
From: Tony Prevedel
Chief Administrative Officer

Subject: Digital Sign Program
- RCC Media
- File: S4000

Recommendation:

1. That Council approve the Digital Sign Program for the City of Pickering, as identified in the RCC Media Inc. proposal dated January 4, 2018; and
2. That the appropriate officials of the City of Pickering be authorized to take the necessary actions as indicated in this report.

Executive Summary: City staff have consulted with Canadian National Railway (CN) and RCC Media Inc. (RCC Media) to initiate a partnership for a Digital Sign Program in Pickering. The program includes opportunities to fabricate and install digital screens on CN overpasses, and on 4 monument-style signs, strategically located around the City. This will help to beautify CN bridge infrastructure and enhance communication with Pickering residents, businesses, visitors and other stakeholders, allowing them to be better informed, and more engaged, which results in greater understanding, collaboration and action. It also provides prominent space to communicate with residents during an emergency, or other related issues that widely impact our community (i.e., significant weather events).

Financial Implications: Financial commitment is limited to the hydro and data communication fees of the monument-style signs. This is estimated at \$100 per month for each sign, and will apply to only 3 of the 4 signs, as 1 sign is presently equipped to manage a digital screen, and therefore will only require retrofitting. The costs will be incorporated in the current operating budget.

Discussion:

CN Bridge Overpasses

CN Rail owns and manages more than 14,000 rail bridges across Canada and the US. Many communities are challenged by the eventual unsightliness of this infrastructure, as surface finishes degrade over time, or are defaced by unsolicited graffiti. An example of this in our own community is the CN rail overpass on Kingston Road.

Over the years, the City has had discussions with CN, asking for the bridges to be repainted, but were advised the following:

- Transport Canada has stringent rules governing the structural integrity of rail bridges; this includes a costly process to repaint bridges.
- There are no policies regarding the aesthetic upkeep of rail bridges.
- CN aims to treat all communities equally; a program to repaint all CN bridges across Canada would generate an expenditure in the hundreds of millions of dollars and therefore has not been entertained by CN.

This digital signage enables the City to beautify the overpass, while providing opportunity for public and private sector advertising.

CN and RCC Media Partnership

CN has a contract with RCC Media, permitting them exclusive rights to install static and digital signs on CN overpasses across Canada. The sign space is shared between public and private sector advertising.

At the request of CN, and in keeping with their own business engagement policy, RCC Media seeks out municipal approval prior to the installation of any signs.

Digital Sign Program

RCC Media has submitted a proposal for a Digital Sign Program (Attachment 1), outlining a 3-phase approach. Staff will consider Phase 1 a pilot project, and move ahead with subsequent phases following a review of results. The program will be administered through Corporate Communications.

Summary of Phase 1:

1. **A static/digital sign on CN bridge overpass in Pickering - located on Kingston Road, west of Dixie Road (Attachment 2)**

RCC Media will fabricate and install a static/digital sign on the fascia of the overpass. This will include an LED screen to display digital signage, and aluminum frames affixed to each side of the screen, allowing for static vinyl artwork displays.

- The digital sign space will be managed by RCC Media, and allow for third-party advertising, based on Canadian Advertising Standards. The City of Pickering will receive up to a maximum of 240 minutes of digital signage per day (shared with location #2 below), and have full message takeover capabilities in the event of an emergency.
- The static vinyl artwork will be designed and managed by the City, and produced and installed by RCC Media. This space will ensure consistent corporate branding, and the static display will be changed no more than twice a year over the life of the contract.

2. **Conversion of the static 3-sided billboard, currently located within the CN rail corridor at the north/west corner of Liverpool Road and Bayly Street (Attachment 2)**
 - RCC Media will retrofit and replace the static billboard with digital screens, and allow for third-party advertising, based on Canadian Advertising Standards.
 - The City of Pickering will receive up to a maximum of 240 minutes of digital signage per day (shared with location #1 above) and have full message takeover capabilities in the event of an emergency.
3. **RCC Media to complete turn-key operations to 3 new, and 1 retrofitted, monument-style signs with digital displays (see Attachment 1 Appendix A).**

These prominently placed signs will be owned by the City and maintained by RCC Media. They will not display third-party advertising but will enable the City to provide timely and accurate information on City news, events, programs and services to its residents, businesses, visitors, and other stakeholders.

