



Re: IE11.11a

**REPORT FOR ACTION WITH
CONFIDENTIAL ATTACHMENT**

**Bike Share Toronto - Advertising Agreement with
Astral Media Outdoor L.P. and the City of Toronto**

Date: December 2, 2019
To: Board of Directors, Toronto Parking Authority
From: Acting President, Toronto Parking Authority
Wards: All

REASON FOR CONFIDENTIAL INFORMATION

This report pertains to ongoing negotiations related to assets of Toronto Parking Authority and provides confidential information to the Board of Directors regarding the details of these negotiations.

SUMMARY

Toronto Parking Authority (TPA), Astral Media Outdoor L.P. (Astral), and the City of Toronto are seeking to enter into an agreement to advertise on Bike Share Toronto's street-level static advertising panels at approximately 408 docking stations located within the public right-of-way. This arrangement will be seeking to further leverage the City of Toronto's existing Street Furniture Agreement with Astral which provides for new street furniture advertising opportunities and provides Bike Share Toronto with a potentially significant source of funds to support the financial sustainability of the program. Transportation Services is preparing a report to City Council to facilitate amendments to the City's existing Street Furniture Agreement with Astral.

RECOMMENDATIONS

The Acting President, Toronto Parking Authority recommends that:

1. The Board of Directors of Toronto Parking Authority authorize 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.

2. The Board of Directors of Toronto Parking Authority direct that its decision and this report be forwarded to City Council for consideration.

3. The Board of Directors of Toronto Parking Authority direct that the confidential information contained in Confidential Attachment 1 remain confidential in its entirety, as it pertains to ongoing negotiations related to assets of Toronto Parking Authority and provides confidential information to the Board of Directors regarding the details of these negotiations.

FINANCIAL IMPACT

Financial impacts based on the recommendations contained in this report are accommodated under Bike Share Toronto's recommended 2020 Operating Budget.

DECISION HISTORY

City Council, at its meeting of November 13, 14, 15 and 18, 2013 in considering Item EX35.8, "Strategy for Continuing Toronto's Bike Share Program", enacted a multi-faceted strategy to develop a plan and strengthen the financial viability of Toronto's bike share program. Among other things, Council adopted the following recommendation:

- "City Council confirm that the delegation of authority to the Toronto Parking Authority under Part 2 above shall include the approval of sponsorship and third party advertising on the bike station panels, subject to such negotiations with Astral Media for advertising on the right-of-way as may be required, provided that all revenues generated shall be deposited in the Bike Share Program Reserve to be used for the purposes of the Reserve, and that this approval shall constitute a deemed variance as necessary and such advertising shall, as with the City's previous street furniture agreements, 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>

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 to the Board for approval of terms and conditions of an agreement currently being negotiated in consultation with the General Manager, Transportation Services, in the context of the City of Toronto's Coordinated Street Furniture program, with Astral Out-of-Home/Bell Media, to facilitate advertising on the Bike Share station caisson panels.

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

The Board of Directors, Toronto Parking Authority, at its meeting of November 26, 2018, in considering, "Bike Share Toronto - Negotiation to Facilitate Advertising on Station Panels" (Item PA16.4) confirmed its actions in issuing instructions to staff.
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.PA16.4>

COMMENTS

TPA, Astral and the City of Toronto are seeking to enter into an agreement to advertise on Bike Share Toronto's street-level static advertising panels at approximately 408 docking stations located within the public right-of-way. This arrangement will be seeking to further leverage the existing City of Toronto's existing Street Furniture Agreement with Astral which provides for new street furniture advertising opportunities and provides Bike Share Toronto with a potentially significant source of funds to support the financial sustainability of the program. Transportation Services is preparing a report to City Council to facilitate amendments to the City's existing Street Furniture Agreement with Astral.

CONTACT

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SIGNATURE

Robin Oliphant, Acting President
Toronto Parking Authority

ATTACHMENTS

Confidential Attachment 1 - Bike Share Toronto Advertising Negotiations Status and Terms and Conditions of Advertising Agreement with Astral Media Outdoor L.P.