

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.***

42

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.)

DATE: September 9, 2014

TO: Hon. Maurizio Bevilacqua, Mayor and Members of Council

FROM: Tim Simmonds, Executive Director, Office of the City Manager

RE: **COMMUNICATION – COUNCIL September 9, 2014**
Committee of the Whole, Item 42, Report 36
DYNAMIC DIGITAL SIGNS AT CITY FACILITIES – UPDATE

C	<u>33</u>
Item #	<u>42</u>
Report No.	<u>36 (CW)</u>
Council -	<u>September 9/14</u>

On September 3, 2014 Council was presented with four recommendations on this subject matter. Staff would like to replace only Recommendation no. 2.

Recommendation

2. That Council identify Option 1 (Attachment 1) OR Option 2 (Attachment 2) as the final approved 'monument style' design of the Dynamic Digital Sign Network;

Background

At the September 3, 2014, Committee of the Whole, Regional Councillor Schulte called Item 42 titled Dynamic Digital Signs at City Facilities Update, for further discussion. However, due to time constraints this item was deferred to Council. In the interim, Staff met with Regional Councillor Schulte to understand what questions she had regarding the report.

Councillor Schulte identified during the discussion two potential opportunities to amend the proposed design if it did not alter the overall structural/engineered aspects of the sign or be deemed to be less comparable than Staff's proposed design. These were:

- To review the design to be more accommodating to Safety By Design Standards (SBDS) in regard to the proportions of the upright column that supports the structure.
- A colour option that would potentially have less opportunity for perceived 'cool' or 'hot' interpretation due to tint and hue such as the City of Vaughan "Blue" when appearing in the natural environment in different light conditions.

Staff agreed that they would consult with the sign company and would report back to Council and identify if these changes could be accommodated without impacting the original objectives of the proposed sign.

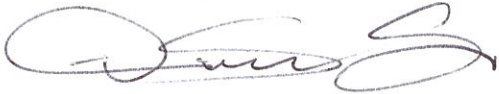
After meeting with the sign company and discussing proposed modifications, it was confirmed that potential changes could be accommodated without losing the original design of the sign or the structural/engineered aspects of the sign. The modified sign as presented in Attachment (2) has a narrower upright column that supports the structure making the width of the column more

SBDS accommodating. The new colour, PMS Metallic Coated Warm Grey 11C, has a deep grey appearance with a slight taupe undertone that will also work at any of the sign locations while maintaining the contrast needed for the backlit logo and facility address and name.

