



Deputy Mayor
Chair, Economic & Community
Development Committee
Councillor, Scarborough Centre

June 6, 2019

Re: Van Horne Outdoor Community Enhancement Program

Dear Chair and Committee Members,

Van Horne Outdoor has approached the City of Toronto with a proposal to aesthetically improve 27 CP Rail overpasses through-out the City of Toronto. The modernization program includes the installation of traffic-facing, electronic signs on the overpasses and the removal of adjacent, outdated billboards currently located on CP Rail land.

Along with commercial messages, the electronic signs will broadcast public messages, including traffic and emergency alerts, Amber Alerts, and information pertaining to the City of Toronto's general awareness campaigns (such as the "Toronto for All" initiative).

The new displays will incorporate the permanent installation of City of Toronto or neighbourhood-specific signage. Van Horne Outdoor will assume responsibility for improvements to the overpasses and ongoing maintenance of the signage program.

The proposal includes the annual payment of revenues to the City of Toronto which will be earmarked for Youth Hubs and other youth programs that help provide safe spaces for youth in at risk neighbourhoods. The funds will be provided to the City in a manner of the City's choosing.

Recommendation:

1. That the Executive Committee refer the attached proposal to the City Manager for processing in accordance with City Council's Unsolicited Quotations or Proposals Policy.

Yours truly,

Michael Thompson
Deputy Mayor
Chair, Economic and Community Development Committee
Councillor, Scarborough Centre
Ward 21

Attachment: Letter from Van Horne Outdoor Re: Van Horne Outdoor Community Enhancement Program

May 2, 2019

Councillor Michael Thompson
City of Toronto
100 Queen Street West, Suite B24
Toronto, ON M5H 2N2

RE: Van Horne Outdoor Community Enhancement Program

Dear Councillor Thompson,

I would like to thank you for the conversations over the last few months regarding Van Horne Outdoor's (VHO) Community Enhancement Program. As you are aware, VHO has exclusive development rights along CP Rail lands in North America, and we have given a considerable amount of time reviewing the rail lands in Toronto to identify areas for enhancement and modernization. Our program provides many benefits to the City of Toronto, including but not limited to:

- Aesthetic improvements to 27 CP Rail underpasses paid for and maintained by VHO; including
 - Permanent City of Toronto branding or neighborhood specific logos installed on the underpasses (e.g. Maryvale, Wexford, etc.);
- Visual enhancement to the surrounding areas by removing outdated billboards currently located on CP Rail land;
- Time allocated to the City of Toronto on electronic signs for public messaging; including
 - Traffic alerts, emergency messaging, amber alerts, and general awareness campaigns such as the "Toronto For All" initiative;
- Annual financial contribution from VHO.

The foundation of our program is based on creating better community spaces, and in an effort to foster this initiative we would be honoured if the annual financial contribution was applied to Youth Hubs, Youth Programs, and/or areas of "at risk" neighborhoods to help provide safe spaces for all youth. The funds could be provided to the City by whatever mechanism it sees fit in order to address these important community development issues.

Considering this program has many city-wide benefits, including a fiscal proposal, we believe the Executive Committee is the best forum to formally collaborate with the City of Toronto to make this idea reality. In terms of next steps, we respectfully request that you introduce the Van Horne Outdoor Community Enhancement Program to the Executive Committee on June 6, 2019 as a matter of new business, and invite us to make a formal presentation to the Committee for its consideration.

At the Committee's direction we will immediately commence work with City Staff in order to quickly deliver the aforementioned benefits to the City of Toronto. If you have any questions please do not hesitate to contact me. I again thank you for your time and attention to this matter.

Sincerely,



Christopher Bentler
Executive Vice President - Van Horne Outdoor