Monument-style sign locations: (Attachment 3)

- Pickering Civic Complex – single-sided
- Centennial Park (Brock Road) – double-sided
- Western Gateway – single-sided
- Pickering Recreation Complex (retrofitted) – double-sided

The signs were designed by staff and commemorate Pickering, reflecting elements that are unique to the City.

- constructed in steel and aluminum with laser cut shapes in brushed finish
- cross angled braces mimic the structural and aesthetic design embedded in our clock tower and interior office windows
- the curved angle of the right hand element represents the waves at our waterfront
- the right hand, vertical laser cut steel elements represent the blend of industry and creative arts
- the left vertical element can also speak to a ladder, rising upward

Phase II & III are described in Attachment 1. A location and photo of the expansion of the Digital Sign Program as noted in Phase II is included in Attachment 4.

New and Innovative Way of Communicating

As a designated Smart21 Community of 2017 and 2018, the City of Pickering strives to strengthen its communications and technology infrastructure to create a more connected, engaged, vibrant, and sustainable community. With the availability of new, sleek and modernized digital signs, the City can accomplish the following:

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- Provide accurate, timely and clear information about City news, events, programs and services, public safety and emergency messages.
 - Allow for short-run, unlimited messages (on City owned-owned monument style signs only. Other locations may be subject to time limitations).
 - Instantly update the digital signs i.e., emergency alerts (on City-owned, monument style, signs only. Other locations may be subject to time limitations).

Other Canadian cities in partnership with RCC Media to deliver static/digital signs include: Calgary, Edmonton, Vancouver, Winnipeg, Montreal, Ottawa, London etc., and locally in the Greater Toronto Area (GTA), Toronto, Brampton, Vaughan and Markham.

Sign By-law – 6999/09

The City's Sign By-law provides an exemption for official signs. An official sign is defined as "any sign erected by, or under the direction of, a government agency and includes signs designating hospitals, schools, libraries, community centres, arenas or other public uses, and signs required under the *Planning Act* by the municipality to inform the public of proposed changes on the property."

The proposed locations for the four monument-style signs are all on City property, and the signs will be set back and elevated to ensure sightlines will not be affected. This has been confirmed by the Engineering Services Department.

Safety

Studies conducted by the Transportation Association of Canada and the University of Toronto have concluded that there is no consensus of increased accident risk related to static/digital signage, and that they are intrinsically safe.

There will be no live motion video, animation or flashing images on any of the signs. The transition from one image to the next is minimal. RCC Media has instilled a conservative approach to the digital products placed in the market.

Specifically:

- lumens and brightness is adjusted based on the area and surroundings - many of the existing bridge digital panels are at 2% brightness in the evening hours
- slide duration and transition is at 6 or 8 seconds which is definitely on the conservative side

It should be noted that over the road variable message signs have been implemented by the Ministry of Transportation and used on the 401 since 2009. This program continues to be expanded.

Communications Plan

Subject to Council approval of this proposal, staff will initiate a communications plan to inform residents, businesses, visitors and other stakeholders.

Attachments:

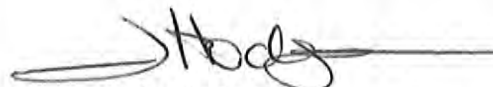
1. RCC Media Inc., Proposal
2. CN Bridge and static sign photos (Phase I)
3. City Monument Sign Location Map
4. Phase II Location and Photos of Proposed Sign Conversions

Prepared By:



Mark Guinto
Manager, Business Development &
Public Affairs

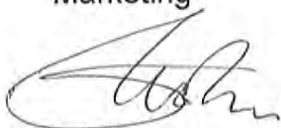
Prepared and Endorsed by:



Judy Hodgson
Division Head, Corporate Communications
& Public Relations



Catherine Hodge
Senior Coordinator, Business Development &
Marketing



Shauna Muir
Coordinator, Corporate Communications &
Community Engagement

Recommended for the consideration
of Pickering City Council



Jan. 12, 2018

Tony Prevedel, P.Eng.
Chief Administrative Officer



Date: January 4, 2018

THE CORPORATION OF THE CITY OF PICKERING

Pickering Civic Complex

1 The Esplanade

Pickering, ON L1V 6K7

ATTN: **Mark Guinto - Manager, Business Development & Public Affairs**

cc: **Deanne Childs - Coordinator, Marketing Partnerships**

RE: **Digital Messaging Program - City of Pickering**

Further to our meeting dated November 14, 2017 and subsequent discussions thereafter, please find below RCC Media's proposal to be presented to City of Pickering city council (scheduled for January 2018) as it relates to digital messaging in The City of Pickering.