Attachments

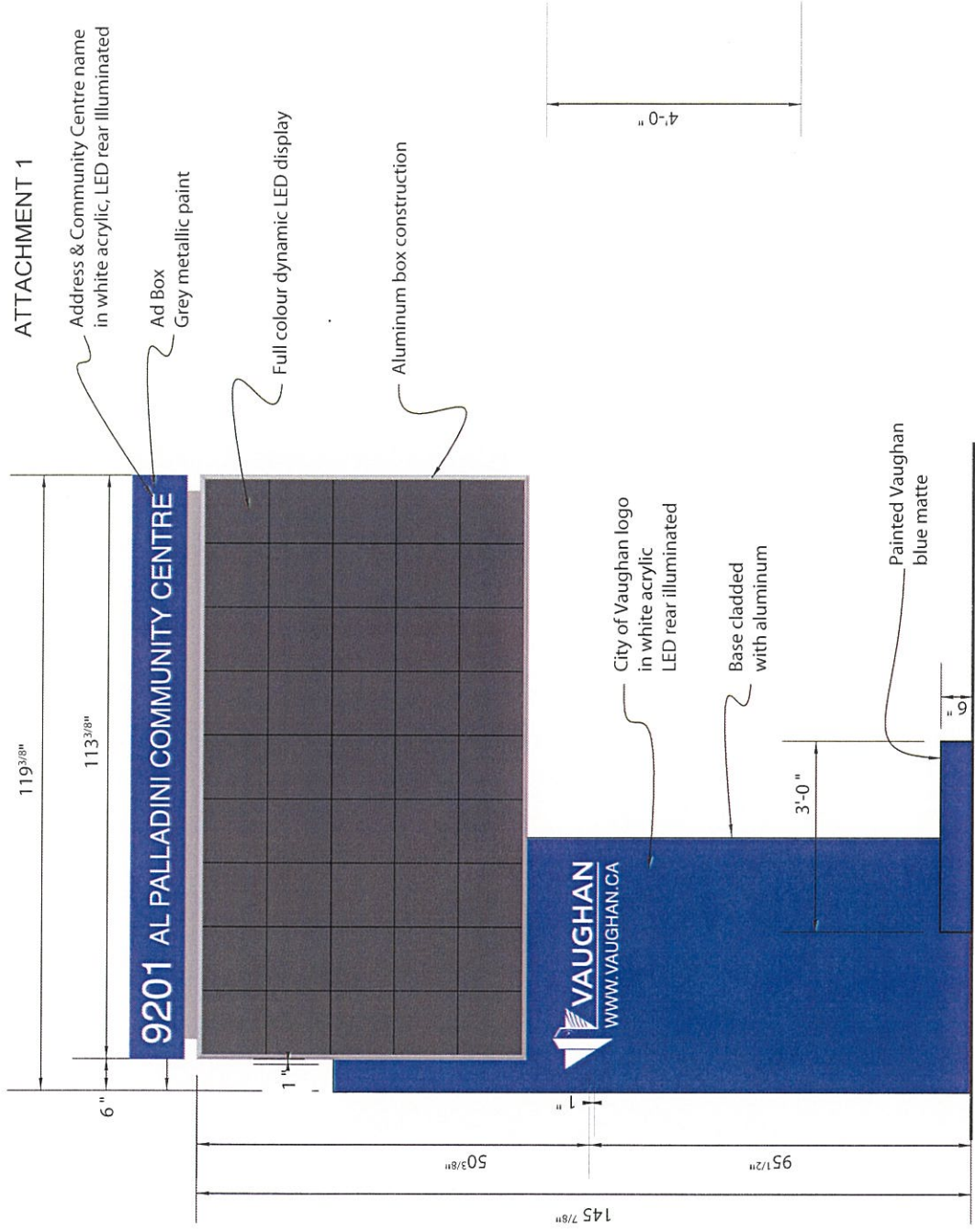
1. Originally Submitted Sign Design – Option 1
2. Modified Sign Design – Option 2

Respectfully submitted,

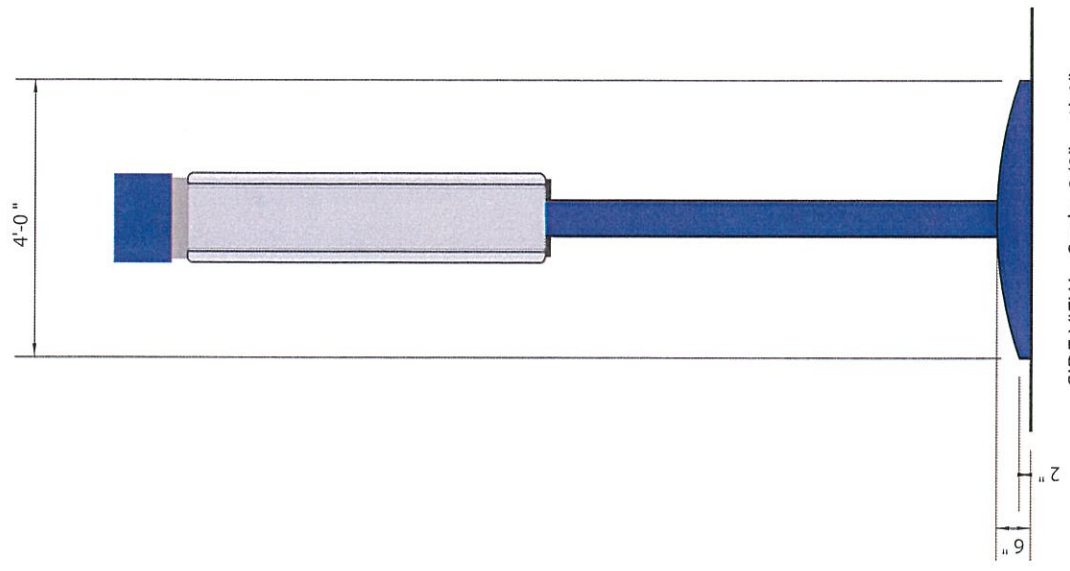
A handwritten signature in black ink, appearing to read 'Tim Simmonds', with a stylized flourish at the end.

