AV	67	N
EB WESTMINSTER HWY FS RIVERDALE DR	65	N
EB CAMBIE RD FS ODLIN CRES	64	N
NB GARDEN CITY RD FS GLENALLAN GATE	64	N
NB NO. 4 RD FS AMETHYST AV	64	N
WB CAMBIE RD FS SEXSMITH RD	63	N
NB RAILWAY AV FS MAPLE RD	63	N
NB RAILWAY AV FS WOODWARDS RD	63	N
NB GARDEN CITY RD FS SAUNDERS RD	63	N
EB CAMBIE RD FS BARGEN DR	63	N
EB MONCTON ST FS RAILWAY AV	61	N
WB GRANVILLE AV AT MOFFATT RD	61	N
NB GILBERT RD FS BLUNDELL RD	61	N
WB WESTMINSTER HWY FS GILBERT RD	59	Y
WB STEVESTON HWY FS ROSELAND GATE	58	Y
WB CAMBIE RD AT 10200 BLOCK	58	N
NB NO. 3 RD FS ROSEWELL AV	58	N
SB NO. 3 RD NS GENERAL CURRIE RD	57	N
NB GILBERT RD FS WILLIAMS RD	57	N
NB COONEY RD FS WESTMINSTER HWY	56	N
SB GARDEN CITY RD FS BLUNDELL RD	54	N
NB NO. 3 RD FS STEVESTON HWY	54	N
EB STEVESTON HWY FS TRIMARAN GATE	54	N
EB WESTMINSTER HWY FS TIFFANY BLVD	53	Y
NB GARDEN CITY RD FS FERNDALE RD	53	N

 Bus Stop with Transit Shelter

Existing Bus Stops with Boarding Activity Equal to or Greater than 25 Passengers/Day

Bus Stop Location	Passengers Boarding/Day	Shelter?
EB CAMBIE RD AT 12400 BLOCK	53	N
NB GARDEN CITY RD FS WESTMINSTER HWY	52	Y
NB NO. 6 RD AT MAYCREST WAY	52	N
WB KING RD FS NO. 5 RD	52	N
NB 7 AV FS CHATHAM ST	51	N
NB NO. 3 RD AT BROADMOOR BLVD	51	N
EB GORDON WAY AT 21300 BLOCK	50	N
EB BLUNDELL RD FS MOFFATT RD	50	N
EB STEVESTON HWY NS SEAWARD GATE	50	N
SB NO. 6 RD FS MAYCREST WAY	50	N
SB GARDEN CITY RD FS WESTMINSTER	50	N
NB NO. 1 RD FS GEORGIA ST	50	N
SB NO. 6 RD FS INTERNATIONAL PL	49	N
EB GRANVILLE AV FS LIVINGSTONE GATE	49	N
EB WILLIAMS RD FS FORTUNE AV	49	N
NB NO. 5 RD FS WILLIAMS RD	48	N
NB NO. 2 RD FS WOODWARDS RD	47	N
NB NO. 2 RD FS FRANCIS RD	47	N
SB NO. 6 RD FS MAYFIELD PL	47	N
EB BLUNDELL RD FS NO. 2 RD	47	N
SB NO. 3 RD FS BLUNDELL RD	46	N
SB KNIGHT STREET BRIDGE AT MITCHELL ISLAND	46	N
EB HORSESHOE WAY NS NO. 5 RD	45	N
WB BRIDGEPORT RD FS VIKING WAY	44	N
SB NO. 4 RD FS ALEXANDRA RD	44	N
NB GILBERT RD FS LUCAS RD	44	N
EB WESTMINSTER HWY FS MCCALLAN RD	44	N
SB NO. 2 RD FS BLUNDELL RD	43	N
NB NO. 4 RD FS FRANCIS RD	43	N
NB GILBERT RD NS KIMBERLEY DR	43	N
NB NO. 1 RD FS FUNDY GATE	42	N
NB NO. 1 RD FS WILLIAMS RD	42	N
NB GARDEN CITY RD FS CAPSTAN WAY	42	Y
NB NO. 2 RD FS MAPLE RD	42	N
WB BRIDGEPORT RD FS MCLEOD RD	42	N
SB NO. 6 RD NS WIRELESS WAY	41	N
NB 7 AV FS RICHMOND ST	41	N
WB BRIDGEPORT RD FS SMITH ST	41	N
NB GILBERT RD FS FRANCIS RD	41	N
EB STEVESTON HWY NS NO. 1 RD	41	N
SB NO. 1 RD FS FRANCIS RD	40	N
EB MONCTON ST FS EASTHOPE AV	40	N
EB BRIDGEPORT RD AT MCLENNAN AV	40	N
EB STEVESTON HWY FS RAILWAY AV	40	N
SB GARDEN CITY RD FS CAMBIE RD	39	N
WB STEVESTON HWY FS SWINTON CRES	39	N
WB BLUNDELL RD AT 18300 BLOCK	39	N
SB NO. 6 RD FS CAMBIE RD	39	N
WB STEVESTON HWY FS SHELL RD	39	N
SB GRAYBAR RD FS WESTMINSTER HWY	39	N
SB GARDEN CITY RD FS ALDERBRIDGE WY	38	N
WB RIVER RD FS HOLLYBRIDGE WAY	38	N
EB BLUNDELL RD FS GILBERT RD	38	N
WB BLUNDELL RD FS NO. 3 RD	38	N
WB GRANVILLE AV FS GILBERT RD	37	N
SB GILBERT RD FS WESTMINSTER HWY	36	N
WB BLUNDELL RD FS NELSON RD	36	N
NB NO. 4 RD AT DAYTON AV	36	N
SB NO. 4 RD FS ODLIN RD	36	N
EB BRIDGEPORT RD FS SEXSMITH RD	36	N