PHASE I:

CITY OF PICKERING TO RECEIVE

- Complete turn-key operations and ownership of (3) new and (1) retrofitted (Pickering recreational centre) digital/pylon signs
- RCC Media Inc. agree to fabricate and install digital/pylon signs as per city staff provided specs and locations - see Appendix A. Updating of digital panel screens only at Pickering Recreational Centre.
- City of Pickering to receive full and sole access to above (4) digital sign locations for programming and use
- City of Pickering to receive up to a maximum of 240 minutes per day on RCC Media digital locations in market
- City of Pickering to receive emergency takeover abilities of in market RCC Media digital locations when/if required

INCLUDES:

- all costs associated with design, fabrication / build, and install c/o RCC Media
- hydro service hook up to be completed and paid for c/o RCC Media - Estimated at \$20K per location
- LED yearly software licensing fees to be paid for c/o RCC Media - 24/7 service support provided directly to City of Pickering communications department for software issues. Software player (TBD). Estimated \$5K per annum
- full maintenance of structure and LED screens for the term of the program c/o RCC Media (LED units are inspected remotely via webcam for deficiencies - expedited on-site service/repair performed as required). Many hardware issues can be addressed remotely.

NOT INCLUDED:

- hydro and data/communications fees - estimated \$100 per month. Accounts need to be established naming city as primary account holder

RCC MEDIA TO RECEIVE

- fabricate and build static/digital signage system for Kingston Road bridge location
- retrofit and replace existing static billboard with 10x30 digital panels located at Liverpool N/O Bayley Drive - ES
- See Appendix B



PHASE II:

- RCC Media proposes a review is conducted following completion of 3 years from start date of Phase I
- With positive review and feedback, RCC Media proposes the development of (2) additional locations for RCC Media digital use and conversion. Without the need to go back to city council for approval. City staff would be able to approve directly. Locations include:
 - CP bridge located at Brock Road S/O Taunton Road
 - existing 10'H x 20'W static billboard on Bayley Road W/O Liverpool
 - See Appendix C
- With approval from city staff following year 3 study, RCC Media agrees to provide City of Pickering with ownership and full turn key operations to an additional digital/pylon sign - location TBD by city staff. Overall size and specifications for new digital/pylon signage to be similar to Phase I units.
- City of Pickering to receive up to a maximum of 240 minutes per day on (2) new phase II RCC Media digital locations

PHASE III:

- Following the completion of year 10 of Phase I start date, City of Pickering agrees to extend original 15 year program term by an additional 5 years (20 years total)
- In return, RCC Media agrees to update and replace all Phase I/II city LED screens following 10 years of service.

TERM:

- Program Term = 15 years
- Term Option: City of Pickering option to extend an additional 5 years - as per Phase III - RCC Media to replace all city LED screens following 10 years of use

SPECIAL NOTE / CONDITION:

- in the event that any of the above City or RCC Media locations are deemed not suitable for use or completed units require amendments/updates in the future (ie. relocate or removal due to street widening / development initiatives / bridge repairs, etc) the City of Pickering and RCC Media agree to work together to find new suitable location as an alternate

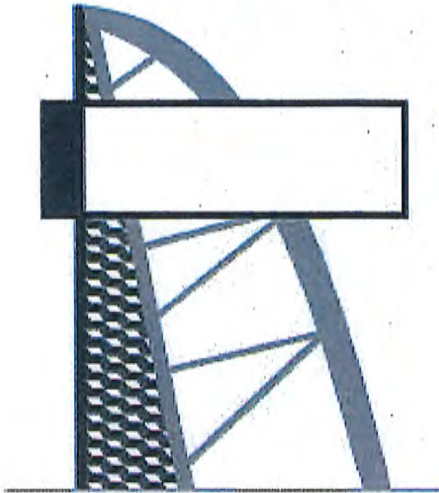
If you have any questions / concerns, feel free to contact me direct any time.

