



**City of Richmond**

**Report to Committee**

To Parks, Recreation & Culture -  
June 28, 2005

**To:** Parks, Recreation & Cultural Services  
Committee

**Date:** June 6, 2005

**From:** Dave Semple  
Director of Parks

**File:** 11-7200-20-SBAN1

**Re:** ICBC Street Banner Sponsorship Proposal

**Staff Recommendation**

That the sponsorship of up to 30 ICBC "Keep Our Future Safe" street banners be approved for commencement in September 2005.

Dave Semple  
Director of Parks  
(3350)

Att. 2

<b>FOR ORIGINATING DIVISION USE ONLY</b>		
<b>CONCURRENCE OF GENERAL MANAGER</b> 		
<b>REVIEWED BY TAG</b>	YES <input checked="" type="checkbox"/> <i>DS</i>	NO <input type="checkbox"/>
<b>REVIEWED BY CAO</b>	YES <input type="checkbox"/>	NO <input type="checkbox"/>

## **Staff Report**

### **Origin**

In 2005 the Parks Department received an offer from ICBC for the placement of 30 “Keep Our Future Safe” street banners.

The purpose of this report is to present the ICBC Street Banner proposal for approval by Council.

### **Analysis**

The “Keep Our Future Safe” is a program sponsored by ICBC. These banners are designed as a reminder to motorists of traffic safety.

In 2003 these banners were placed in areas of high traffic and high visibility throughout various neighbourhoods in Richmond. These banners were placed near the along Cambie, Alderbridge Way and Blundell road.

The placement of the banners would be determined by City Staff working with the RCMP and ICBC for appropriate locations. (Attachment 1)

As per the existing Street Banner - Sponsorship Policy 7703, a sample banner design and written request from ICBC is attached for approval. (Attachment 2)

### ***Proposal***

In summary the proposal from ICBC involves the following:

- ICBC sponsors the cost of creating 30 street banners;
- The City will be responsible for the installation and take down of the banner;
- The proposed street banners will commence in September 2005 with takedown in January 2006 as part of the annual street banner program.

### ***Banner Locations***

The proposed placement of the ICBC banners will be in three locations:

- Minoru Boulevard - 6 poles;
- No 3 Road Middle Median fronts - 8 poles;
- Cambie and No 5 Road - 3 poles;

### ***Enabling Policy***

As per the Street Banner - Sponsorship Policy 7703, the following policy guidelines are supported with the ICBC proposal:

### ***Examples of Similar Street Banner Sponsorship Initiatives***

The ICBC corporate sponsorship street banner sponsorship proposal complements recently corporately sponsored and/or recycled street banner initiatives:

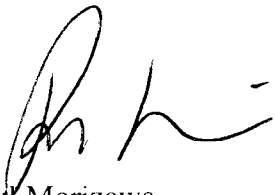
- *2005 100 Years of Rotary*
- *2004 Anniversary of Gateway Theatre Banners*
- *2004 Disability Resource Centre Banners*
- *2004 World Junior Badminton Championships*
- *2003 Fairchild Developments*
- *Steveston Judo Club 50<sup>th</sup> Anniversary*
- *Onni Group of Companies*

### **Financial Impact**

If approved, the ICBC will bear the full cost of the proposed street banner manufacturing. This is estimated at \$4,900. The City would cover the cost of the installation and removal of the banners at an estimated cost of \$1,000 and the staff time required to coordinate this project.

