

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>

To: "Direct to Mayor and Council - DL"

CC: "City Manager's Correspondence Group - DL"

"Dobrovolny, Jerry" <jerry.dobrovolny@vancouver.ca>

Date: 5/30/2019 4:25:08 PM

Subject: Memo - Update Digital Advertising - Street Right of Way

Attachments: Memo - Update Digital Advertising - Street Right of Way.pdf

Dear Mayor and Council,

Please see the attached memo from Jerry Dobrovolny. A short summary of the memo is as follows:

- The City's street furniture contractor, Outfront, will be installing digital advertising panels at seven locations as part of a static digital advertising pilot.
- Benefits to the City include increased revenue, the ability to trial digital media in the City, and the opportunity to solicit public feedback for future digital and advertising projects.
- The installation work has commenced and will continue through to the end of June 2019.

If you have any questions, please feel free to contact Jerry Dobrovolny at 604-873-7331 or jerry.dobrovolny@vancouver.ca.

Best,
Sadhu

Sadhu Afochs Johnston | City Manager
Office of the City Manager | City of Vancouver
604.873.7627 | sadhu.johnston@vancouver.ca

Pronouns: he, him, his



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.

MEMORANDUM

May 29, 2019

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Lynda Graves, Administration Services Manager, City Manager's Office
Rena Kendall-Craden, Civic Engagement and Communications Director
Katrina Leckovic, City Clerk
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office
Anita Zaenker, Chief of Staff, Mayor's Office
Sandra Singh, General Manager, Arts, Culture and Community Services

FROM: Jerry Dobrovolny
General Manager, Engineering Services

SUBJECT: Update Digital Advertising – Street Right of Way

This memo provides an update on a pilot of static digital advertising panels on City Street Right of Way (SROW) through the existing street furniture contract.

In 2002, the City entered into a 20-year agreement with Outfront/Decaux (Outfront) for the supply, installation, maintenance and operation of all street furniture elements including benches, bus shelters, waste receptacles, and map stands along the SROW. As part of this agreement, Outfront is permitted to sell advertisements on map stands and bus shelters; a percentage of the revenue is shared with the City. Outfront has the option to implement digital advertising panels with the City's approval. These digital panels comprise of static screens, which display 4 to 8 different advertisements, typically every 10 seconds. Further, this technology has the capability to display public service announcements on behalf of the City.

Consistent with this agreement, in January 2017, the City permitted Outfront to commence studies for a pilot of digital advertising panels on bus shelters and map stands. Council was notified of the pilot at this time.

Seven candidate locations were identified for digital installations through this study providing a total of 20 digital panels. These locations have now been approved to proceed, with digital panels being installed at the following locations in late May and June of this year:

1. Georgia & Hornby
2. Georgia & Burrard
3. Granville & Robson
4. Burrard & Robson
5. Richards & Robson
6. Davie & Mainland
7. Broadway & Cambie

Benefits to the City include increased revenue, the ability to trial digital media in the City and the opportunity to solicit public feedback for future digital and advertising projects.

An internal working group ensured that this initiative was coordinated with other related initiatives such as the sign bylaw update.

If you have any questions please feel free to contact me directly.

Sincerely,

A handwritten signature in blue ink, appearing to read 'J. Dobrovoly', with a stylized flourish at the end.

Jerry W. Dobrovoly, P.Eng., MBA
General Manager, Engineering Services

604.873.7331 | jerry.dobrovoly@vancouver.ca