



PA16.4

REPORT FOR ACTION

Bike Share Toronto - Negotiation to Facilitate Advertising on Station Panels

Date: November 12, 2018
To: Board of Directors, Toronto Parking Authority
From: Acting President, Toronto Parking Authority
Wards: All Wards

SUMMARY

The Board of Directors, Toronto Parking Authority, at its meeting of June 25, 2018, in considering, "Bike Share Program Operations & Fee Considerations" (Item PA12.4), among other things, directed the Acting President to report back to the Board at the earliest opportunity for approval of terms and conditions of an agreement currently being negotiated with Astral Out-of-Home/Bell Media ("Astral"), to facilitate advertising on the Bike Share station caisson panels:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.PA12.4>

This is to advise that these negotiations are ongoing and it is our intent to provide a full report outlining recommendations in this matter for consideration by the TPA Board at its scheduled November 26, 2018 meeting.

RECOMMENDATIONS

The Acting President, Toronto Parking Authority, recommends that:

1. The Board of Directors of the Toronto Parking Authority give consideration to the report to be submitted by the Acting President on this matter.

FINANCIAL IMPACT

Information will be provided in the report to be submitted by the Acting President on this matter.

DECISION HISTORY

Information will be provided in the report to be submitted by the Acting President on this matter.

COMMENTS

Information will be provided in the report to be submitted by the Acting President on this matter.

CONTACT

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SIGNATURE

Andrew Koropeski
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