



## City of Richmond

## Report to Committee

**To:** General Purposes Committee **Date:** July 9, 2009  
**From:** Andrew Nazareth **File:**  
General Manager, Business & Financial  
Services  
**Re:** Canada Line Information & Advertising Displays Implementation

### Staff Recommendation

1. That staff be directed to implement a pilot program of Canada Line information and advertising displays as outlined in the attached report.
2. That the General Manager of Business & Financial Services be authorized to execute the agreements in relation to the approved pilot program.

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

FOR ORIGINATING DEPARTMENT USE ONLY					
<b>ROUTED TO:</b>		<b>CONCURRENCE</b>		<b>CONCURRENCE OF GENERAL MANAGER</b>	
Law .....		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Major Projects .....		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Transportation .....		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
Communications .....		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>
<b>REVIEWED BY TAG</b>		YES	NO	<b>REVIEWED BY CAO</b>	
		<input checked="" type="checkbox"/>	<input type="checkbox"/>	YES	NO
				<input checked="" type="checkbox"/>	<input type="checkbox"/>

## Staff Report

### Origin

Based on the staff report dated March 30, 2009, from the General Manager, Business & Financial Services, entitled "Canada Line Information and Advertising Displays", Council directed staff to negotiate a pilot program of Canada Line information and advertising displays as outlined in the report and to report back on content guidelines, the draft agreement and confirmation of visual safety precautions.

### Analysis

As outlined in the March 30, 2009 staff report (Attachment 1), staff explored the feasibility of installing a number of LED electronic displays along the No. 3 Rd Canada Line route in partnership with InTransit BC (ITBC) on a five year pilot basis. Staff have now concluded discussions with ITBC and their full service agency partner, Lamar Transit Advertising Canada Ltd. (Lamar), and established draft agreement terms to install 1 LED rectangular screen display on the southeast side of the Aberdeen Station (Attachment 2) and 1 LED rectangular screen display on the north side of the Lansdowne Station (Attachment 3). As well draft agreement terms have been established between the City and Lamar to install 1 LED cylinder type screen display (Attachment 4) on City right of way under the Canada Line guideway near Brighthouse Station.

### *Content Guidelines*

With respect to advertising content guidelines, the parties would agree to comply with the standards set out by the Canadian Advertising Standards Council and all federal and provincial statutes and regulations. Additional content guidelines could also be included. Any restrictions on advertising content, however, will have to be consistent with the Canadian *Charter of Rights and Freedoms*. Recently, certain parts of Translink's advertising standards policy were struck down by the Supreme Court of Canada. The Court held that Translink's prohibition of political advertising and restrictions on controversial advertising violated the right to freedom of expression. The Court's comments regarding permissible restrictions on freedom of expression would have to be taken into account in developing any additional content guidelines.

### *Safety Issues*

The placement of the LED screen displays would be visible to both motorists and pedestrians along portions of the No. 3 Rd Canada Line route.

Upon review by Transportation staff of limited available studies on safety impacts, it is concluded that there are inconclusive findings to suggest that these LED displays have either positive or negative impacts on motorists. It is however recognized that there may be a certain level of risk in implementing the proposed displays, but the level of risk is undertermined at this time and staff will monitor the safety impacts over the life of the pilot program.

Similar LED screens have been in use along traffic corridors in the Metro Vancouver region and other North American jurisdictions for many years and have not caused any known traffic safety issues to date.

#### *Draft Agreement Terms*

Under the draft agreement terms for the five year pilot period, the City would receive the following approximate net revenues:

2 LED Rectangular Displays - \$727,000

1 LED Cylinder Display - 55,000

Total - \$782,000

The City would also receive approximately 3.5 hours of daily screen time to display community messages for initiatives, activities and events sponsored by the City and related non-profit groups. The value of this free screen time would be approximately \$12,500 per week and \$650,000 per year.

As well, the electronic displays would be available for Amber Alerts, public safety emergency bulletins and emergency traffic alerts issued by the appropriate federal, provincial and municipal law enforcement authorities.

#### **Financial Impact**

Based on shared net revenue terms, after deduction of capital, maintenance and operating costs for the electronic displays, the City would receive revenue profits of approximately \$782,000 over the five year pilot program.

#### **Conclusion**

As per Council direction, staff have negotiated draft agreement terms with ITBC and Lamar Transit Advertising to install, on a five year pilot basis, three electronic information and advertising displays along the No. 3 Rd Canada Line route. The General Manager of Business & Financial Services will coordinate with the Law Department to review and execute the final agreements in relation to the approved pilot program



Amarjeet S. Rattan

Director, Corporate Programs Management Group

CAO's Office

(4686)

AR:ar

Attachment (1, 2, 3, 4 )



City of Richmond

## Report to Committee

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

**Date:** March 30, 2009**File:**

**Re:** Canada Line Information and Advertising Displays

## Staff Recommendation

1. That staff be directed to implement a pilot program of Canada Line information and advertising displays as outlined in the attached report.
2. That the General Manager of Business & Financial Services be authorized to execute the agreements in relation to the approved pilot program.

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

FOR ORIGINATING DEPARTMENT USE ONLY			
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>	
Law.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Major Projects.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Transportation.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
Communications.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		
<b>REVIEWED BY TAG</b>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	<b>REVIEWED BY CAO</b>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

March 30, 2009

- 2 -

### **Staff Report**

#### **Origin**

Based on a January 7, 2008 Report to Council, staff were directed by Council to:

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

This report identifies the specific technologies and placement of displays that could be considered for a pilot implementation program along the Canada Line on No. 3 Road.

