

## CITY OF VAUGHAN

### **EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 9, 2014**

Item 42, Report No. 36, of the Committee the Whole, which was adopted, as amended, by the Council of the City of Vaughan on September 9, 2014, as follows:

***By approving the recommendation contained in the report of the Executive Director, dated September 2, 2014, subject to replacing Recommendation 2. with the following:***

- 2. That Option 2 with the colouring of Option 1, as contained in Communication C33 from the Executive Director, dated September 9, 2014, be the final 'monument style' design of the Dynamic Digital Sign Network.***

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### **DYNAMIC DIGITAL SIGNS AT CITY FACILITIES – UPDATE**

The Committee of the Whole recommends that consideration of this matter be deferred to the Council meeting of September 9, 2014.

#### **Recommendation**

The Executive Director in consultation with the Interim City Manager recommends that:

1. The location of each of the 10 signs that will comprise the City's Dynamic Digital Sign Network be approved;
2. The proposed 'monument style' design of the Dynamic Digital Sign Network be approved;
3. City staff be given the authority to finalize and execute contractual agreements required to further the Dynamic Digital Sign Network initiatives and Bridge Sign conversion initiatives previously discussed with Council; and
4. The Dynamic Digital Sign Network protocol document entitled '*Vaughan Electronic Signage Network Standards*' as prepared by the Corporate Communications Department be adopted.

#### **Contribution to Sustainability**

Green Directions Vaughan embraces a Sustainability First principle and states that sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Finding and/or improving opportunities to communicate with our residents about programs, services and issues allows them to be better informed and more engaged which results in greater understanding, collaboration and action.

#### **Economic Impact**

As previously identified in the Staff report to Committee of the Whole Working Session, Item 1, Report No. 38 and Committee of the Whole Working Session, Item 2, Report No. 35, adopted by Council on May 27, 2014, RCC Media Vaughan Inc. ("RCC") is the vendor of choice for the Dynamic Digital Sign Network initiative, and the City would enter into an Agreement with RCC which would require RCC to, among other things,:

- build to the City's specifications a dynamic digital sign network consisting of 10 monument style signs (with the associated operational software) at 10 City facilities at no cost to the City, and
- maintain the Dynamic Digital Sign Network including the digital display and monument sign structure for 15 years from the first operational date of the entire Network.

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The City would have to assume costs associated with the electrical requirements for each of the proposed 10 sites. This could include any potential trenching, and electrical materials.

After review of the proposed 10 site locations, the Director of Building and Facilities with the department's Electrical Coordinator has estimated a total cost of \$15,000 (inclusive of HST) to make all 10 sites ready for installation (the "**Electrical Costs**").

A 2015 Capital budget submission is being prepared; however, at the September 3, 2014 Finance, Administration and Audit Committee meeting a report is being brought forward with options to repurpose funds from Capital from Taxation as a result of a grant award. This initiative is considered as one of the potential options for funding. If Council approves this option, Staff will forego a Capital budget submission.

#### **Communications Plan**

Staff in the Corporate Communications Department have drafted a Protocol for the communication use and standards associated with the Dynamic Digital Sign Network – *Vaughan Electronic Signage Network Standards* (ATTACHMENT 1). This Protocol establishes guidelines and procedures relating to the proposed Dynamic Digital Sign Network. The Corporate Communications Department will be responsible for managing the content posted on the signage network, including the uploading and deletion of content.

When the Dynamic Digital Signage Network is complete, a formal communication will be distributed to Council and Staff identifying usage opportunities. Furthermore, a Communications Plan that includes traditional and social media will be prepared by the Corporate Communications Department to ensure Vaughan residents are made aware of this new communication vehicle.

#### **Purpose**

The purpose of this Report is to provide Council with an update on the Dynamic Digital Sign Network and obtain approval of the proposed design and location of each of the 10 signs.

#### **Background - Analysis and Options**

As identified in the Economic Impact section of this report, Staff have previously reported to Committee of the Whole Working Session, Item 1, Report No. 38, adopted by Council on September 17, 2013, about the benefits of having a city-wide network of digital signs to communicate with residents; and subsequently, Staff reported to Committee of the Whole Working Session, Item 2, Report No. 35, adopted by Council on May 27, 2014. At the May 27 Council meeting the following recommendations were adopted:

1. That Staff proceed with renegotiation of the current bridge banner agreement with Canadian National Railway (CN) to add RCC Media Inc. (RCC) as a party and to convert existing CN Bridge Banners from vinyl to a digital format;
2. That the agreement require RCC to build to the City's specifications a Dynamic Digital Sign Network, including the associated operational software, for 10 monument style digital signs located at City facilities at no cost to the City;
3. That the agreement require RCC to maintain the Digital Sign Network including the digital display and monumental sign structure for a minimum of 15 years from the first operational date of the entire network or until a mutually agreed upon time;

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4. That Staff identify and report back to Council no later than September, 2014 with the draft amended agreement that identifies the final location of each of the 10 digital signs;
5. That Staff in the Corporate Communications Department be assigned the oversight and ongoing communication management of the Digital Sign Network; and
6. That Staff in the Corporate Communications Department draft protocol and policy for the communication use and standards associated with the Digital Sign Network.

#### Sign Locations

Staff worked to find locations for the 10 signs that would be equally distributed across the City, on City owned property, using traffic counts and traffic patterns as the baseline to achieve the communication goal of a wide-reaching Dynamic Digital Sign Network. Staff also took into consideration sight lines and other site nuances, such as, could a new digital sign replace a current City sign that was in need of replacement, thus saving future replacement costs; and, was the location already serviced by electrical thereby saving additional electrical infrastructure costs.