 Bus Stop with Transit Shelter

Existing Bus Stops with Boarding Activity Equal to or Greater than 25 Passengers/Day

Bus Stop Location	Passengers Boarding/Day	Shelter?
NB NO. 2 RD FS STEVESTON HWY	35	N
SB NO. 3 RD FS JONES RD	35	N
WB CAMBIE RD FS NO. 6 RD	34	N
EB HWY 91 OFFRAMP AT WESTMINSTER HWY	34	N
EB BLUNDELL RD FS MINLER RD	34	N
EB WILLIAMS RD FS GARDEN CITY RD	34	N
NB NO. 4 RD FS BLUNDELL RD	34	N
SB NO. 1 RD FS WESTMINSTER HWY	33	N
EB CAMBIE RD AT STOLBERG ST	33	N
WB WESTMINSTER HWY NS GILLEY RD	33	Y
EB BRIDGEPORT RD FS NO. 4 RD	32	N
NB GILBERT RD FS MANG RD	32	N
NB VIKING WAY FS CAMBIE RD	32	N
EB WILLIAMS RD FS 2 AV	32	N
EB GRANVILLE AV FS NO. 3 RD	31	N
EB WESTMINSTER HWY AT 6400 BLOCK	31	N
NB SPRINGMONT GATE FS STEVESTON HWY	31	N
NB 7 AV NS REGENT ST	31	N
NB NO. 3 RD FS LUCAS RD	31	N
NB KWANTLEN ST FS LANSDOWNE RD	30	N
EB STEVESTON HWY FS RANSFORD GATE	30	Y
NB VIKING WAY FS VIKING PL	30	N
WB LANSDOWNE RD FS COONEY RD	30	Y
WB HWY 91 ONRAMP FS WESTMINSTER HWY	30	N
NB NO. 6 RD AT MAYFIELD PL	29	N
SB NO. 3 RD FS WILLIAMS RD	29	N
SB NO. 6 RD FS COMMERCE PKY	29	N
SB NO. 1 RD FS BLUNDELL RD	29	N
NB GILBERT RD FS BROADMOOR BLVD	28	N
SB NO. 3 RD FS CAPSTAN WAY	28	N
SB NO. 3 RD AT RYAN RD	28	N
EB STEVESTON HWY FS CONSTABLE GATE	27	N
NB GILBERT RD NS AZURE RD	27	N
NB VIKING WAY FS BRIDGEPORT RD	27	N
NB NO. 5 RD AT KINGSBRIDGE DR	27	N
EB WILLIAMS RD FS NO. 4 RD	27	N
WB WESTMINSTER HWY FS ALDERBRIDGE WAY	27	N
WB KING RD NS SEACOTE RD	26	N
NB HAMMERSMITH WY FS SILVERSMITH PL	26	N
NB NO. 1 RD FS PETERSON GATE	26	N
EB WESTMINSTER HWY FS GIBBONS DR	26	N
WB CAMBIE RD FS VANGUARD RD	26	N
NB NO. 6 RD FS WESTMINSTER HWY	26	N
NB SPRINGMONT DR FS SPRINGHILL CRES	26	N
NB GARDEN CITY RD FS ODLIN RD	26	N
NB NO. 3 RD FS SUNNYMEDE GATE	25	N
SB NO. 1 RD FS OSMOND AV	25	N
SB RAILWAY AV FS BLUNDELL RD	25	N
NB SPRINGMONT DR FS SPRINGSIDE PL	25	N
SB GARDEN CITY RD FS LANSDOWNE RD	25	N
NB NO. 5 RD FS BLUNDELL RD	25	N
EB MILLER RD FS RUSS BAKER WAY	25	N
WB VULCAN WAY NS SWEDEN WAY	25	N
SB NO. 1 RD FS YOUNGMORE RD	25	N