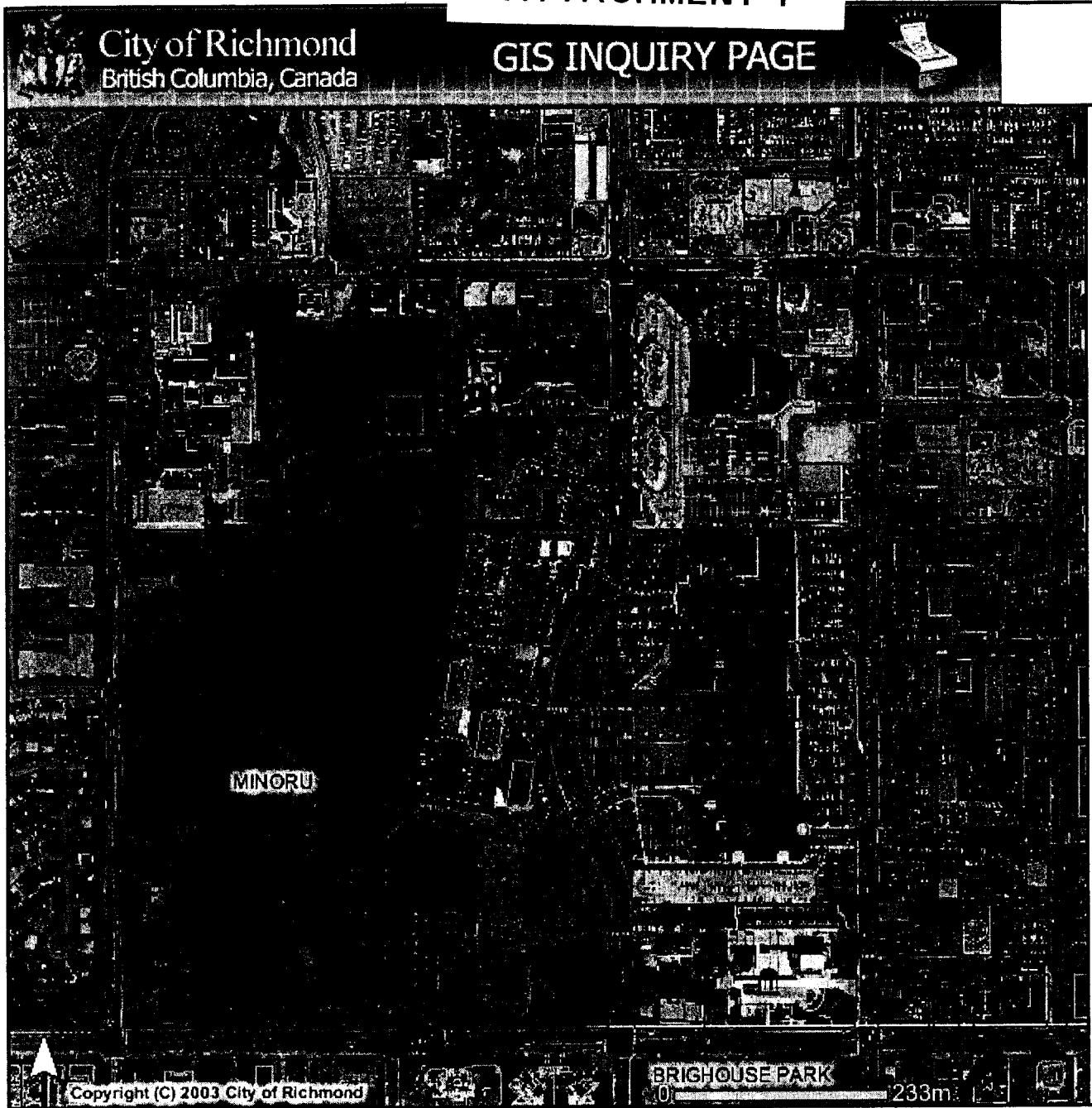
### **Conclusion**

Staff recommends supporting the street banner sponsorship initiative as proposed by ICBC. As presented, the ICBC proposal supports the existing Street Banner Sponsorship Policy 7703 for the provision of street banners, and also complements Richmond's past practise of working in partnership with the community and business for neighbourhood beautification.



