



Implementation of Digital Bridge Overpass Banner Signs in Markham

**General Committee
June 20, 2022**



AGENDA

1. Background - Digital Railway Banner Project
2. Sign Locations
3. Banner Design
4. Day/Night Views
5. Draft Agreement Terms
6. Financial Considerations
7. Conclusion
8. Staff Recommendations



1. BACKGROUND - DIGITAL RAILWAY BANNERS

- RCC Media Inc. is an advertising company with exclusive rights granted by CN to provide advertising on the CN Rail bridge overpasses in Markham.
- In the past, Markham Staff, and Council have been approached by RCC Media Inc. on a proposal to install digital railways banners on the CN railway bridges in the City - the banners were to display commercial advertising & City messaging and would generate an annual revenue stream for the municipality.
- In 2014, Staff brought forward a report recommending installation of digital banners – this was not endorsed by Council.
- At that time, Council did approve two digital billboards requested by Metrolinx on Highway 407 - one has been installed at Langstaff - the second is pending near the Unionville GO Station.



1. BACKGROUND (CONT'D)

- As part of the 2022 budget process, Staff were asked to identify potential ways to modernize services, enhance efficiencies, and to generate new revenue to reduce the property tax rate increase.
- At the request of Staff, RCC Media Inc. agreed to resubmit its previous proposal to convert current railway banners on the CN rail corridor to a digital format, and to expand the digital banners to additional railway bridges for commercial and City advertising purposes - with annual revenue for the City.
- The proposal was reviewed by Budget Committee and subsequently approved by Council for implementation in 2022.
- Additional benefits to the City include: enhanced efficiency & modernization of City communications; real time messaging; emergency alerts; flexibility for community messaging; and, an increased number of digital messaging locations.



2. SIGN LOCATIONS

Existing vinyl CN bridge banners to be replaced with digital boards:

- Kennedy Rd. south of Hwy 407 (Ward 8)
- Markham Rd south of 14th Ave (Ward 7)
- 14th Ave west of Markham Rd (Ward 7)

New digital board locations on CN bridges:

- Bayview Ave south of John Street (Ward 1)
- Hwy 404 north of Steeles Ave (Wards 1 & 8)
- McCowan Rd north of 14th Ave (Wards 7 & 8)
- Ninth Line north of Steeles Ave (Ward 7)



3. BANNER DESIGN PERFORATED METAL SHEET - SLOTTED



CN RAIL / RCC MEDIA - BRIDGE OVERPASS DIGITAL PANELS
(FOR DISCUSSION PURPOSES ONLY)

- minimum 16 gauge material requirement
- minimum 40% see through for wind load requirements
- secured to existing steel struts - extra added for support
- 8'h x 28'w digital screen placed over oncoming traffic
- Markham logo (illuminated) raised off of slotted metal panel surface - raised 3D look
- Perforated Sheet - SLOTTED - see attached product sheet and details



4. DAY & NIGHT VIEWS



Markham Road and 14th Avenue
Northbound



Screen Size (TBC) = 8'H x 28'W



5. KEY DRAFT AGREEMENT TERMS

- Prior to installation, RCC Media Inc. will provide the City with construction drawings approved by a qualified Profession Engineer. Once installed each sign will be inspected to confirm the installation was done in accordance with the drawing.
- RCC Media is required to comply with specific illumination restrictions. If there are complaints from the public or if the City has concerns regarding illumination levels, RCC Media Inc. will adjust sign lumen levels to the satisfaction of the City.
- RCC Media must comply with Ministry of Transportation (MTO) rules around driver distraction and, at minimum:
 - signs will not display live motion video, animation or flashing images
 - messages will be displayed for 6-10 seconds
 - transition between will be less than 1 second.



5. KEY DRAFT AGREEMENT TERMS (CONT'D)

- RCC Media Inc. will endeavor to ensure the signs are powered by a company specializing in renewable energy.
- Advertising content will adhere to the Canadian Code of Advertising Standards and to the Broadcast Code for Advertising to Children.
- The City will receive 5.0% of daily messaging time on each sign (both screens) for City messaging at no cost to the City.
- In the event of a emergency (extreme weather, etc.) the City be permitted messaging on each sign (both screens) from the start of emergency and for a reasonable period thereafter.
- Paid community messaging for not-for-profit groups will be offered by RCC Media Inc. at a discounted rate.



5. KEY DRAFT AGREEMENT TERMS (CONT'D)

- RCC Media Inc. will also provide the City with the following:
 - A per sign (and per screen) annual Sign Administration Payment
 - 72 minutes per screen per day – to be available on each screen for Markham messaging; unused advertising space will also be available for use by the City
 - Maintenance and lifecycle replacement of the digital boards at no cost to the City.
 - Quarterly performance reports on City messaging, emergency messaging, including , including available screen time and customer complaints.
- The City's agreement with RCC Media Inc., will be in effect for 20 years and will contain exit clauses for non-performance or convenience.