Using this as a basis for identifying the 10 locations the following sites (also identified in ATTACHMENT 2 to this Report), have been selected:

1. City Playhouse– Replace current sign that fronts Bathurst – approximately 200 meters north of intersection.
2. Dufferin Clark Community Centre– Replace existing sign fronting Dufferin – approximately 75 meters south of intersection near YRT Bus Stop.
3. Joint Operations Centre– Replace current sign fronting Rutherford – west of YRP sign.
4. Woodbridge Memorial Pool and Arena– Replace current sign in south parking lot fronting Highway 7.
5. Al Palladini Community Centre– Replace current sign that fronts Islington approximately 100 meters south of Intersection.
6. Vellore Village Community Centre– Replace current joint complex sign that fronts Weston Road just south of skatepark.
7. City Hall – somewhere that accommodates sight lines and both Library and City Facility fronting Major Mackenzie Drive.
8. Sonoma Park – Islington Avenue and Major Mackenzie Drive
9. Major Mackenzie Drive at Wonderland – Replace current “Welcome To Maple” sign on south side of Maj. Mack.
10. Fire Station 7-5 –Weston Road and Fieldstone, fronting Weston Road.

If Council agrees with this selection, these locations will be clearly identified in the applicable contractual documentation.

#### Proposed Design

The proposed design of the monument sign structure that will hold the dynamic digital display (ATTACHMENT 3) took into account the materials, colour, shape and size to be compatible with the existing architecture and scale of the City facilities where it will be sited and the surrounding area. The design is ‘clean’ and modern with a sense of timelessness as to not have the structure appear ‘outdated’ in a short time frame. In addition, the design encompasses a wayfinding

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element by presenting the facility name and street number in large easy to read lettering along the top of the sign. In low light and in the evening, this information will be back lit to provide further ease of use by the viewer. Below the digital display on the main support column the City of Vaughan logo will be predominantly displayed with the city's website. Both of these elements will also be back lit.

#### Proposed Agreement(s)

City staff, including Legal Counsel in the City's Legal Services Department, are preparing contractual documentation to address:

1. conversion of 8 Canadian National Railway Company ("CN") bridge banners and 4 billboards within Vaughan (collectively, the "**Bridge Signs**") from vinyl to digital at no cost to the City; and
2. supply by RCC to the City of the goods and services required for the Dynamic Digital Sign Network, at no cost to the City except for the Electrical Costs referenced above.

RCC provided Staff with a draft Agreement on July 21, 2014.

Staff are reviewing the proposed Agreement and will proceed with working with RCC and CN to finalize required contracts in a timely manner, in the best interests of the City, which ensure that Council's identified principles are maintained - such principles being:

- RCC will supply the City with the goods and services required for the Dynamic Digital Sign Network, at no cost to the City (except for the Electrical Costs referenced above) including the provision of construction and design services and related intellectual property.
- RCC will provide all maintenance related to the City's Dynamic Digital Sign Network for 15 years.
- Content/messaging delivered on both 'faces' or sides of the City's 10 digital signs, for the life of the sign, would be dedicated 100 per cent for City use/messaging.
- RCC will give the City a specified amount of "free" time on Bridge Signs (once they are converted to digital).
- RCC will have no live motion video, animation or flashing images on any of the Bridge Signs.

#### Relationship to Vaughan Vision 2020/Strategic Plan

This Report is consistent with the priorities previously set by Council. This Report supports Vaughan's Vision Goal to run our City with objectives that advance operational excellence. This proposal is one vehicle in support of the Corporate Communications Strategy of ensuring the City communicates effectively by promoting and enhancing the City's image, and provide timely, accurate information to all stakeholders.

#### Regional Implications

THE REGIONAL MUNICIPALITY OF YORK - BILL NO. 74 - BY-LAW NO. R-1232-2000-074 (Sign By-law) provides that any sign placed by or under the direction of the federal or provincial government, a municipality, the Region, a public utility or a transit authority, or any other sign prescribed by statute will be exempt from this By-Law. Accordingly, the 10 signs which will compose the Dynamic Digital Sign Network are exempt from this By-Law.

Similarly, as the Bridge Signs will be located on CN property over Regional Roads, neither the City's Sign By-law 203-92 or Public Property Sign By-law 178-2003 will apply to the Bridge Signs.

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**Conclusion**

Staff worked to find locations that would be equally distributed across the City, on City owned property, using traffic counts and traffic patterns as the baseline to achieve the communication goal of a wide-reaching Dynamic Digital Sign Network. Staff will continue working to finalize contractual documentation so that Bridge Sign conversion and the Dynamic Digital Sign Network initiative can be completed in a timely manner, in the best interests of the City. The presence of the Bridge Signs and Dynamic Digital Sign Network will be a positive addition to the 'tools' that will assist Staff and Council in communicating with the residents of Vaughan. As the City grows, the benefit of the Dynamic Digital Sign Network can grow with it.

**Attachments**

Attachment 1 – Corporate Communications – *Vaughan Electronic Signage Network Standards*

Attachment 2 – Sign Locations (Numbered locations correspond with list in report)

Attachment 3 – Proposed 'Monument Style' Design

**Report prepared by:**

Tim Simmonds, Executive Director, Office of the City Manager

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)