Paul Morizawa  
Coordinator Parks Programs  
(1266)

# ATTACHMENT 1



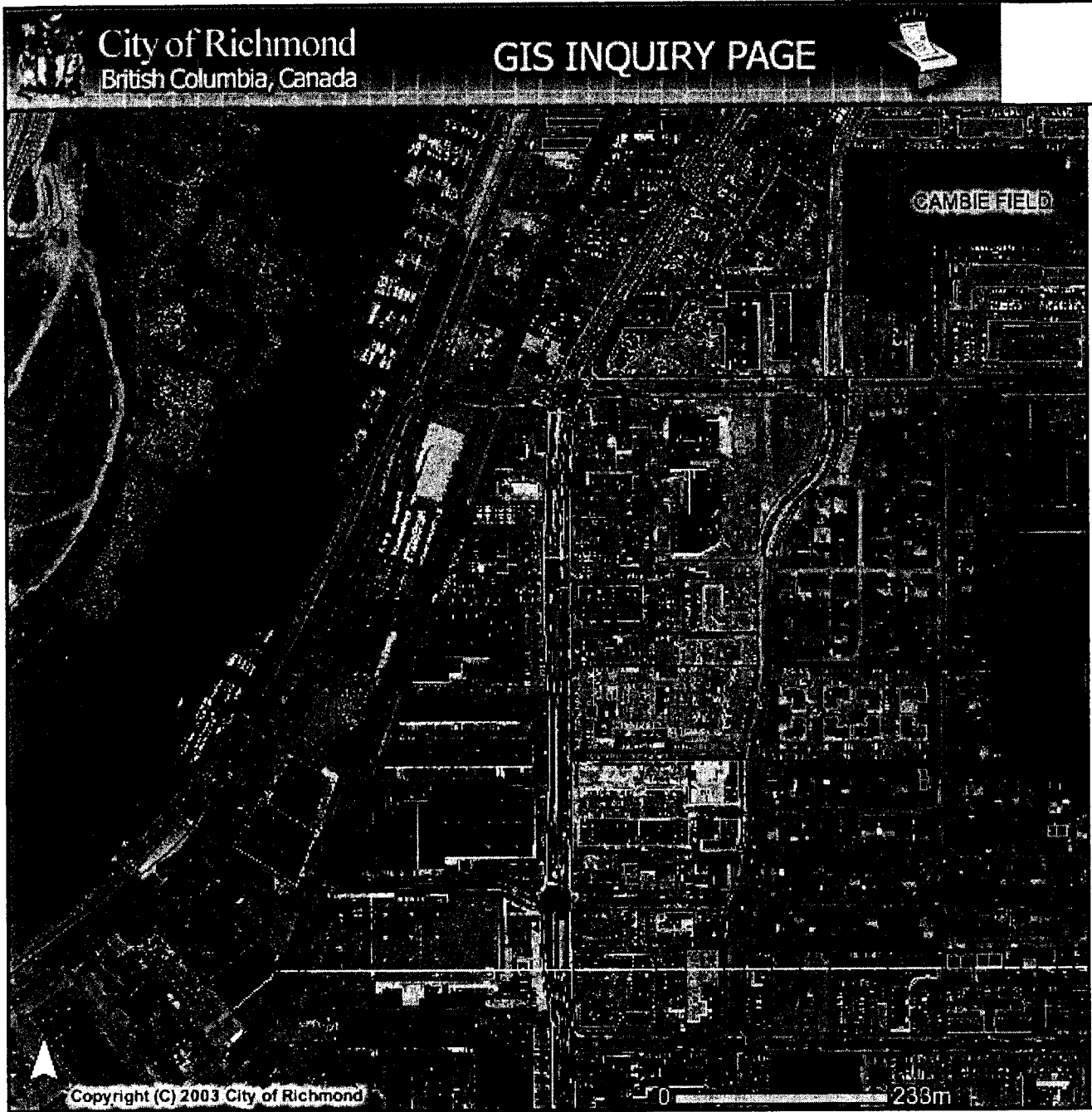
### Disclaimer

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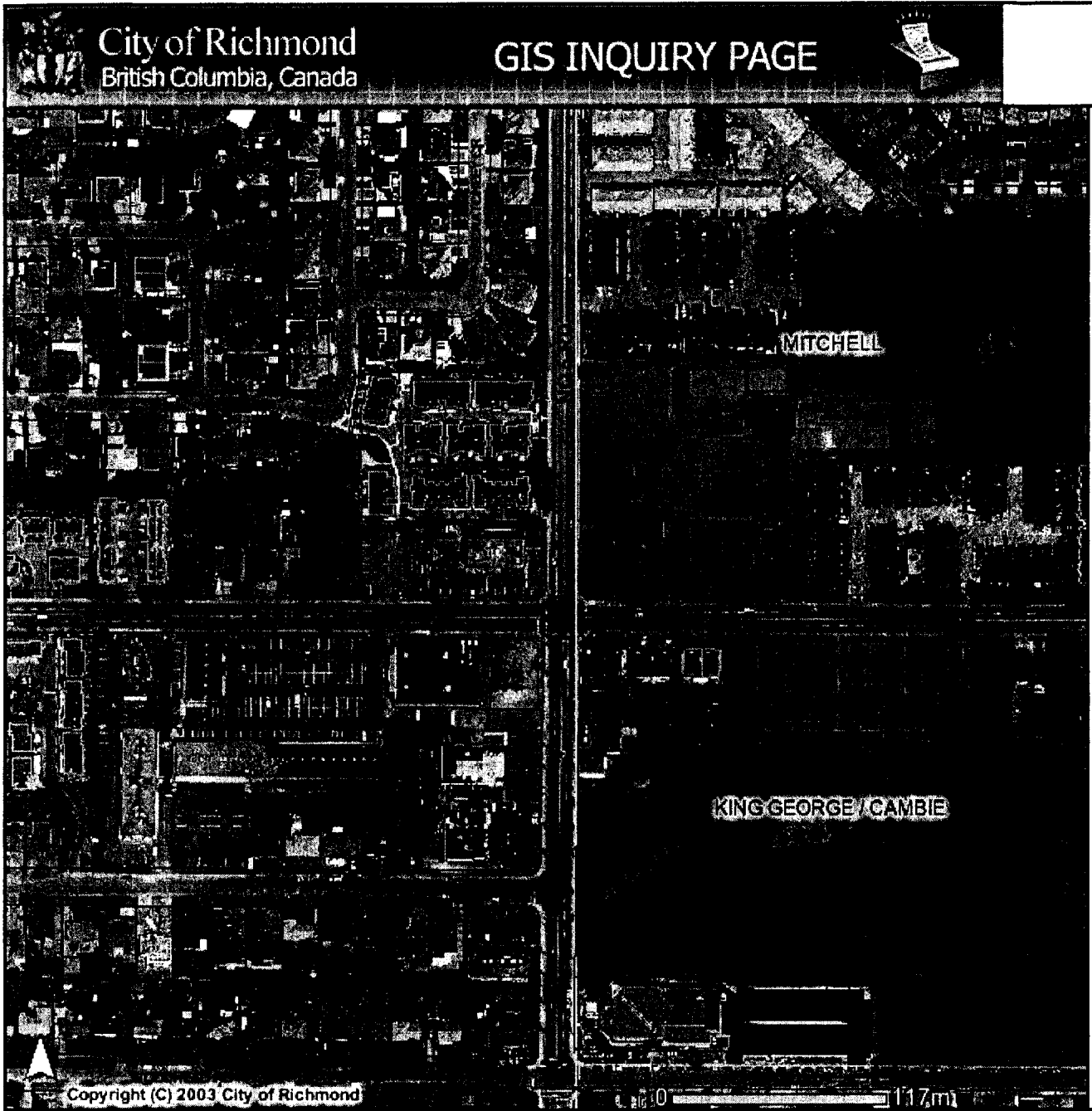
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## ATTACHMENT 2

26-May-05

Mr. Paul Morizawa  
Coordinator, Parks Program  
Parks Recreation and Cultural Services Division  
City of Richmond

Dear Paul:

I am please to offer the "Keep Our Future Safe" banner program to the City of Richmond for 2005. The first set of banners was presented in 2003 and placed in high traffic and high visibility locations throughout various neighbourhoods in Richmond.

This year, we are offering thirty (30) "Keep Our Future Safe" banners (valued at approximately \$4900) to the City of Richmond free of charge. In return we ask the City to be responsible for any costs associated with installing the banners and/or the cost of new hardware.

The "Keep Our Future Safe" banners not only provide an important message to motorists, but also convey a sense of community participation in safety.

Attached are photos of the banners along Alderbridge Way, and Cst. Hwang and Cllr. McNulty posing with a banner. If you have any questions, feel free to contact me.

