

**Attachment 1 – Confidential Information  
made public with redactions on May 7, 2014**

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**Toronto Street Furniture Program –  
Agreement Modifications**

<b>Date:</b>	April 29, 2014
<b>To:</b>	City Council
<b>From:</b>	General Manager, Transportation Services

**RECOMMENDATIONS NOW PUBLIC**

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1. City Council approve amendments to the Street Furniture Agreement to permit creative advertising on transit shelters subject to the following conditions and to the satisfaction of the General Manager, Transportation Services:
  - a. Revenue sharing agreement as set out in Section 2.0 of this report.
  - b. Amended Guidelines for Creative Advertising Proposals set out in Attachment 2 of the report.
  - c. A maximum of 5% of creative ads on transit shelters with advertising on City streets at any one time and subject to a review for an increased percentage in Year 10.
  
2. City Council approve electronic static copy on transit shelters (digital advertising) in the Street Furniture Agreement, subject to the following conditions and to the satisfaction of the General Manager, Transportation Services:
  - a. A revenue sharing agreement as set out in Section 3.0 of this report.
  - b. A total up to 120 locations may be permitted until the Year 10 review, as follows:
    - i. Year 8 – up to a total of 40 locations;
    - ii. Year 9 – up to a total of 80 locations; and
    - iii. Year 10 – up to a total of 120 locations.

Provided that the Company is not in default of any of its obligations under the Agreement (including previous years roll-out at 95 percent completion rate of all elements and specified maintenance requirements), the City may permit additional advertising locations up to the maximum permitted annual number as agreed above.

- c. Digital advertising faces to be subject to the following requirements:
  - i. Advertisements at a minimum eight second duration with less than one second transition timing; and
  - ii. Lighting levels which limit illumination to a maximum of 5000 nits between sunrise and sunset and a maximum of 300 nits between sunset and sunrise.
- d. An additional provision for public service advertising on the digital faces of 4.44 percent to supplement the existing 8.5 percent permitted on static faces.
- e. Provision for additional public service messaging in consultation with the Toronto Police Services and the Office of Emergency Management which would be inserted into the digital loop. Amber Alerts to be activated at the discretion of the Toronto Police Services. Other messaging up to two times a year at a rate of an 8 second ad every 3 minutes for a period of 24 hours and related to natural disasters, major winter storms, health, nuclear and hazardous material emergencies.

## **CONFIDENTIAL INFORMATION**

**[REDACTED]**



### **2.0 Creative Advertising Revenue Share Proposal**

**[REDACTED]**



It should be noted that approving creative advertising will also ensure the competitiveness of Astral Media's advertising.

A revised set of Creative Advertising Guidelines which specifically address matters raised about safety and appropriate content has been developed and is attached to the report.

[REDACTED]



### 3.0 Proposed Digital Revenue Share

[REDACTED]





## **CONCLUSION**

Both of these new suggested advertising streams will have separate annual audited statements similar to the current annual audited statement process.

The Astral Media/City Agreement requires that both partners agree to any material changes to the contract. This contract has provided enormous benefit to the City by providing, at this time, 11,000 well-designed, attractive transit shelters, benches, etc., on city streets. It provides a significant revenue stream to the City which has been channelled into many physical public realm improvements and the staff to implement. The direct revenue stream to September 2013 has been \$84 million. Going forward over the next 12 years, the City will realize a total of \$344 million. **[REDACTED]**

