



To: General Purposes Committee
From: Andrew Nazareth,
 General Manager, Business & Financial Services

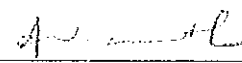
Date: January 7, 2008
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Re: Canada Line Information and Advertising Displays

Staff Recommendation:

- (1) That staff be directed to explore opportunities with InTransit BC for multi-media technology along the Canada Line on No. 3 Road that could be used in providing public information, visual displays, audio and advertising.
- (2) That staff report back to Council with a pilot implementation plan.


 Andrew Nazareth,
 General Manager, Business & Financial Services
 (4095)

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ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER	
Law.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Major Projects.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/> <i>BR</i> NO <input type="checkbox"/>	REVIEWED BY CAO	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

Staff Report

Origin

InTransit BC has approached the City to discuss the possibility of developing opportunities that would enhance the look and feel of the Canada Line along No. 3 Road. This provides the City with a unique opportunity to explore opportunities for multi-media technology along the Canada Line which would dramatically add to the visual appeal of the route along No 3 Road. This technology can be used for providing public information, visual displays, audio and also generate a new source of revenue through advertising.

Analysis

The primary objectives for the City would be to select options that create a marked improvement in the visual appeal along No. 3 Road, and incorporate additional options that would satisfy other important goals such as lighting and luminescence, information sharing and access, instant messaging, as well as contributing to the overall ambiance of the street and stations. The visual impacts of any electronic enhancements along the Canada Line is a major consideration and we would want to ensure that any product selected is tastefully deployed to not only provide information content but also add to the vibrancy of the streetscape.

Some of the aesthetically appropriate technology available that complements and strengthens the City's streetscape plans for No. 3 Road are as follows:

Information Product	Description
1. Interactive Projection technology	Images projected on to any surface
2. Revolution 360° high resolution displays	Wrap-around virtual content panels with built in computer, media player and communications components
3. Interactive Kiosks and Station hi-tech posters	Interactive Multi-media kiosks where users can get access to City information, download videos and ring tones, take and send photos as well as be able to shop online
4. Guideway LED screens	LED flat screens in various sizes



The electronic equipment selected would incorporate cutting edge technology from around the world that creates images which are as sharp in daylight as they are in darkness. As well, the equipment should be designed to withstand tough exterior conditions, be easy to maintain and allow instantaneous secured access to content via the Internet.

In addition to providing advertising content, this type of equipment would offer the City the ability to deploy information and messaging to the public in the form of traffic updates, emergency alerts, special event notices, way finding and other general community information. Broadcasts of the audio and visual content could be programmed to change based on time of day or other requirements. This technology would also permit integration of train schedules and City notice boards as well as the playing of music to provide a more relaxed atmosphere for pedestrians and transit users.

Careful consideration would be given to the size, location and safety aspect of each display product. As well, the products would be piloted in limited numbers at one or two strategic locations to gauge public response before any additional locations were added.

If staff receive approval to explore these opportunities further, the next steps would entail commencing a comprehensive evaluation of options, assessing equipment requirements,

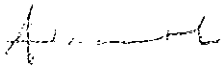
factoring impact on traffic operations in the identification of initial implementation locations, reviewing legal matters regarding content and creating a business case in partnership with InTransit BC.

Financial Impact

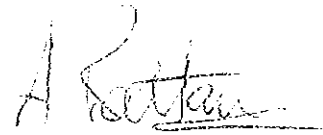
Initial indications are that this project could net the City in excess of \$1 million per year in revenues. This would be based upon a tri-party revenue sharing model between the City, Intransit BC and a full service agency partner, with the agency partner 'front-ending' the capital costs and recovering them from future revenue streams. With this model, the agency partner would also be responsible for installing, operating and marketing the displays at no cost or risk to the City. The City would have access to portions of the electronic displays for use by City departments at no cost. This new revenue source could potentially go towards the City's Public Art Reserve, Leisure Facilities Development Reserve and general revenue.

Conclusion

That staff be directed to explore opportunities with InTransit BC to implement multi-media technology enhancements along the Canada Line on No. 3 Road that would incorporate elements of public information, visual displays, audio and advertising.



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