Tim Simmonds
Executive Director, Office of the City Manager

- c. Barbara Cribbett, Interim City Manager

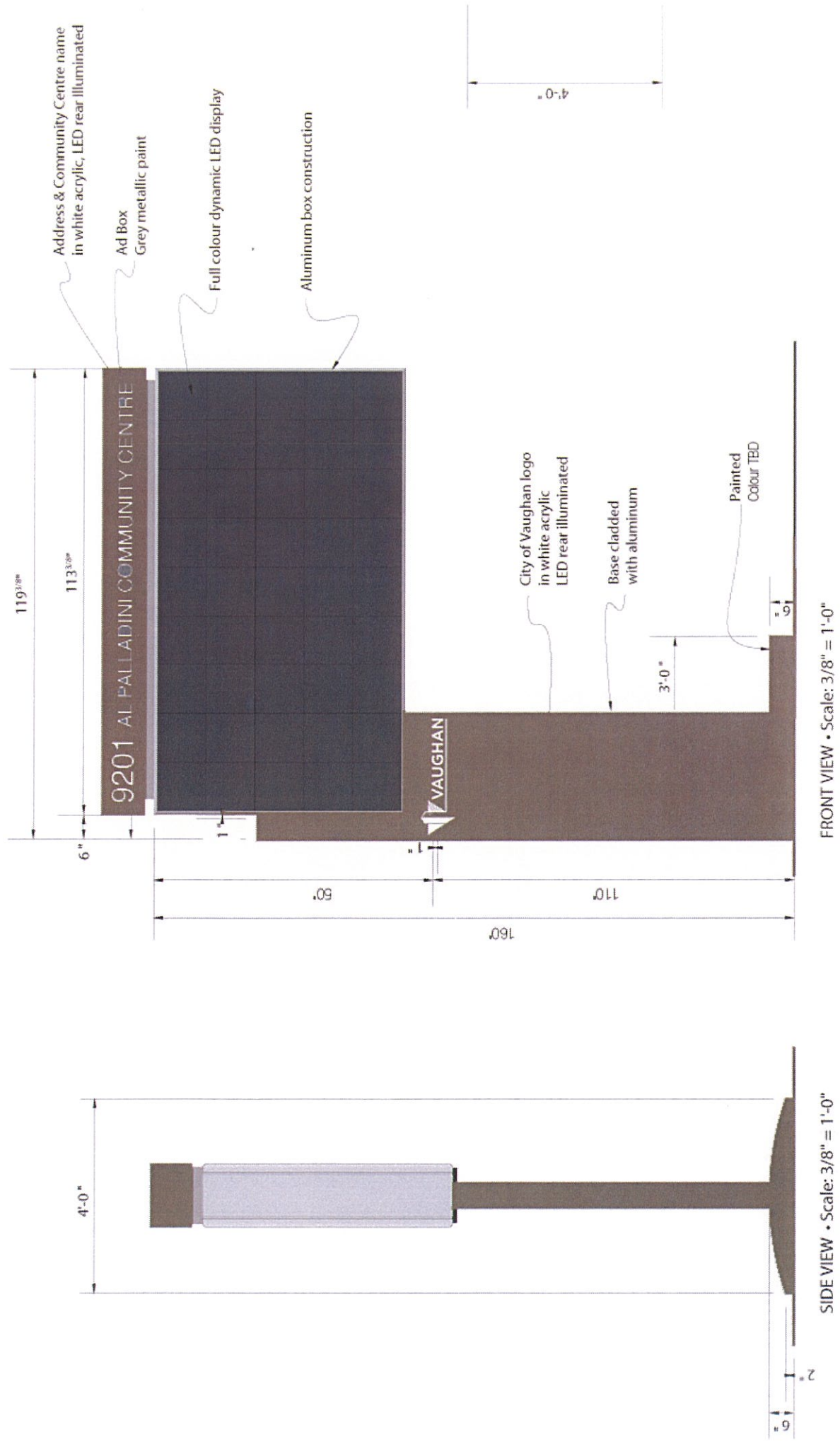


FRONT VIEW • Scale: 3/8" = 1'-0"



SIDE VIEW • Scale: 3/8" = 1'-0"

ATTACHMENT 2



COMMITTEE OF THE WHOLE – SEPTEMBER 2, 2014

DYNAMIC DIGITAL SIGNS AT CITY FACILITIES – UPDATE

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Attachment 3 – Proposed 'Monument Style' Design

Report prepared by:

Tim Simmonds, Executive Director, Office of the City Manager

Respectfully submitted,

Tim Simmonds, Executive Director, Office of the City Manager



Vaughan Electronic Signage Network Standards

prepared by
Corporate Communications

July 21, 2014

VAUGHAN ELECTRONIC SIGNAGE NETWORK STANDARDS

1.0 Purpose

Vaughan electronic signage standards establish guidelines and procedures relating to the proposed network of monument-style signs to be located at city facilities and the existing City Hall TV monitors, for the purpose of:

- 1.1 Providing accurate, timely and clear information about City news, community events, municipal programs and services, public safety and emergency preparedness messages, weather updates and city-building initiatives to City of Vaughan residents, businesses, visitors and other stakeholders;
- 1.2 Increasing accessibility to local government in order to encourage greater interest and participation in local affairs;
- 1.3 Promoting greater transparency in government;
- 1.4 Providing information which will add value to the City by raising awareness, sharing information and encouraging public involvement.

2.0 Definitions and descriptions

- 2.1 For the purposes of these standards, “electronic signage” refers to the network of digital signs located at city facilities, including the existing City Hall TV monitors.
- 2.2 In the future, this network will also provide messaging on the south-facing CN bridge structures, converting the existing vinyl signage to digital.