#### **Analysis**

Subsequent to the completion of the Canada Line Rapid Transit System, the IBI Group has been working with the City to create and implement the No. 3 Rd Restoration Plan which includes the Richmond City Council "Approved Streetscape Concept Design".

As the urban designers for the No. 3 Rd Road Restoration project, IBI Group is uniquely positioned to assess the appropriateness of multi-media displays and the ability for them to be seamlessly integrated into the current urban design components.

As any implementation of display and advertising technologies along No. 3 Rd would need to integrate with and enhance this Streetscape Concept, IBI Group scope was expanded to include:

- Identify which technologies ( LED Screens, 360 Revolution Displays, Interactive Kiosks, Interactive Projection Systems) or combination of technologies, would be suitable for implementation along the No 3 Rd/Canada Line
- Identify specific locations for implementing these technologies and provide the reasons/benefits of implementing in each location
- Identify placement configuration, type of technology and specific numbers of displays that could be implemented in the chosen locations
- Provide artists renditions of how the selected technologies would integrate into the overall streetscape along this corridor

Some of the guiding principles elements that the IBI Group established for restoration of the No. 3 Rd corridor, many of which were considered in evaluating the use of the information and display technologies for this initiative, include:

- Great Streets – That the No. 3 Rd corridor shall become a 'Great Street' and the focus of Richmond's downtown as it grows to become a vibrant, attractive urban place
- Design Features and Materials – With qualities that engage the eye such as fountains, public art, and added interest and enjoyment

March 30, 2009

- 3 -

- **Variety** - Variety, activity and liveliness usually result from diversity and animate the street

The IBI Group considered the following multi-media technologies for use along the No. 3 Rd corridor:

Technology	Description
1. Interactive Projection technology	Images projected on to sidewalk surface
2. Revolution 360° high resolution displays	Stand alone 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 access information, download videos and ring tones, take and send photos as well as be able to shop online
4. LED screens	LED flat screens for use at stations, attached to guide way and around guide way pillars

Many other public transit systems around the world have successfully introduced similar types of multi-media displays at stations and other prime locations. With careful consideration given to design standards, this has been achieved in a manner that is aesthetically pleasing, engaging and informative without creating a sense of visual pollution or overload, while still providing the benefits of a new public revenue stream.

After detailed technical analysis and aesthetic consideration, IBI Group "believes that through a measured approach several of the proposed technologies will positively contribute to the richness of the public realm and urban design along No. 3 Rd and at Canada Line Station Plazas". The IBI Group recommends that the following technologies would compliment the "Approved Streetscape Concept Design":

- 1 large format LED screen attached to the exterior wall of three Canada Line stations (Aberdeen, Lansdowne and Brighthouse).
- 10 Revolution 360° high resolution displays located at various points (between Cambie Rd to Saba Rd) under the Canada Line guide way.

The electronic equipment identified by the IBI Group incorporates cutting edge technology that creates images which are as sharp in daylight as they are in darkness. As well, the equipment is designed to withstand tough exterior conditions, is easy to maintain and allow instantaneous secured access to content via the Internet.

In addition to providing advertising content and revenues, the selected displays will offer the City the ability to deploy information and messaging to the public in the form of traffic updates, emergency alerts, special event notices 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. ( Elements of the IBI Group report are attached for review.)

March 30, 2009

- 4 -

City staff are in the process of receiving proposals to renew the existing street furniture program and there will be on-going discussions regarding the compatibility of the Canada Line displays with the street furniture program. However, the two programs are being pursued as separate processes but will be coordinated. As with the street furniture program, the City will require the contractor to comply with the standards set out by the Canada Advertising Standards Council and all federal and provincial statutes and regulations. In addition, the City would be able to develop guidelines with regards to the content of the advertising, subject to federal and provincial statutes and regulations (including the Canadian *Charter of Rights and Freedom*)."

The Canada Line Information and Advertising project is in keeping with one of the core principles of the Long Term Financial Management Strategy which identifies the development of alternative revenue sources as an important piece of preserving and enhancing the City's financial sustainability. As recent analysis presented to Council have shown, the development of alternative revenues is one of the areas that requires improvement if the City is to fully achieve all of the objectives of the Long Term Financial Management Strategy and this proposed project would begin to address that shortfall.

#### **Financial Impact**

Based on a pilot implementation of 2 LED screen and 7 high resolution Revolution 360° displays, initial indications are that this project could net the City approximately \$1.0 million in revenues over a five year period. 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.