TONY ROMANELLI
President - RCC Media
416-650-6000 Ext. 222

APPENDIX A - PHASE I

SIGN #1

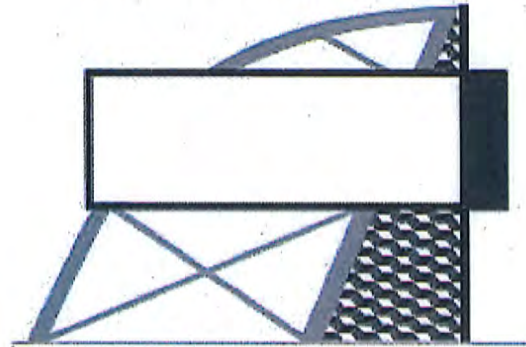
- Proposed Location: Centennial Park - Brock Road
 - double facing
 - overall size = 8'w x 18'h
 - digital screen size = 10'w x 5'h (13mm)



Signage Proposal:
 replace existing frame/signage
 materials: aluminum, stainless steel, and semi-rigid fabric
 sign: 10'w x 5'h (13mm) 10'w x 5'h
 stainless stainless painted

SIGN #2

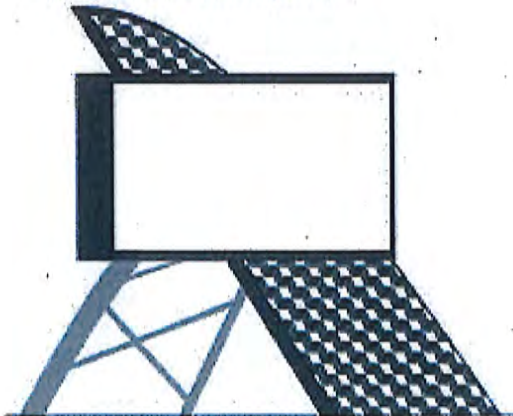
- Proposed Location: Western Gateway
 - single facing
 - overall size = 9.5'w x 10'h
 - digital screen size = 8'w x 4'h (13mm)



Signage Proposal:
 replace existing frame
 materials: aluminum, stainless steel, and painted metal mesh
 sign: 8'w x 4'h (13mm) 8'w x 4'h
 stainless stainless painted

SIGN #3

- Proposed Location: Civic Complex Entrance
 - single facing
 - overall size = 12'w x 9.5'h
 - digital screen size = 8'w x 4'h (13mm)



Signage Proposal:
 replace existing sign
 materials: aluminum, stainless steel, and painted metal mesh
 sign: 8'w x 4'h (13mm) 8'w x 4'h
 stainless stainless painted

SIGN #4

- Proposed Location: Recreational Centre
 - double facing
 - replace LED screen only
 - digital screen size = TBD (13mm)



