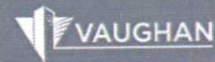


Dynamic Electronic Signs at City Facilities

Committee of the Whole Working Session | Sept. 10, 2013



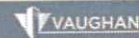
Dynamic Electronic Signs at City Facilities

What are Dynamic (Digital) Signs

- On billboards, digital technology produces static images which are changed via computer (typically every six or eight seconds), providing a non-manual way to change billboard "copy."
- Digital billboards do not scroll, flash, or feature motion pictures
- Digital technology is not considered a "new" technology.
- Advances have been made in the technology that allow for greater technical control and image quality – i.e., brightness levels are adjusted automatically for day/night viewing and can be further manually adjusted.



2

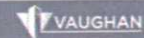


Dynamic Electronic Signs at City Facilities

What are Dynamic (Digital) Signs



3



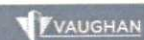
Dynamic Electronic Signs at City Facilities

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 Rec/Culture



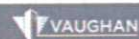
4



Dynamic Electronic 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 Electronic Signs at City Facilities

Public Perception

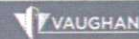
- Q6 -*"In addition to City information, would it be beneficial to you if the outdoor electronic/digital signs also included advertisements from businesses in and around the community?"*
 - 66 percent of residents expressed that allowing advertising **would not be** a welcome aspect to this communication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



Dynamic Electronic Signs at City Facilities

Public Perception

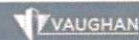
- *Open-ended responses had more than 150 additional comments that were reviewed and were grouped into themes–*
 - 48% Positive
 - 22% Neutral
 - 13% Cost
 - 13% Negative
 - 3% Aesthetics



Dynamic Electronic Signs at City Facilities

Options for implementing Dynamic Electronic Signs

- Option 1: *City Owned and Operated*
- Option 2: *Private Sector Owned and Operated*
- Option 3: *Combination Ownership and Operation*
- Option 4: *City Owned and Operated Pilot Project*



Dynamic Electronic Signs at City Facilities

More than advertising...it's communication

- 'Dear City Canada' campaign to display tweets on billboards

If you can sum up your feelings about your city in less than 140 characters, a national campaign will post your message on mall screens and billboards across Canada this summer as art.

Spacing Magazine's Dear City Canada project asks people to share what they love about the place they call home on Twitter (140 characters or less) using the @DearCityCanada handle, followed by Dear [their city]. All acceptable letters are being displayed on mall screens across Canada for two weeks in June, reaching an estimated five million people each week. Then, some of the best tweets will be displayed on outdoor digital billboards across the country throughout June, July and August.

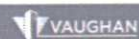
Cities that are participating in the billboard project are: Vancouver, Surrey, Abbotsford, Pitt Meadows, Calgary, Edmonton, Regina, Winnipeg, Sudbury, Kitchener, Hamilton, Toronto, Peterborough, Kingston, Ottawa, Montreal, Quebec City, Moncton, and Halifax.

Spacing Media Publisher and Creative Director Matthew Blackett says since we usually hear people complain about the cities in which they live, the company wanted to encourage people to share the positive characteristics about their cities.

Story from Globalnews.ca | June 4, 2013



9

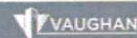


Dynamic Electronic Signs at City Facilities

More than advertising...it's communication



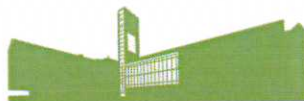
10



Dynamic Electronic Signs at City Facilities

More than advertising...it's communication

- Examples [@DearCityCanada](#) ...
 - Dear Halifax, You're a stubborn rock, rough and gritty, yet still, somehow, an inspiring city that I'm proud to call home.
 - We love cross country skiing the river valley [@CityFortSask](#) [@cityin](#) winter and biking the pathways in summer! [#gottaluvit](#)
 - Dear [#Toronto](#), other Canadians may hate you, but they're just jealous. You are the love we call home.
 - Dear Kitchener: we love that you just as easily have a blackberry in one hand and a theatre mask in the other.



11



Dynamic Electronic Signs at City Facilities

Considerations

- In order for the City to continue to expand its approaches to communication and engagement with its residents, new ideas need to be considered.
- The current sign by-law does not allow digital/electronic signs.
- If approved, what level of private sector involvement will be considered?



12