6. FINANCIAL CONSIDERATIONS

- There is no cost to the City associated with the RCC Media Inc. proposal.
- The City will receive an Annual Sign Administration Payment of \$15,000 per year per screen for 6 sign locations (\$15,000 x 12 screens) for a total of \$180,000 (\$30,000 annual payment per sign).
- For the Hwy 404/Steeles Avenue location, the City will receive an Annual Sign Administration payment of \$25,000 per year per screen (\$25,000 x 2 screens) for a total of \$50,000.

Total revenue: \$230,000 per annum upon full installation of the signs.



7. CONCLUSION

- The RCC Media Inc. proposal was adopted by Markham City Council in 2021.
- It will generate additional revenue for the City, increase City branding, versatility and flexibility when communicating with residents, guests and visitors.
- All digital boards will be installed and fully operational no later than January 1, 2023.
- Public communications will be developed to support the launch of the new signs.



8. STAFF RECOMMENDATIONS

1. That the Report entitled “Implementation of Digital Bridge Overpass Banner Signs in Markham” be received; and,
2. That staff be authorized to complete negotiations and finalize a Digital Sign Agreement with RCC Media Inc. for the installation and maintenance of Digital Overpass Banner Signs on CN bridges in Markham, to the satisfaction of the Commissioner of Corporate Services and the City Solicitor; and,
3. That the Mayor and City Clerk be authorized to sign the agreement with RCC Media Inc., and any amendment thereto approved by the Commissioner of Corporate Services and the City Solicitor; and,
4. That staff report back within 3 years of the signing of the agreement with RCC Media Inc. with a status report; and further,
5. That staff be authorized and directed to do all things necessary to give effect to this resolution.



QUESTIONS?



APPENDICES



CURRENT VINYL BANNER LOCATIONS

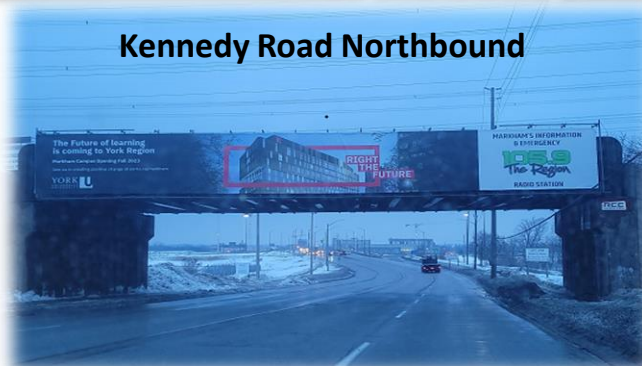
14th Avenue Eastbound at Markham Rd



Markham Rd Northbound at 14th Ave



Kennedy Road Northbound

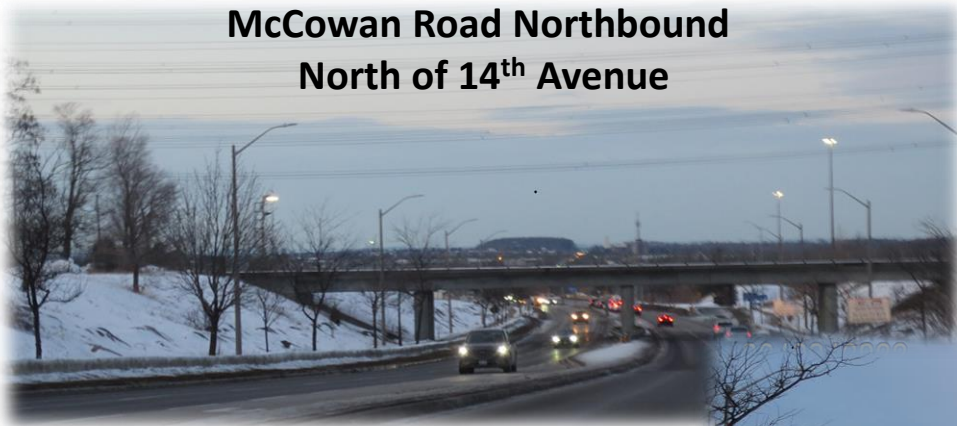


Existing vinyl banners on both sides of the bridges will be replaced with digital boards



NEW LOCATIONS

**McCowan Road Northbound
North of 14th Avenue**



Southbound



**Digital boards will be installed on
both sides of the bridges for
commercial and City advertising**



NEW LOCATIONS

Hwy 404 Northbound



Hwy 404 Southbound





NEW LOCATIONS

Bayview Avenue Northbound



Southbound





NEW LOCATIONS

9th Line Northbound



Southbound





Digital Banner Locations