Sincerely,

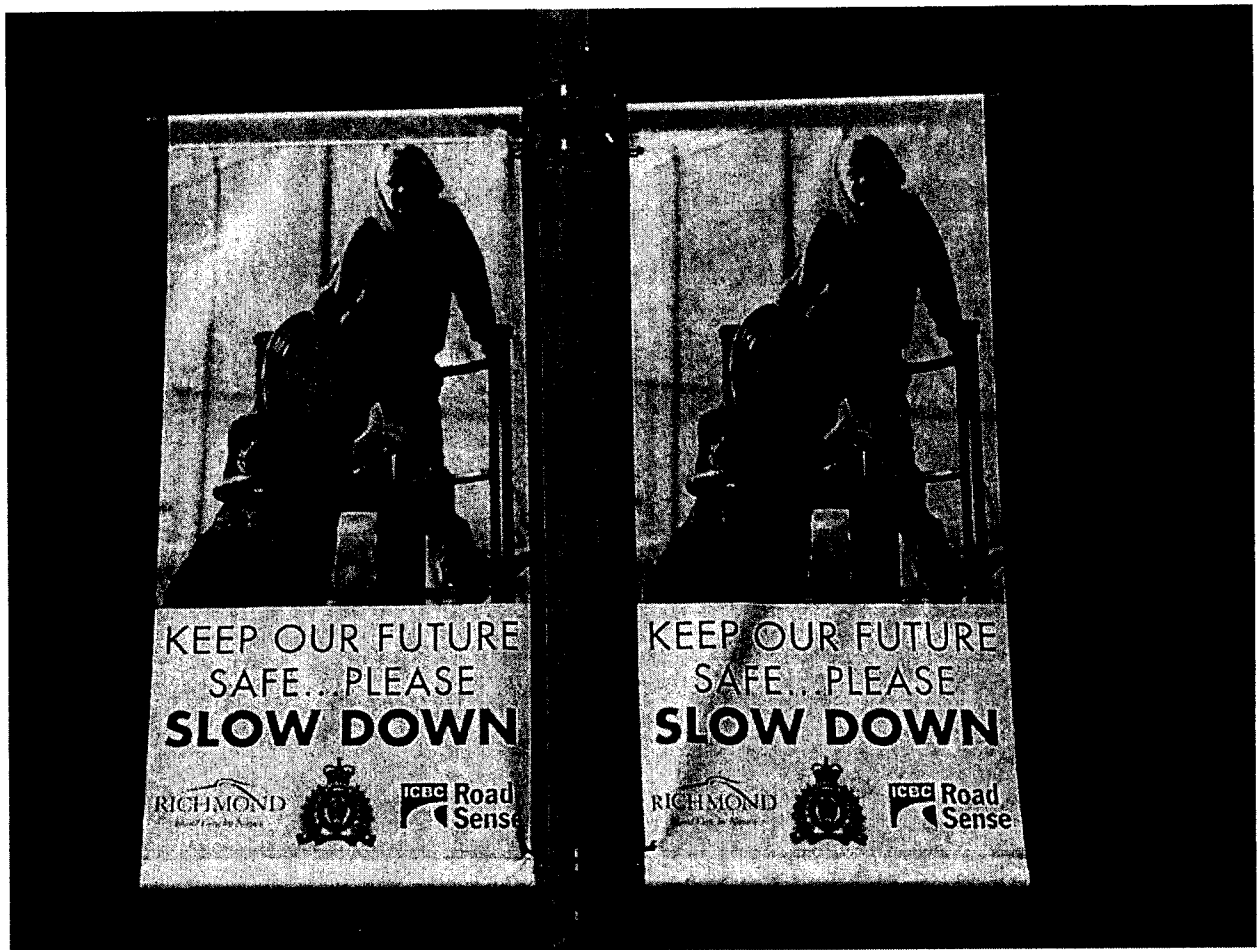
Alex Lee  
ICBC Regional Loss Prevention Coordinator  
Richmond



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W/B on Alderbridge Way and Fisher Dr.





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Posing with banner, RCMP Cst. Hwang (L) and Cllr. McNulty (R)