#### **Conclusion**

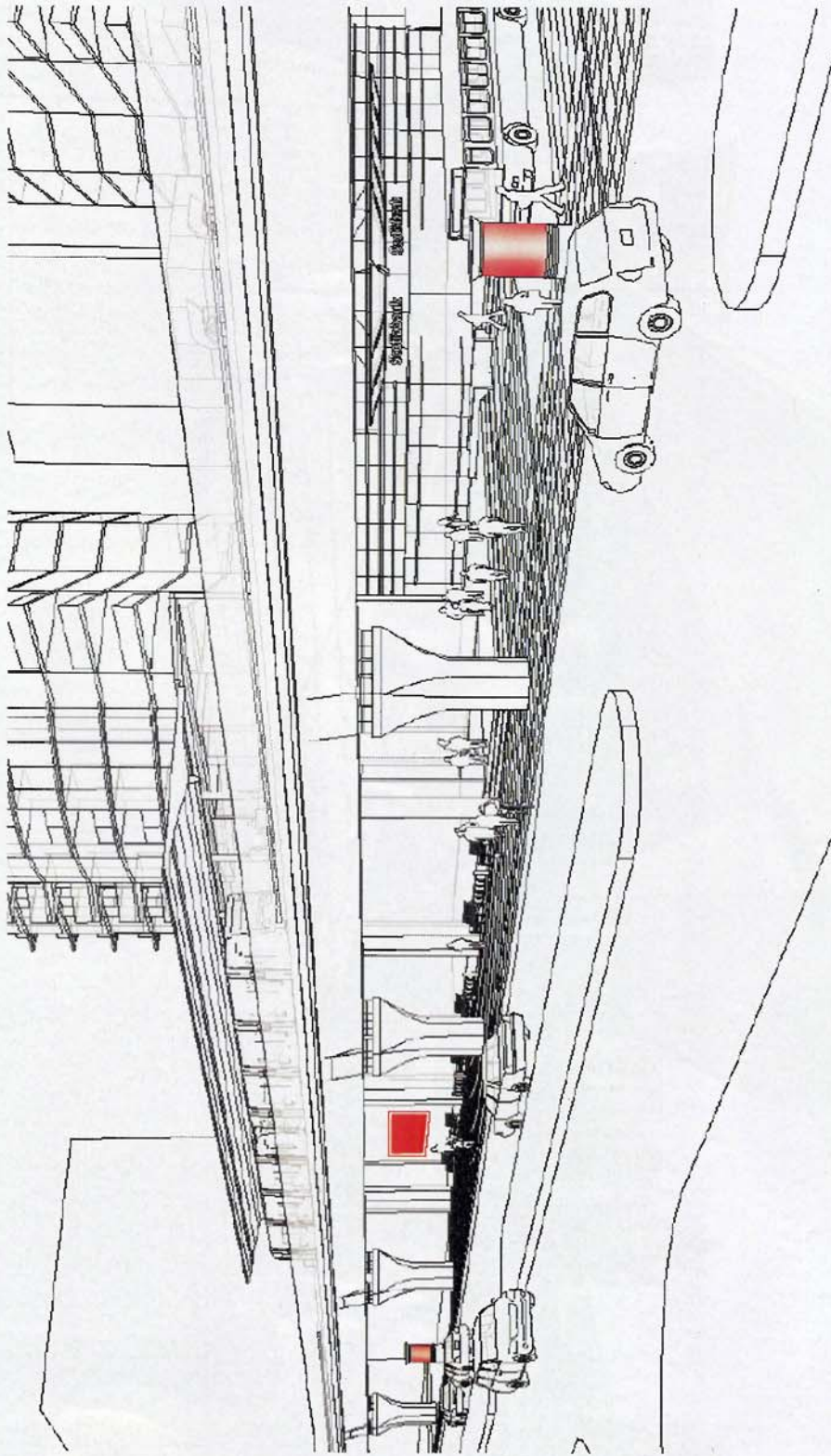
The City retained the services of the IBI Group to determine if multi-media display technologies would be complimentary to the "Approved Streetscape Concept Design" along the No. 3 Rd corridor. Based on the IBI Group analysis, it is recommended that the City proceed with implementation of a pilot program as outlined in this report. The proposed locations for the displays are approximate and the exact sitting details will be determined in conjunction with Transportation and other appropriate City divisions to ensure public safety.



Amarjeet S. Rattan  
Director, Corporate Programs Management Group  
CAO's Office  
(4686)

AR:ar

Attachment (1)