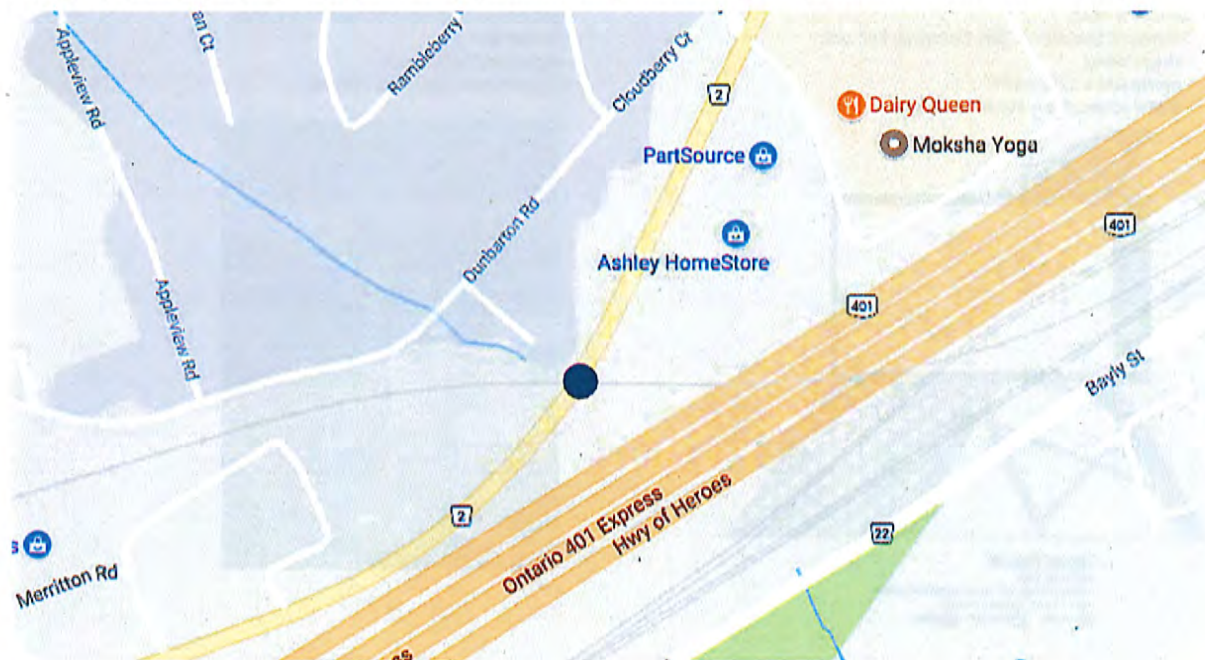


APPENDIX B - PHASE I

Liverpool Road N/O Bayly Street West Side - 10'H x 30'W Proposed Digital Billboards
- Conversion of existing static billboard location



Kingston Road N/O Hwy 401 - Proposed Digital Bridge Spectacular 8'H x 28'W



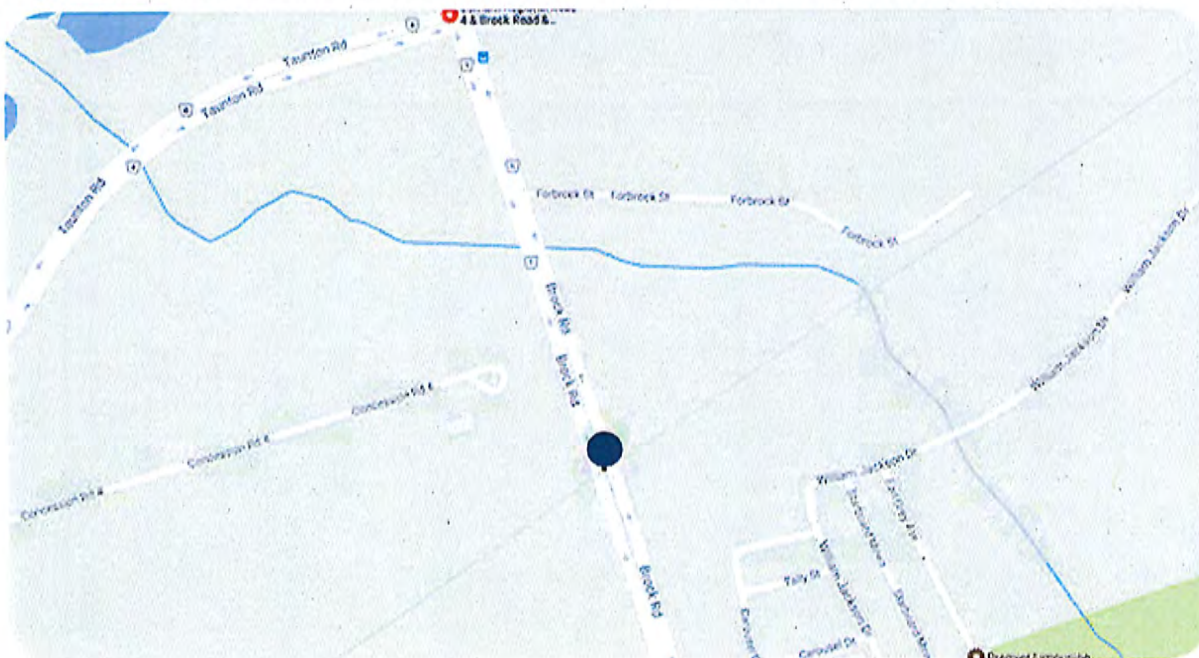


APPENDIX C - PHASE II

Bayly Street W/O Liverpool Rd - 10'H x 20'W Proposed Digital Billboards - Conversion of existing static billboard location



Brock Road S/O Taunton Road - Proposed Digital Bridge Spectacular 8'H x 28'W



Phase 1 (as per Appendix B to proposal dated January 4, 2018)



