



Decision Letter

Toronto Parking Authority

Meeting No.	11	Contact	Julie Lavertu, Committee Administrator
Meeting Date	Thursday, December 12, 2019	Phone	416-397-4592
Start Time	10:00 AM	E-mail	tpaboard@toronto.ca
Location	Committee Room 1, City Hall	Chair	Hartley Lefton

PA11.8	ACTION	Adopted		Ward: All
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Bike Share Toronto - Advertising Agreement with Astral Media Outdoor L.P. and the City of Toronto

Confidential Attachment - Ongoing negotiations related to assets of Toronto Parking Authority and confidential information regarding the details of these negotiations

Board Decision

The Board of Directors of Toronto Parking Authority:

1. Directed that its decision and the report (December 2, 2019) from the Acting President, Toronto Parking Authority, be forwarded to City Council for consideration.
2. 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 to the report (December 2, 2019) from the Acting President, Toronto Parking Authority, in a form satisfactory to the City Solicitor and subject to the approval of Toronto City Council.
3. Directed that the confidential information contained in Confidential Attachment 1 to the report (December 2, 2019) from the Acting President, Toronto Parking Authority, 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 of Toronto Parking Authority regarding the details of these negotiations.

Origin

(December 2, 2019) Report from the Acting President, Toronto Parking Authority

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.

Background Information

(December 2, 2019) Report from the Acting President, Toronto Parking Authority on Bike Share Toronto - Advertising Agreement with Astral Media Outdoor L.P. and the City of Toronto

<http://www.toronto.ca/legdocs/mmis/2019/pa/bgrd/backgroundfile-140750.pdf>

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