3.0 Administration

- 3.1 The Corporate Communications department is responsible for managing content within the signage network and City Hall, including the uploading and deletion of content.

- 3.2 All requests for posting material will be submitted via a designated electronic form.
- 3.3 All files submitted for posting must be pre-approved by the department responsible for the content and must be provided in the pre-determined format and specifications.
- 3.4 The electronic signage is updated and monitored by the Corporate Communication department during regular office hours, Monday to Friday, 8:30 a.m. to 4:30 p.m.
- 3.5 Remote access for emergency situations is available for the digital signs at City facilities and will be managed by Corporate Communications at the direction of the director or manager of Corporate Communications.
- 3.6 The Corporate Communications department will maintain a tracking log which will include details of the posting request (such as date, department, topic, duration, etc.).

4.0 Content and Criteria

- 4.1 Staff should ensure all information, photos, illustrations and design submitted for posting meet a professional standard consistent with the City's brand and image.
- 4.2 Design templates are available through the Corporate Communications department.
- 4.3 Copy must meet the City's "plain language" standard, making it easy to read and understand.
- 4.4 The Corporate Communications department can provide content and design direction.
- 4.5 Live motion video, animation or flash images **cannot** be posted on the network with the exception of the City Hall TV monitors.
- 4.6 Items considered for posting should meet one or more of the following criteria:
- Upcoming City of Vaughan hosted events, public meetings or workshops
 - Upcoming Council and Committee meetings.

