

C3
CW(ws)
May 21/14
Item 2.

Dynamic Digital Signs at City Facilities

Committee of the Whole Working Session | May 21, 2014



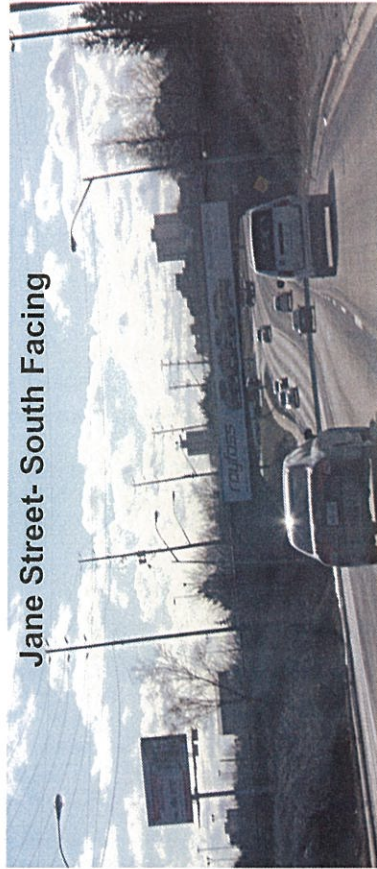
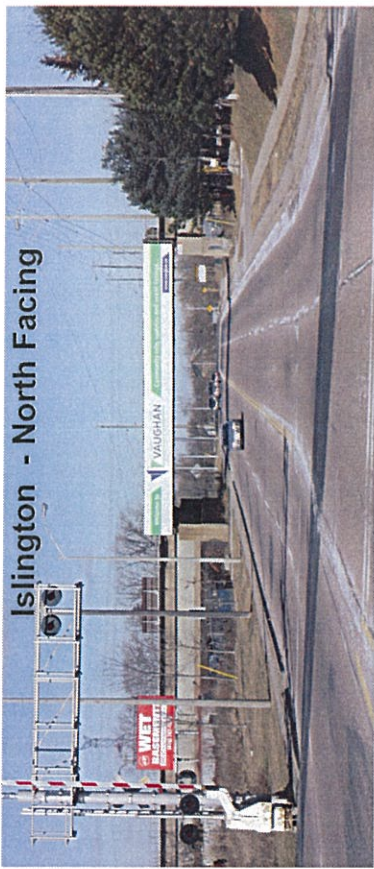
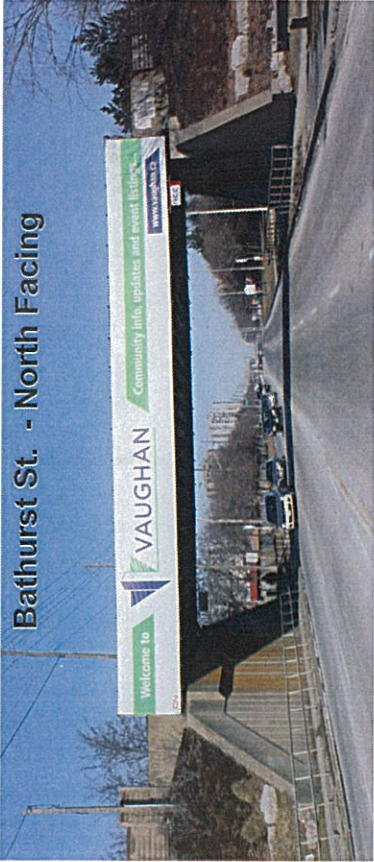
Dynamic Digital Signs at City Facilities

Overview of Existing Partnership

- Canadian National Railway (CN) and RCC Media Inc. (RCC)
- Beautification Program - 2006
- Vinyl Banner Structure



Dynamic Digital Signs at City Facilities



Dynamic Digital Signs at City Facilities

Public Perception

- Electronic survey was created using Surveymonkey.com
 - Advertised on the City's website
 - 8,400 of the City's e-newsletter subscribers
 - 6,500 registered emails with Recreation and Culture



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Dynamic Digital Signs at City Facilities

Public Perception

- Q3 -“Would it be beneficial to you if City updates were advertised on outdoor electronic/digital signs located throughout the city?”
 - 81 percent agreed
- Q4 -“Would the placement of outdoor electronic/digital signs at all community centres and City facilities enhance the delivery of City information?”
 - 77 percent of residents thought that electronic signs would enhance the City’s communication efforts



Dynamic Digital Signs at City Facilities

Public Perception

- Q6 –*“In addition to City information, would it be beneficial to you if the outdoor electronic/digital signs also included advertisements from businesses in and around the community?”*
- 66 percent of residents expressed that allowing advertising **would not be a** welcome aspect to this communication initiative.



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Dynamic Digital Signs at City Facilities

Public Perception

- *Open-ended responses had more than 150 additional comments that were reviewed and were grouped into themes–*
 - *48% Positive*
 - *22% Neutral*
 - *13% Cost*
 - *13% Negative*
 - *3% Aesthetics*



Dynamic Digital Signs at City Facilities

Potential Locations (7 of 10)

Based on traffic counts, the following City Facilities would be ideal candidate locations –

Ward 1 | Vaughan City Hall - **30,993**

Ward 1 | City Joint Operations Centre - **46,421**

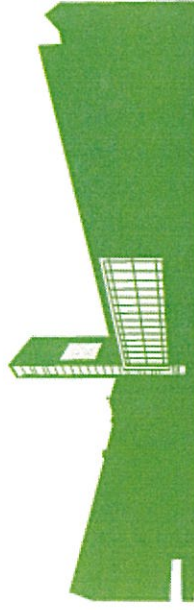
Ward 2 | Pierre Berton Resource Library - **39,853**

Ward 2 | Woodbridge Pool and Arena - **54,224**

Ward 3 | Vellore Village Community Centre – **17,000**

Ward 4 | North Thornhill District Park - **36,331**

Ward 5 | Benjamin Vaughan City Playhouse/Rosemount Community Centre - **65,975**



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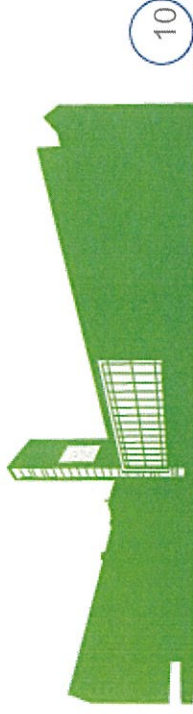
Dynamic Digital Signs at City Facilities



Dynamic Digital Signs at City Facilities

Council Considerations

- Possible first type of use
- Potential impact on future consolidated sign by-law



Dynamic Electronic Signs at City Facilities

Proposal Highlights

- Digital Format - BRIDGE SIGNAGE: [Digital Sign Example](#)
- Enhanced communication – daily and emergency related
- Only costs associated with building, installing and maintaining monument style digital signs are limited to site preparation.
- Reduced use of mobile signs
- Content on city signs dedicated 100 per cent to city messaging
- Guaranteed message placement on CN/RCC digital boards