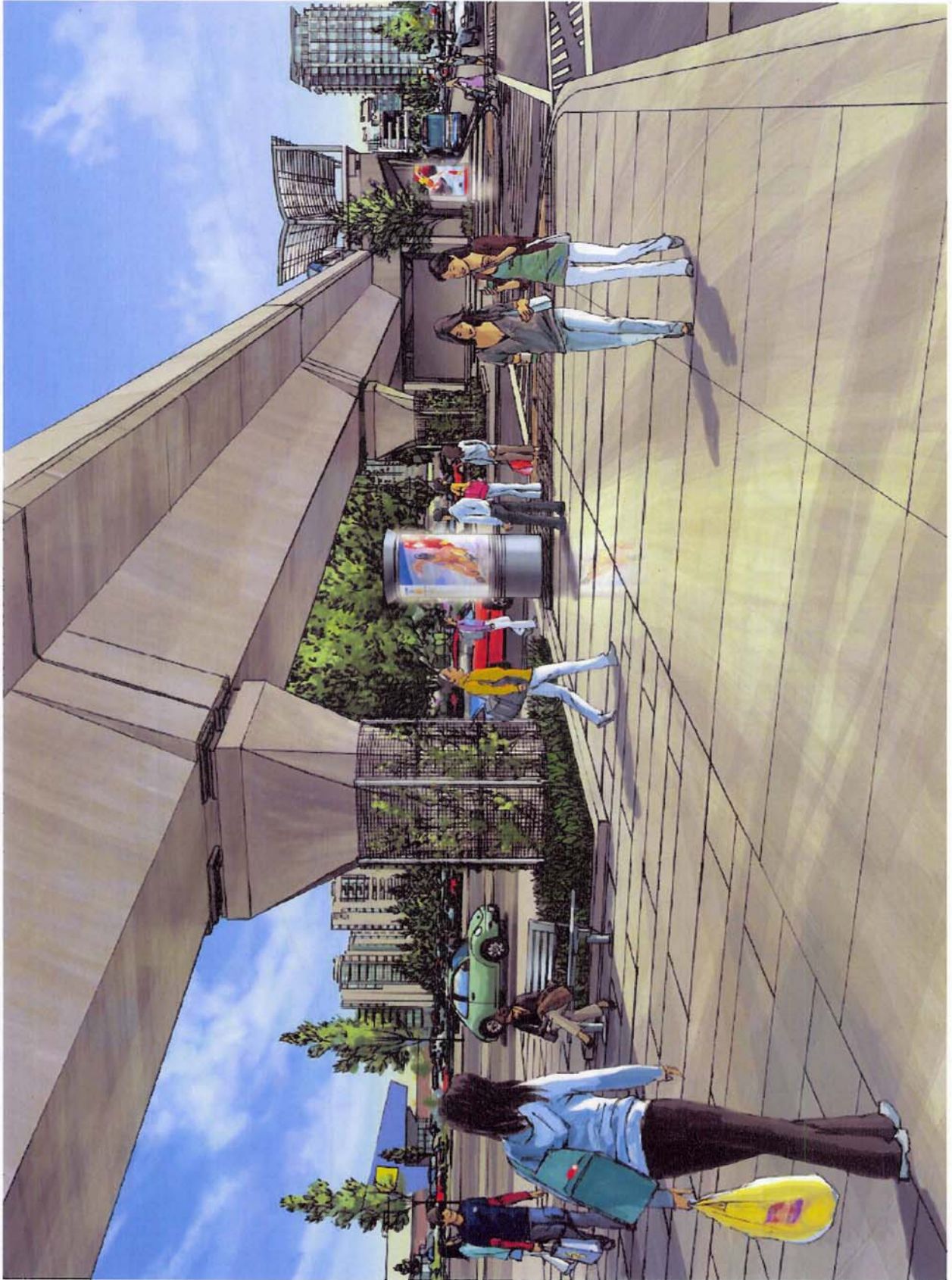


Canada Line Multimedia Information Display & Advertising  
 Integration with No.3 Road Restoration  
 June 2008

IBI Group  
 700-1285 West Pender Street  
 Vancouver BC V6E 4B1 Canada  
 Tel: 604.683.6797  
 Fax: 604.683.0482









Urban Design Principles		Technology & Installation	Visibility/ Ease of Legibility
Large Format LED Screens by Orion	<b>BENEFITS:</b> Creates a prominent and visible advertisement for building to be mounted on	<b>BENEFITS:</b> Large format, Big Screen TV; Pixel Number: 833Wx480H Pixels; lightweight construction	<b>BENEFITS:</b> Large graphic format highly visible from great distances
	Locates close to major transportation infrastructure with a view of building to be mounted on	<b>ISSUES:</b> Best installed on building wall	<b>ISSUES:</b> Best viewed beyond 10m distance
	<b>ISSUES:</b> Position to be viewed from open space (public), location, approaches to major roads, high pedestrian & vehicle traffic zones	Power Supply: 240V single Consumption: 300-400W	Low Resolution image when viewed closely
	Consideration of location with surrounding architecture		

Revolution 360° by LiteLogic	<b>BENEFITS:</b> Hi-contrast version of traditional computer information kiosk	<b>BENEFITS:</b> Facilitates location for custom messaging by location, time of day, etc., daylight viewable	<b>BENEFITS:</b> Highly accessible; designed to be viewed from very close proximity
	Can serve as vehicle for PUBLIC ART in addition to advertisements	Build proof: highly durable, all-weather product	Surface mount LED behind 8mm polycarbonate, 1024x720 resolution, 7 sq. meter screen viewable from 360 deg.
	Freestanding vertical format makes to guideway count down design language	<b>ISSUES:</b> Internal computer processors	
	<b>ISSUES:</b> Located at prominent locations as once infrastructure station passes, entry points	Power Supply: AC120V service	
		Location Software: Remote, real-time management of digital content via internet; very large image, content per location, any time of day	
		Option to deliver community & emergency content on demand	
		Custom Computer: Embedded Media Player & integrated communications option: 3G, GPS, Wi-Fi, Bluetooth, AUSA	

