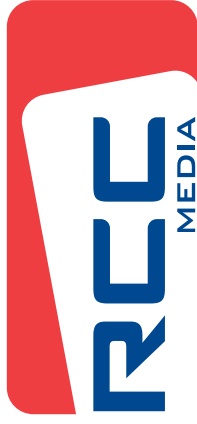


ATTACHMENT A



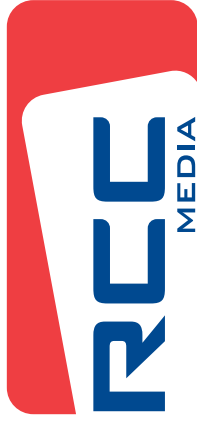
ELECTRONIC MESSAGING PROPOSAL
- PILOT PROJECT -

Date: May 2015



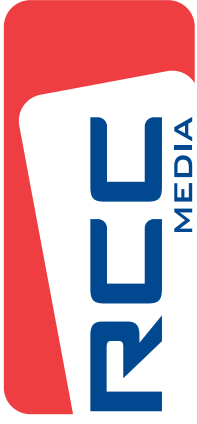
BACKGROUND

- ✓ RCC Media is a group of highly skilled, service-oriented professionals who specialize in out-of-home messaging
- ✓ RCC Media sells and services advertising space to local and regional third-party advertisers
- ✓ RCC Media currently owns and manages (6) 10x20 billboard structures in the City of Markham (80% of market inventory)
- ✓ All billboard structures are located on rail corridor properties
- ✓ City of Markham currently would have to pay to advertise / message on RCC properties
- ✓ Digital / Electronic copy billboards are already permitted and in use in various Canadian cities: Toronto, Montreal, Calgary, Edmonton, Vancouver, etc.



PROPOSAL

- ✓ RCC Media proposes to convert (1) one of its existing 10x20 static billboards to Digital / Non-Video Billboards. Suggested site location: Woodbine Ave N/O John Street (west side). Pilot Project.
- ✓ Current sign by-law allows for 40% digital content.
- ✓ Provide cleaner, refined and modern look to existing structures.
- ✓ City of Markham will receive 1 of 6 messages (every minute per day) - when needed. OR - 5% of daily total advertising plus associated sign fee at city discretion
- ✓ City of Markham will have the ability to stream messages to billboards with messages such as traffic, amber alerts, public notifications, etc.
 - **zero cost to the city and full control of content**



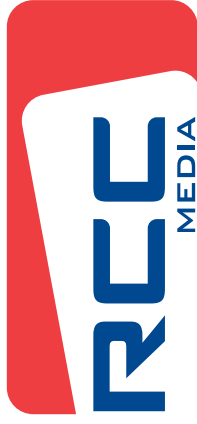
PROPOSAL - Continued

- ✓ All advertising / messaging content must comply to CN, federal, provincial and local guidelines.
- ✓ Study has been conducted showcasing that these types of signs cause no further distraction to drivers. Reports available upon request.

- ✓ Conceptual mock-up
10x20 Digital / Non Video Messaging Panel

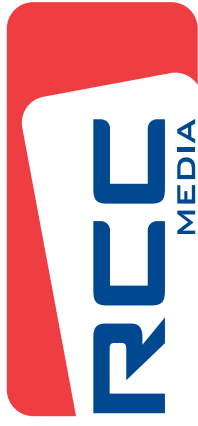


<http://youtu.be/Wlj6Smpy9JM>



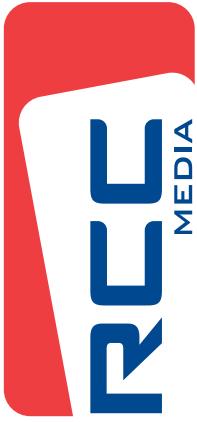
ELECTRONIC MESSAGING - BENEFITS:

- ✓ all media space messaging opportunities provided at **no cost** to the city
- ✓ messages can be updated instantly - (ie. traffic related problems, amber alerts, etc.)
- ✓ communicate to city residents with timely and relevant information (ie. community events, recycling and garbage initiatives, etc.)
- ✓ digital technology allows for shorter run multiple messages, no waste and no costly printing fees
- ✓ unlimited messaging access provided to the city - administered by the **City of Markham's** communications department, at their discretion



ELECTRONIC MESSAGING - BENEFITS: Continued

- ✓ **City of Markham** is provided with 1 electronic message spot when needed. City has full control to provide, update and change content at their full discretion. Complete access provided to **City of Markham** communications group to administer and maintain. All at no cost to the city! RCC Media will sell remaining ten second spots to local advertisers and city partners - any additional/available space will be given to the city.
- ✓ small and medium sized businesses benefit from this messaging/advertising opportunity. Local businesses and/or charities will now be able to afford larger out-of-home advertising space.

