



Bike Share Toronto - Advertising Agreement and Reserve Funding

Date: December 20, 2019
To: Infrastructure and Environment Committee
From: General Manager, Transportation Services
Wards: All

SUMMARY

Bike Share Toronto is a bicycle-sharing system operated by the Toronto Parking Authority, providing access to 5,000 bicycles at 465 docking stations for 2.34 million trips (2019). Slightly more than 400 stations are currently placed within the City's transportation right-of-way, each containing two 15 square-foot, non-illuminated display panels, one of which is reserved for rider information. The second panel, which typically faces away from the station, is proposed by the Toronto Parking Authority for use as third-party advertising.

Advertising on City streets is currently governed by the Street Furniture Agreement with Astral Media, and Chapter 694, Signs, General, of the Municipal Code. In 2013, City Council authorized that Bike Share Toronto panels could include third-party advertising subject to negotiation with Astral Media, which has now been substantially completed by the Toronto Parking Authority. City Council further authorized that no additional approvals would be needed under the bylaw. A tri-partite agreement between the City of Toronto, Toronto Parking Authority, and Astral Media would allow for the implementation of the aforementioned authorities and revenue generation from third-party advertising to financially support Toronto Bike Share.

RECOMMENDATIONS

The General Manager, Transportation Services recommends that:

1. City Council authorize the General Manager, Transportation Services, to negotiate and enter into an advertising agreement with the Toronto Parking Authority and Astral Media Outdoor L.P. pursuant to the terms and conditions approved by the Board of Directors of the Toronto Parking Authority on December 12, 2019, Item PA11.8, and including such other terms and conditions as may be satisfactory to the General Manager, Transportation Services, in a form satisfactory to the City Solicitor.

FINANCIAL IMPACT

There are no financial impacts for Transportation Services resulting from the adoption of the recommendations in this report.

All revenues generated through the Advertising Agreement between the City of Toronto, Toronto Parking Authority, and Astral Media will be deposited into the Bike Share Program Reserve XQ0013.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

City Council, at its meeting of November 13, 14, 15 and 18, 2013, in consideration of the Strategy for Continuing Toronto's Bike Share Program, delegated authority to the Toronto Parking Authority to include sponsorship and third party advertising on Bike Share station panels, subject to negotiations with Astral Media, provided that all revenues generated shall be deposited in the Bike Share Program Reserve. Further, this authorization and approval constituted a deemed variance as necessary providing that such advertising shall not be subject to the requirement for any further approvals under the City's sign by-laws.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.EX35.8>

City Council, at its meeting of March 7, 2019, in consideration of the 2019 Rate Supported Budget for the Toronto Parking Authority, approved the "Financial Sustainability Principles" for the Toronto Bike Share program, including the securement of system sponsorship and advertising as key elements to offset operating deficits and ensure the long-term financial sustainability of Bike Share.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.EX2.4>

The Board of Directors of Toronto Parking Authority, at its meeting of December 12, 2019, authorized the President, Toronto Parking Authority, to negotiate and enter into an advertising agreement with Astral Media Outdoor L.P. and the City of Toronto pursuant to the terms and conditions in Confidential Attachment 1, in a form satisfactory to the City Solicitor, and subject to the approval of Toronto City Council.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.PA11.8>

COMMENTS

Bike Share Toronto is a bicycle-sharing system operated by the Toronto Parking Authority, providing access to 5,000 bicycles at 465 docking stations for 2.4 million trips (2019). Slightly more than 400 stations are currently placed within the City's transportation right-of-way, each containing two 15 square-foot, non-illuminated display panels, one of which is reserved for rider information. The second panel, which typically faces away from the station, is proposed by the Toronto Parking Authority for use as third-party advertising.

Advertising on City streets is currently governed by the Street Furniture Agreement through a public-private partnership with Astral Media, and Chapter 694, Signs, General, of the Municipal Code. The partnership with Astral Media is a result of a 2006 request for proposals for a Coordinated Street Furniture Program, whereby a single firm was granted the ability to sell third-party advertising on street furniture (transit shelters, information pillars) on the City's right-of-way in exchange for the design, fabrication, installation and maintenance of nearly 25,000 pieces of furniture (including litter receptacles, benches, postering boards, and others.) The Street Furniture Agreement with Astral Media has a term of 20 years, beginning in 2007 and ending on August 31, 2027.

In 2013, City Council authorized that Bike Share Toronto panels could include third-party advertising subject to negotiation with Astral Media, which has now been substantially completed by the Toronto Parking Authority. City Council further authorized that no additional approvals would be needed under Chapter 694, Signs, General, of the Municipal Code. A tri-partite agreement between the City of Toronto, Toronto Parking Authority, and Astral Media would allow for the implementation of the aforementioned authorities and revenue generation from third-party advertising to financially support Toronto Bike Share through increased contributions to the Bike Share Program Reserve.

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SIGNATURE

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