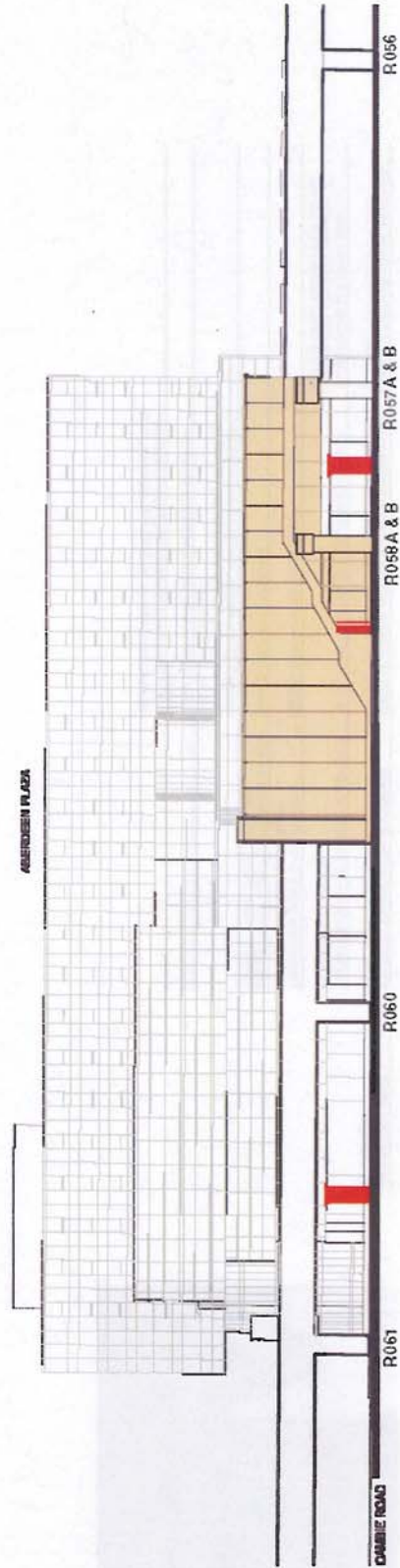
IBI Group  
700-1285 West Pender Street  
Vancouver BC V6E 4B1 Canada  
tel 604 683 8727  
fax 604 683 8492



Recommended Technologies  
Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING  
June 2008





Legend

- Revolution 360°
- Orion LED Display
- Station Zone

Scale 1:400

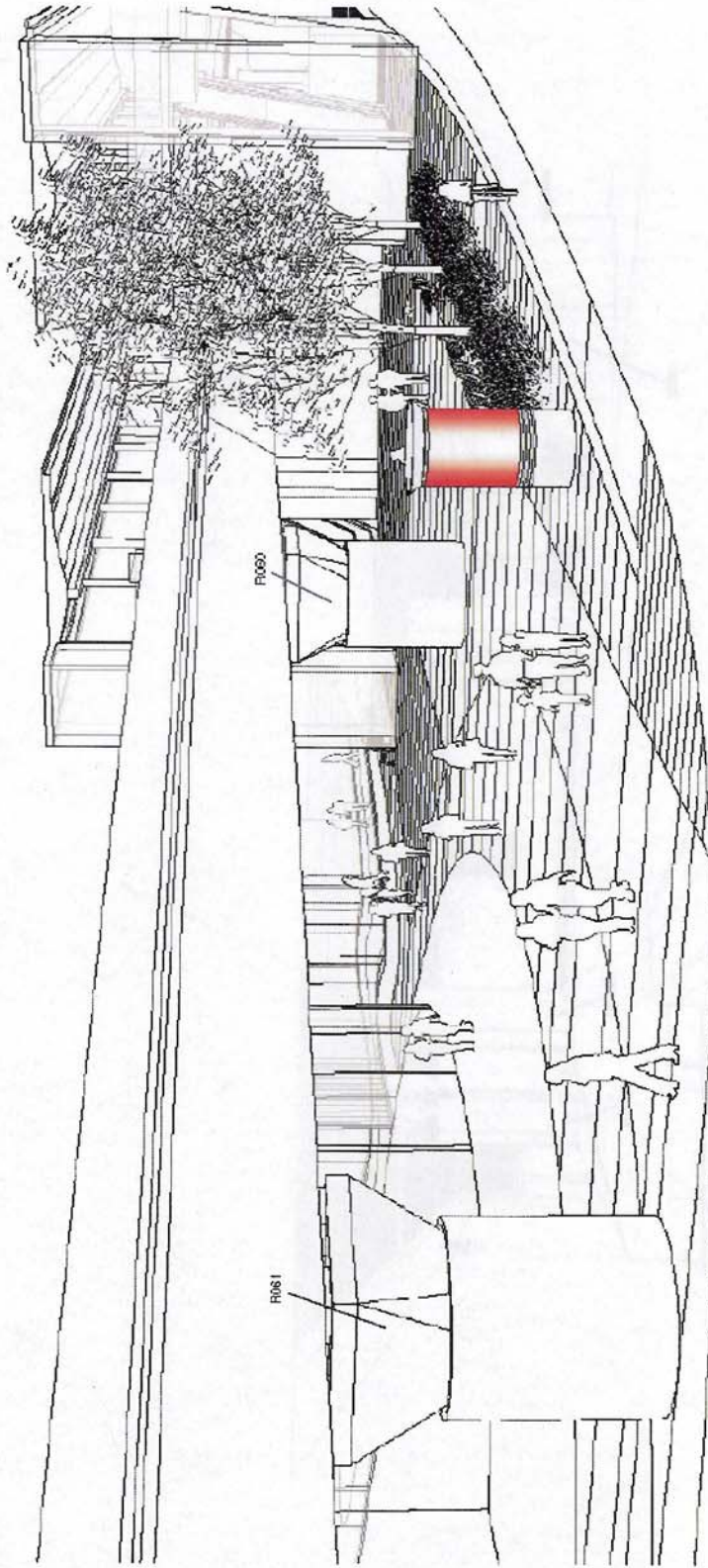
Aberdeen Station West Elevation  
Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING  
June 2008

04

IBI Group  
700-1555 West Pender Street  
Vancouver BC V6E 4S1 Canada  
Tel: 604 683 8727  
Fax: 604 683 0492