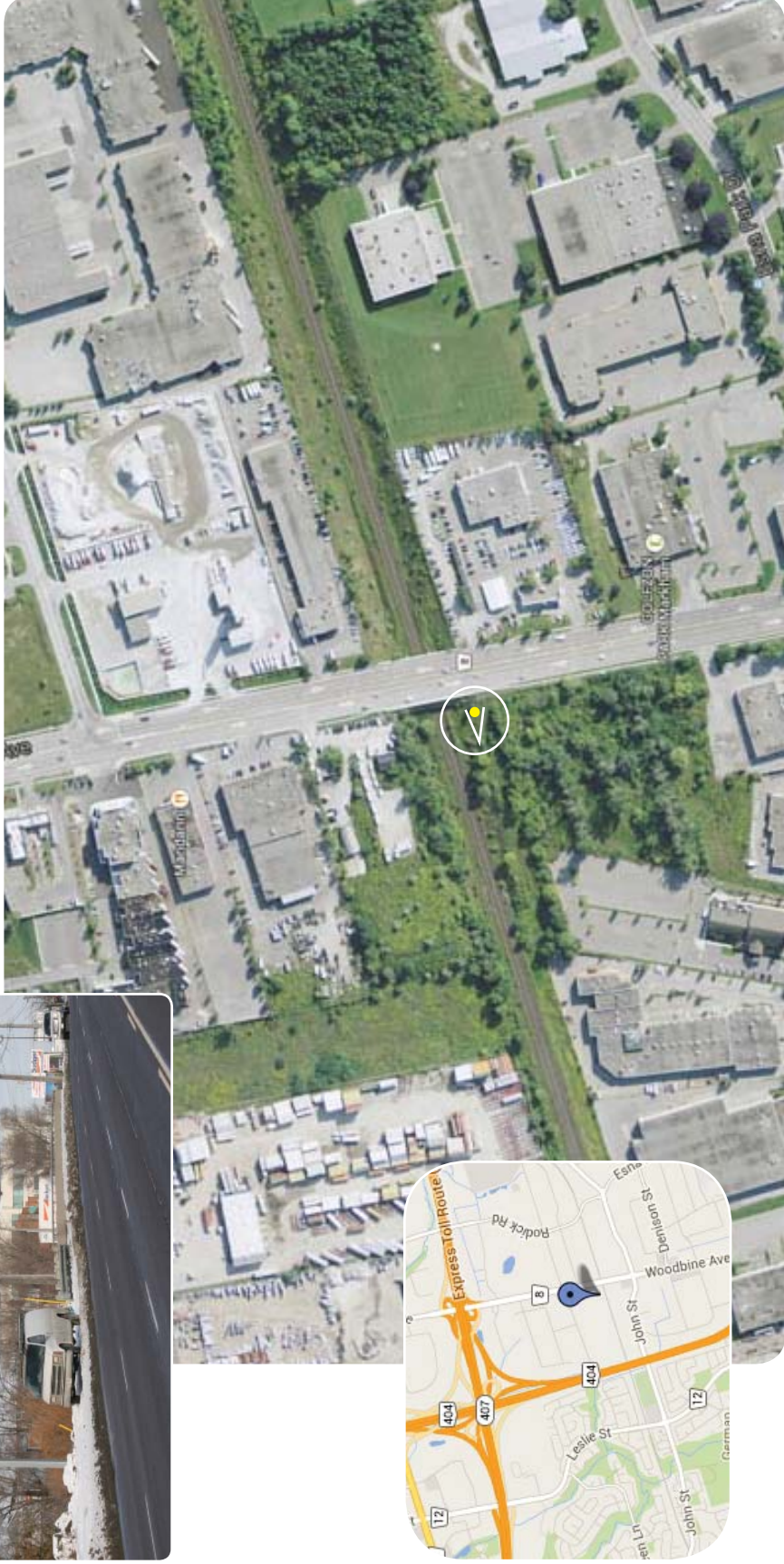


LOCATION DETAIL

PILOT PROJECT

Existing City of Markham Billboard

LOCATION: Woodbine Avenue N/O John Street - WS FNS





Date: May 31, 2015

City of Markham

101 Town Centre Boulevard | Anthony Roman Centre

Markham | ON | L9R 9W3

Attn: Dennis C. Flaherty | Director | Corporate Communications & Community Engagement

CC: Trinela Cane | Commissioner of Corporate Services

RE: RCC MEDIA Digital Sign Program - City of Markham

As per our previous discussions and formal presentation made to the Markham General Committee on April 28, 2014, RCC Media would like to provide the following details and amendments for the above mentioned digital signage program in the City of Markham:

- PROPOSAL: conversion of (1) one **EXISTING** static billboard structure to digital - no new billboards or signs - converted sign will be same size as existing billboard signs (See Appendix A)
- all images on digital sign will display static digital copy (no video or flashing lights)
- sign will be powered by 100% renewable energy through Bullfrog Power
- light levels and image transition to comply and meet with industry standards
- City of Markham will receive exclusive use of the digital board during community emergency
- City of Markham will receive 50% advertising use of digital board during Pan/Am / Parapan Am Games
- City of Markham will have the capability to independently change and adjust community messaging - remotely controlled and instantaneous - for Pan Am Games 2015 and emergencies
- there will be monitoring of bird strikes to assess any impact - Toronto's study conclude no correlation or increase in bird strikes
- potential for larger digital information network for Markham - similar to what is being instituted for City of Vaughan
- digital boards provide an affordable advertising medium for small retail businesses
- 5% of daily total advertising time provided to the City of Markham for non-commercial community messaging (protocol to be confirmed upon program approval) - AND - annual sign administration payment of \$18.60 per square foot plus an annual escalator of the Consumer Price Index (Toronto - all items) - OR 1 of 6 messages (every minute per day) at cities discretion - when needed
- emergency management access for natural disasters and state of emergency scenarios available to the city and region
- sign will be equipped with outlets / conversions for back-up generators in the event of power outages and emergency
- advertising content to adhere to the principles of the Canadian Code of Advertising Standards, CN Rail
- Distraction: many studies have been performed throughout North America, including Toronto regarding static digital signs and driver safety. Studies conclude that static digital signs are safety neutral features and are well below thresholds
- Sky Glow: digital sign technology includes lighting features that traditional billboards do not have. Digital signs have the ability to adjust brightness levels according to ambient light and limit sky glow by the ability to control the direction of light through internal louvers.

We look forward to working with you and the City of Markham in order to implement this pilot project which will provide numerous benefits to the public realm - including community responsiveness to events and news and emergency preparedness - to name a few.

ATTACHMENTS:

A - Proposal Document and Location Detail

Regards,

Tony Romanelli, President
RCC Media Inc