- Vaughan public service announcements, including closures and disruptions to a City facility or service
- Emergency communications
- Promotion of a **city-wide** strategic initiative or program
- International delegations to City Hall
- Distribution notice of a city-wide report to the public and other city-wide communications tools, i.e. Recreation Guide
- Festivals and events that have been endorsed by City Council (such as BinderTwine, MapleFest, Woodbridge Fall Festival and Thornhill Village Festival)

Content elements and capabilities will be added once the content management system is finalized.

- 4.7 All content posted should include city brand components such as the corporate logo, vaughan.ca web address or corresponding friendly url, appropriate social media accounts and telephone number.
- 4.8 The following material will **not** be posted to the electronic signage network:
- Political messages, promotion or advertising
 - Non-formatted or branded content as outlined in 4.1
 - Content that is not presented in a professional manner and is not easy to read and understand
 - Unapproved content from originating department
 - Initiatives that are not associated with the City of Vaughan
 - Not-for-profit events unless endorsed by City Council
 - Requests not made within the stipulated timeframe (four business days) unless it is an emergency or urgent notice
- 4.9 The Corporate Communications department reserves the right to reject any submissions that are not deemed to be acceptable based on the criteria outlined herein.

5.0 State of Emergency

In the event of an emergency, such as a natural disaster, Amber Alert, terrorist attack, etc., precedence on the electronic signage network will be given to emergency messaging and all scheduled placements will be removed during this time.

6.0 Procedures

6.1 All requests require a minimum four-day lead time (business days) before posting and will not be posted for longer than 15 days unless approved by the director or manager of Corporate Communications.

6.2 All requests must be submitted via the pre-defined form and emailed to corpcomm@vaughan.ca.

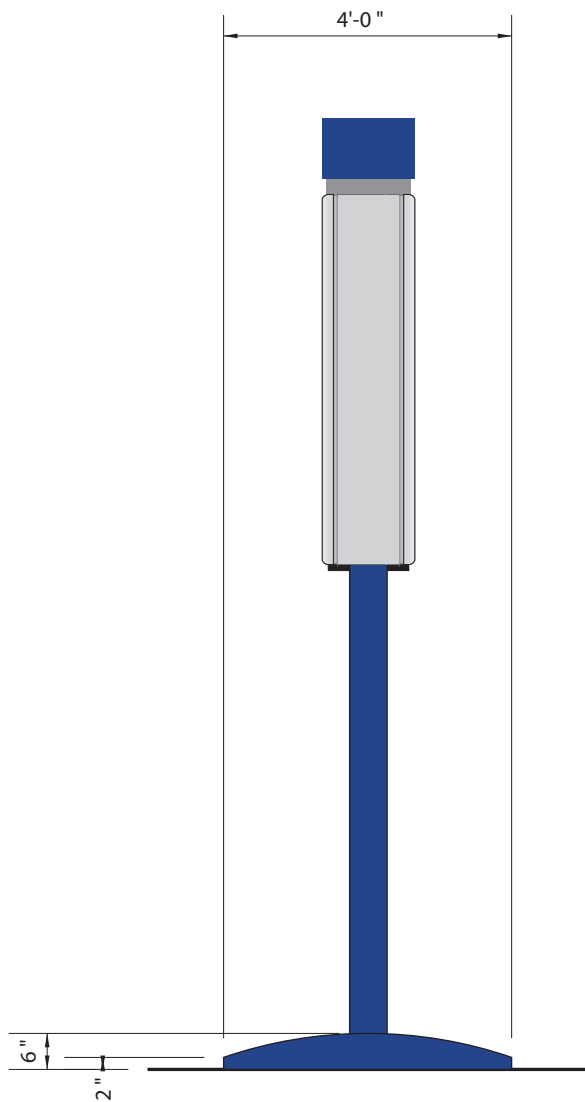
6.3 The creative file must accompany the form submission and must meet the following format and specifications, otherwise it will be returned to the originator for resubmission:

Material format and specifications:

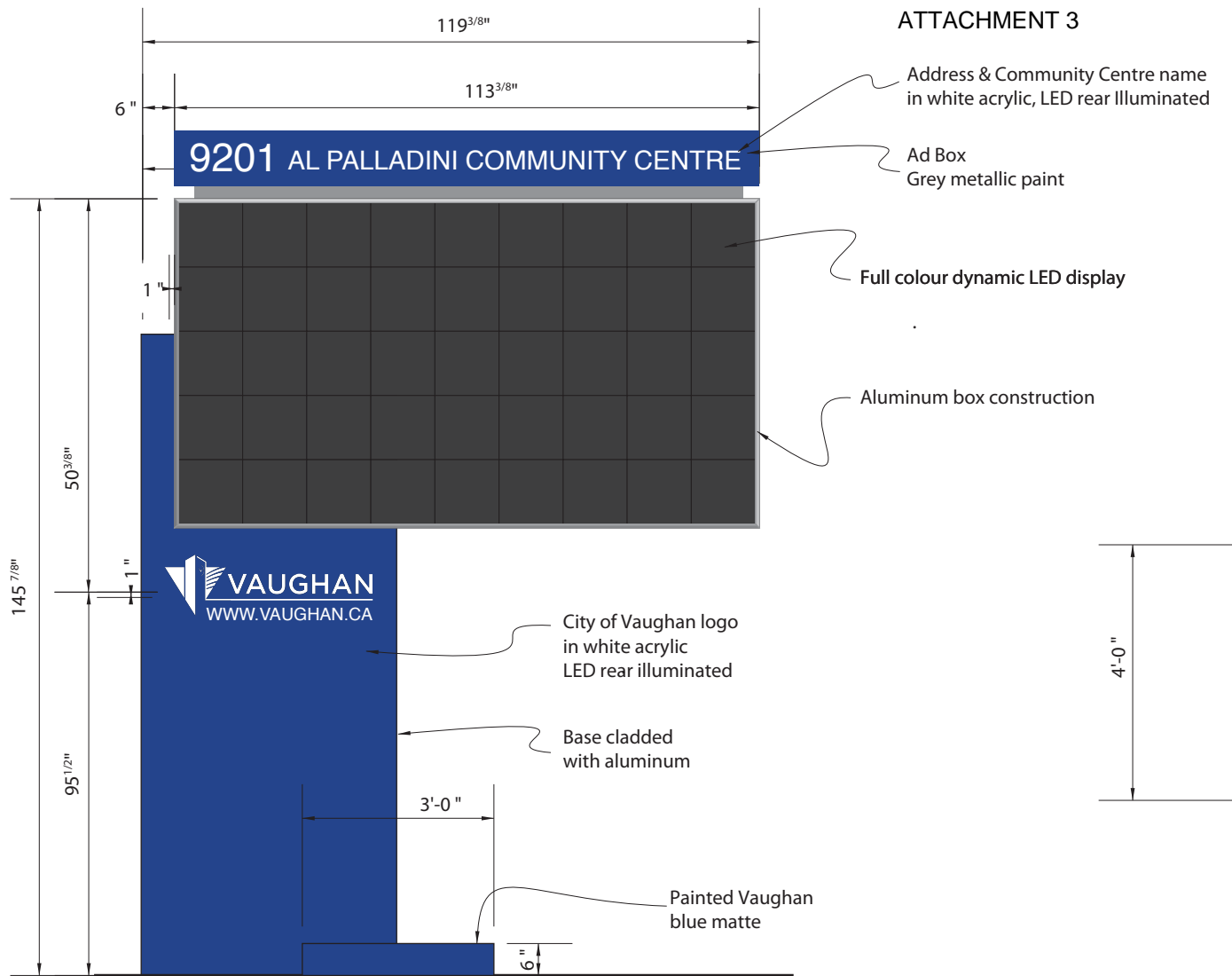
- File format: TBD
- Dimensions: TBD
- Resolution: TBD

6.5 The Corporate Communications department will respond to the originator via email within two business days of receiving the request to let him/her know the request has been received, approved/rejected, logged for processing and expected date of activation.





SIDE VIEW • Scale: 3/8" = 1'-0"



FRONT VIEW • Scale: 3/8" = 1'-0"