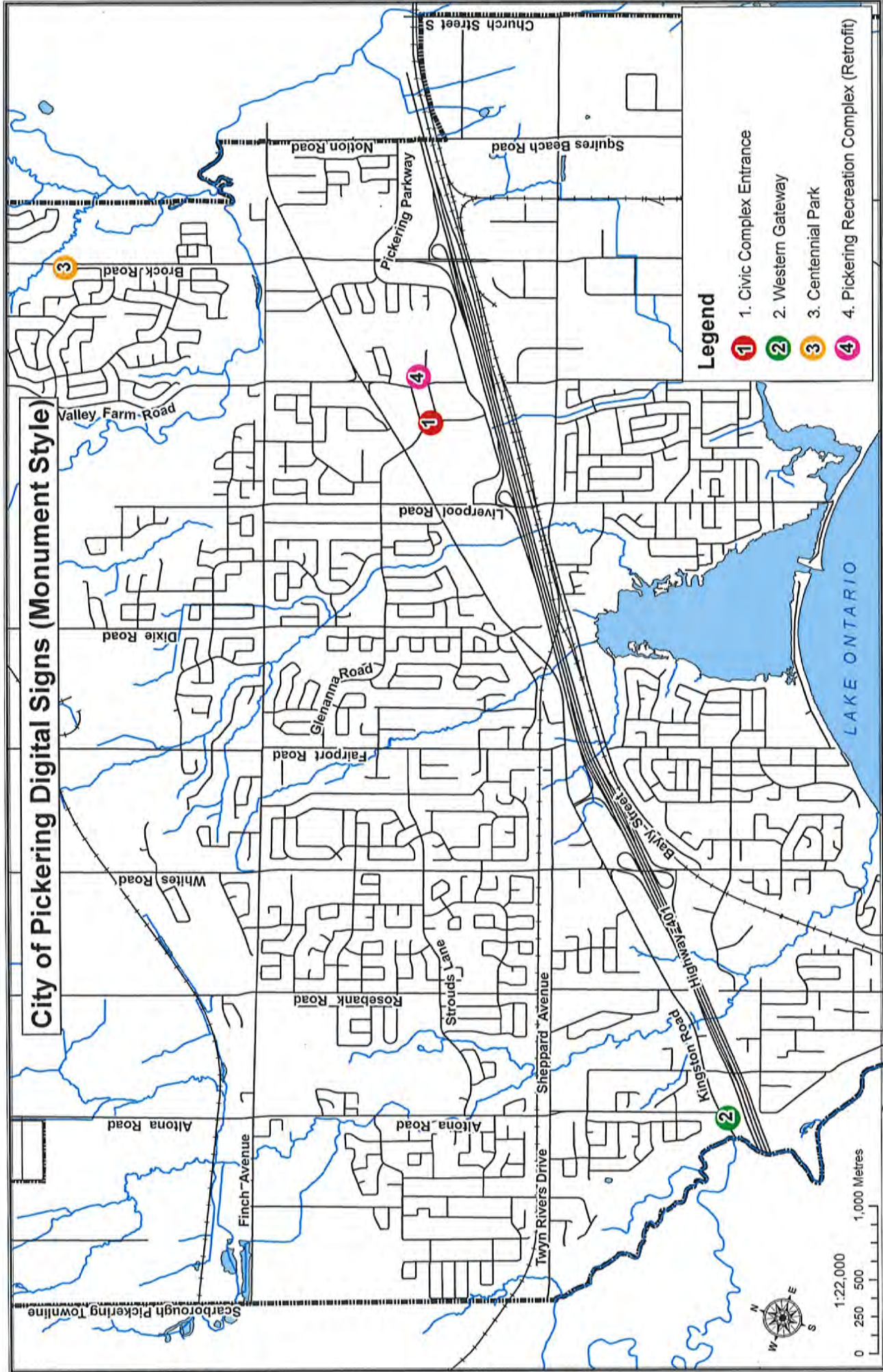
CN Bridge Conversion to static/digital signage on fascia– Kingston Road north of Highway 401



Conversion of existing static sign to digital – Bayly Street west of Liverpool Road



City of Pickering Digital Signs (Monument Style)



Legend

- 1** 1. Civic Complex Entrance
- 2** 2. Western Gateway
- 3** 3. Centennial Park
- 4** 4. Pickering Recreation Complex (Retrofit)



1:22,000
 0 250 500 1,000 Metres

Phase 2 (as per Appendix C to proposal dated January 4, 2018)



CN Bridge – Brock Road south of Taunton Road – Conversion to static/digital signage on fascia



Conversion of existing static sign – Bayly Street east of Liverpool Road