05

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING  
June 2008

Aberdeen Station Northwest View  
Integration with No.3 Road Restoration

IBI Group  
700-1000 West Beaver Creek  
Vancouver BC V6E 4B1 Canada  
Tel: 604.493.8797  
Fax: 604.493.8792





IBI Group  
 700-1285 West Pender Street  
 Vancouver BC V6E 4B1 Canada  
 tel 604 683 0797  
 fax 604 683 0482



Aberdeen Station Southwest View  
 Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING  
 June 2008

06

08



Legend

- Herolution 360°
- Orion LED Display
- Station Zone

Scale 1:500

IBI Group  
100-1225 West Pender Street  
Vancouver BC V6E 4B1 Canada  
Tel: 604.683.8797  
Fax: 604.683.0602

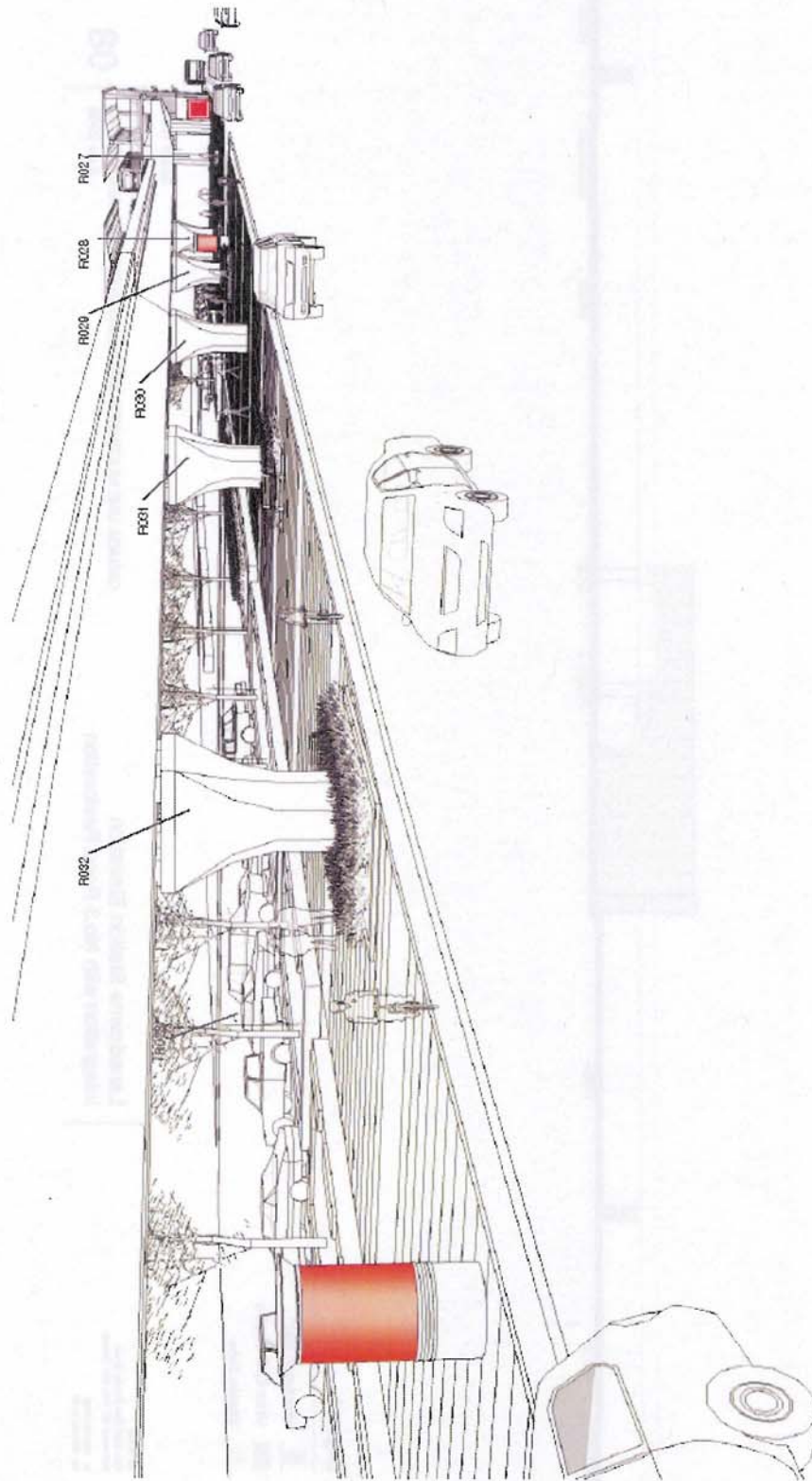


Lansdowne Station Elevation  
Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING  
June 2008