 Bus Stop with Transit Shelter

Proposed Questions for Public Survey re Transit Shelters in Richmond

- (1) Are you a Richmond: Resident? Employee? Neither
- (2) Which statement best describes your current status:
- | | |
|--|---|
| <input type="checkbox"/> I work full-time | <input type="checkbox"/> I work part-time |
| <input type="checkbox"/> I am a university student | <input type="checkbox"/> I am an elementary/secondary student |
| <input type="checkbox"/> I am retired | <input type="checkbox"/> None of the above |
- (3) Do you hold a valid driver's licence? Yes No
- (4) Do you have regular access to a motor vehicle to make a journey? Yes No
- (5) From Monday to Friday, how often do you use the bus, on average? (tick one only)
- | | |
|---|---|
| <input type="checkbox"/> Every weekday | <input type="checkbox"/> 3-4 weekdays |
| <input type="checkbox"/> 1-2 weekdays | <input type="checkbox"/> at least one weekday a month |
| <input type="checkbox"/> less than one weekdays a month | |
- (6) On weekends, how often do you use the bus, on average? (tick one only)
- | | |
|--|--|
| <input type="checkbox"/> Every weekend | <input type="checkbox"/> 2-3 weekends a month |
| <input type="checkbox"/> 1 weekend a month | <input type="checkbox"/> less than one weekend a month |
- (7) What is the most important reason that you use the bus? (tick up to three only)
- | | |
|--|---|
| <input type="checkbox"/> A vehicle is not available | <input type="checkbox"/> I am unable to drive |
| <input type="checkbox"/> Cost of parking at destination | <input type="checkbox"/> Difficulty of parking at destination |
| <input type="checkbox"/> To avoid driving in traffic | <input type="checkbox"/> Public transport is the cheapest option |
| <input type="checkbox"/> Public transport is the fastest option | <input type="checkbox"/> Public transport is the most reliable option |
| <input type="checkbox"/> Public transport is better for the environment | |
| <input type="checkbox"/> Public transport provides time to relax / work / read / listen to music | |
| <input type="checkbox"/> Normally don't use public transport | |
- (8) How important is it to you that a bus stop has a shelter? (tick one only)
- | | |
|---|---|
| <input type="checkbox"/> Not important | <input type="checkbox"/> Somewhat important |
| <input type="checkbox"/> Somewhat unimportant | <input type="checkbox"/> Very important |
| <input type="checkbox"/> Indifferent | |

Proposed Questions for Public Survey re Transit Shelters in Richmond

(9) Please rank the relative importance of the following guiding principles for the provision of transit shelters?
(please rank 1 to 3)

- Passenger comfort (weather protection, comfortable and safe waiting area, lighting, improved visibility of a bus stop)
- Urban design and aesthetics (shelters and associated amenities should complement and enhance the surrounding environment)
- Potential revenue and cost (capital and operating costs to the City, potential revenue to City from additional advertising opportunities)

(10) Where are your top three bus stop locations in Richmond where a transit shelter is needed?

1st Location: _____

2nd Location: _____

3rd Location: _____

(11) Do you have any other comments regarding factors that the City should consider in evaluating options for the provision of transit shelters?