08



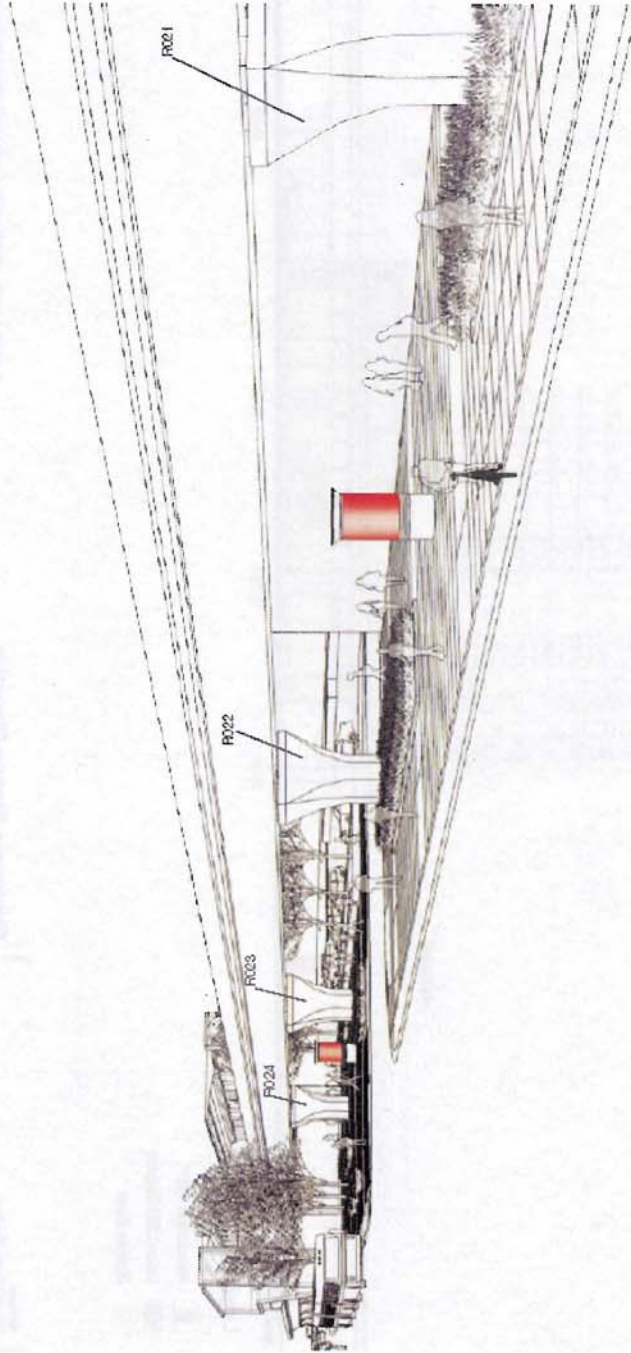


IBI Group  
 1700-1155 West Pender Street  
 Vancouver BC V6E 4B1 Canada  
 Tel: 604 683 8707  
 Fax: 604 683 9402



Lansdowne Station Northwest North Block View  
 Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING  
 June 2008



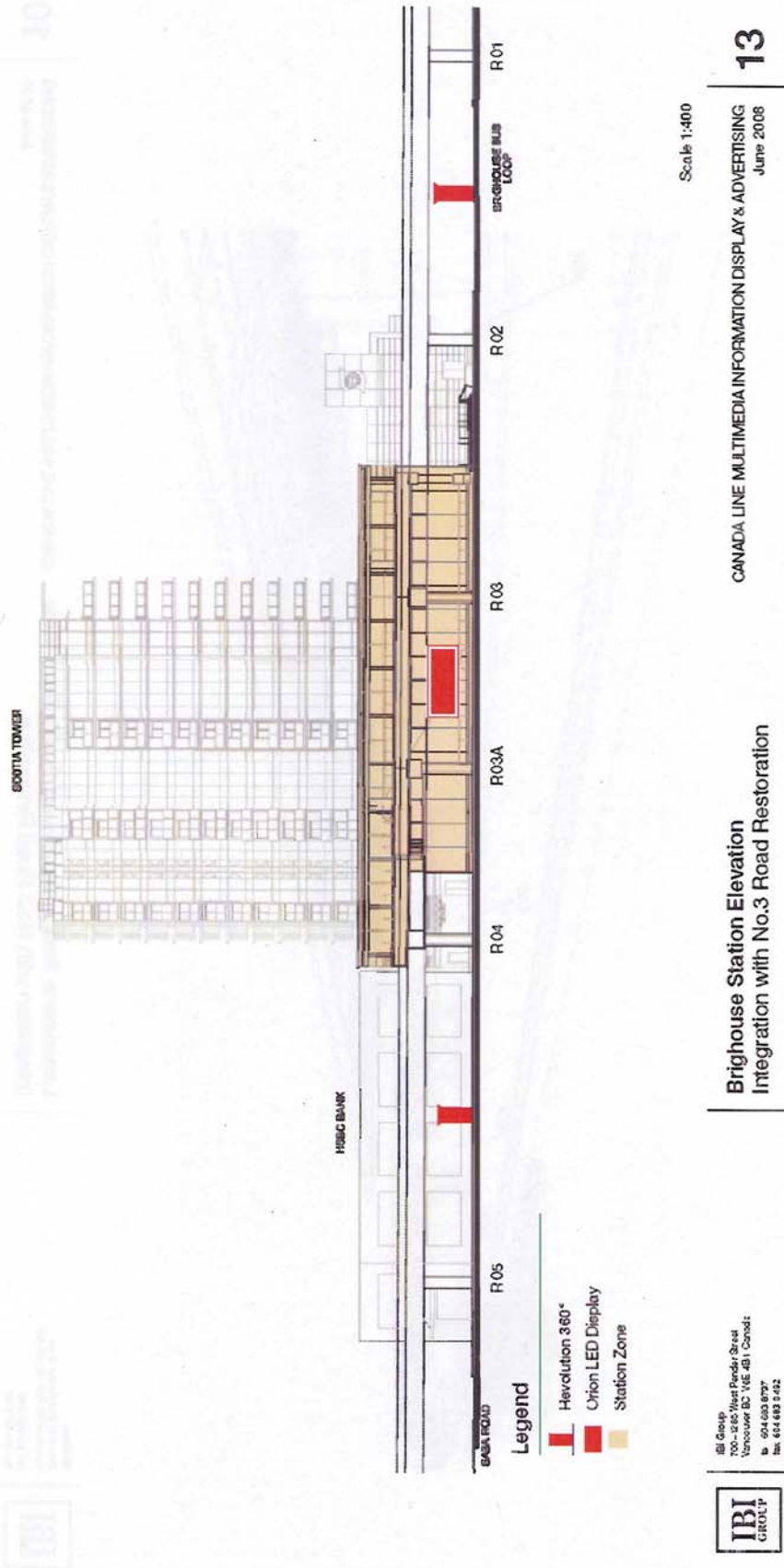
IBI Group  
700-1215 West Pender Street  
Vancouver BC V6E 4B1 Canada  
tel 604 683 6797  
fax 604 683 0492

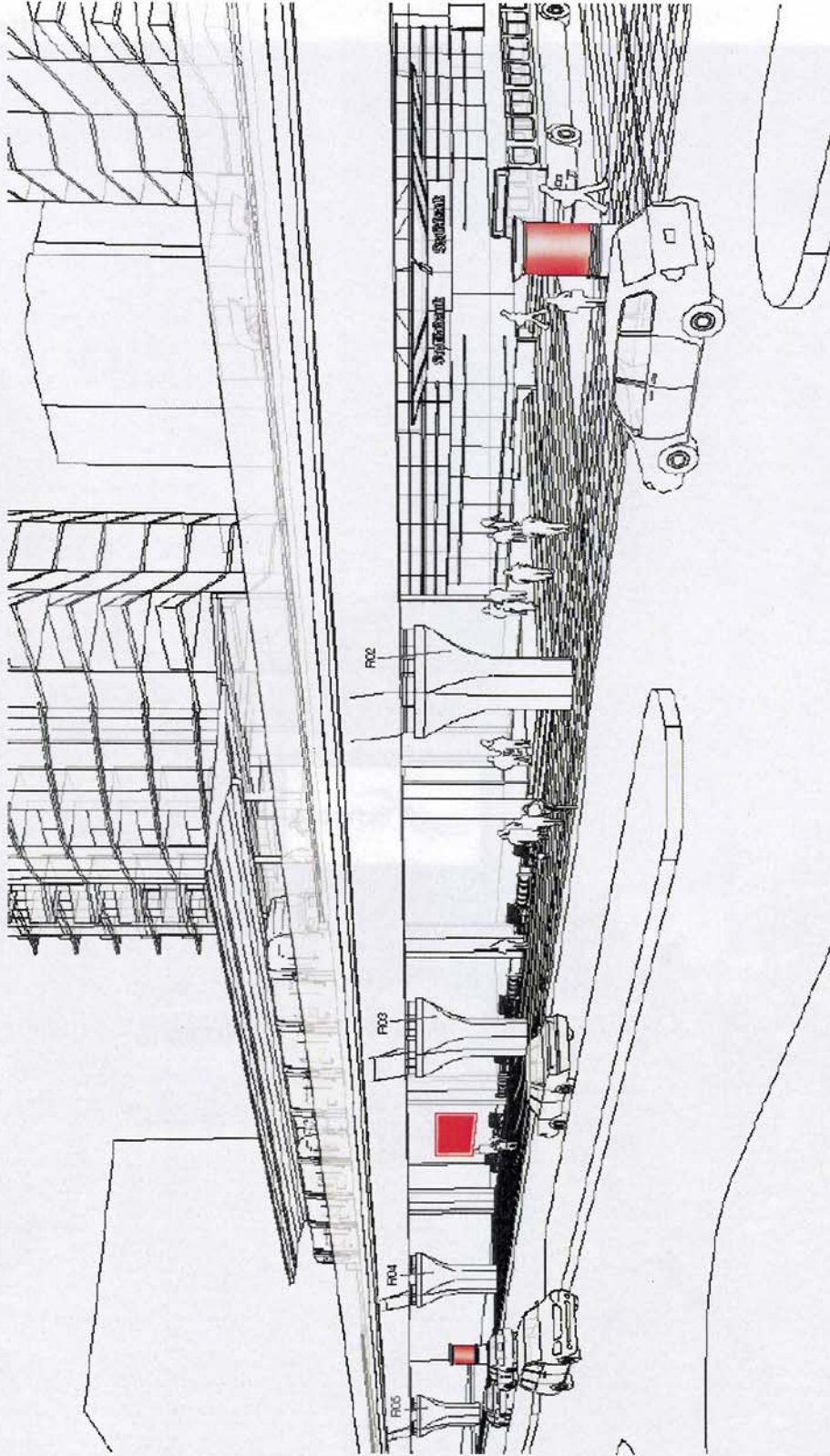


Lansdowne Station Southwest South Block View  
Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING  
June 2008







14

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING  
June 2008

Brighouse Station Southwest View  
Integration with No.3 Road Restoration

IBI Group  
200-1915 West Pender Street  
Vancouver, BC V6E 4B1 Canada  
Tel: 604.683.8707  
Fax: 604.683.6402











