



Metrolinx Digital Signage Network

City of Markham

Presented to the City of Markham

June 16, 2014



Project Overview

- Allvision contracted by Metrolinx to develop a Digital Signage Network on its rail corridors
- Allvision has identified a pool of potential locations in the GTA, including two in Markham
 - Hwy. 407 1.25km E/O Warden Ave. NS, FE/FW
 - Hwy. 407 500m E/O Yonge St. SS, FE/FW
- Digital Signs will show only static images (no video or flashing images)
- Metrolinx is seeking support from Municipalities where proposed locations reside
- Project is subject to final approval from MTO

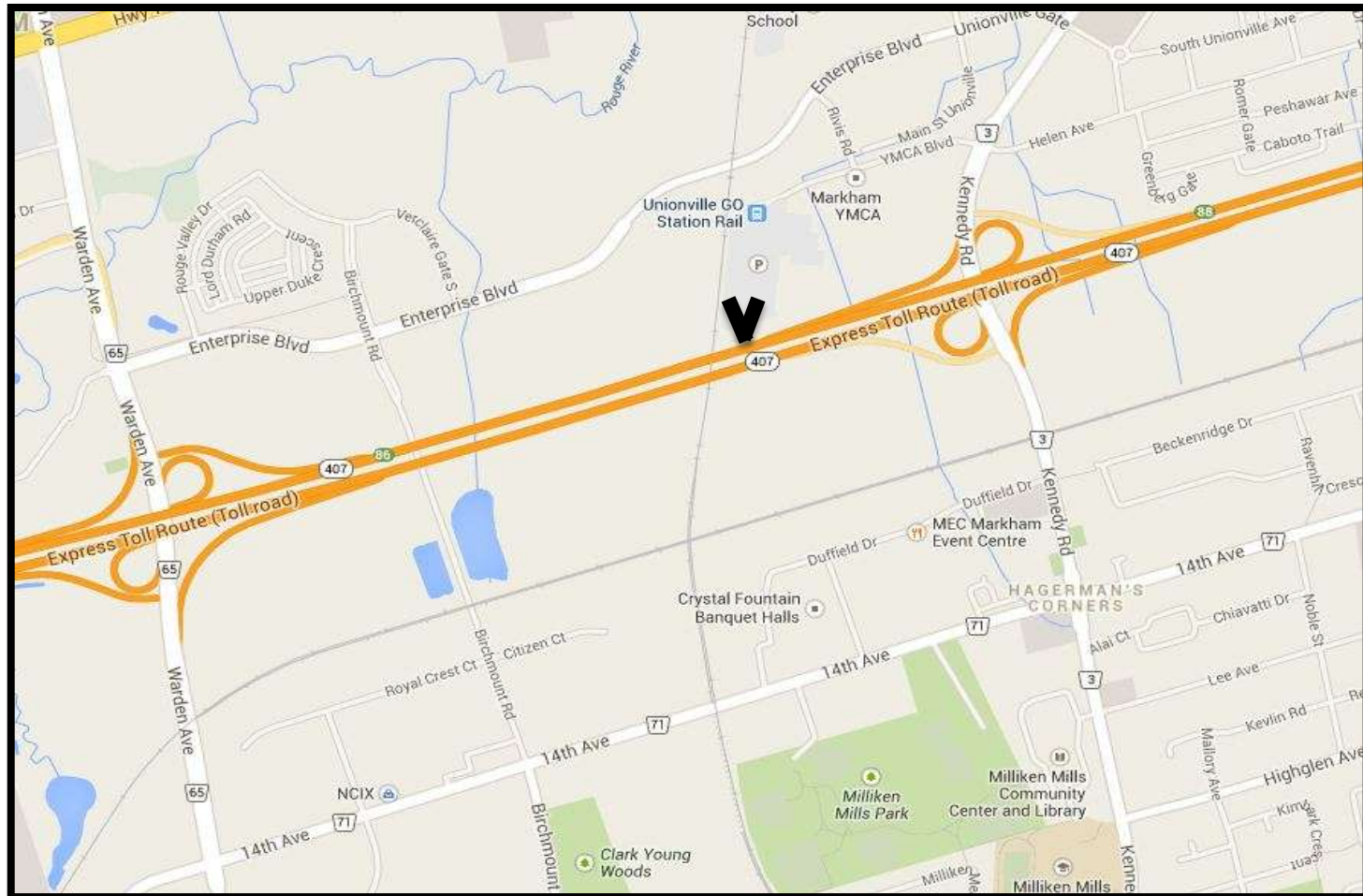


Proposal History

- On April 28, 2014 AllVision made a presentation to the General Committee providing details of the Metrolinx Sign Program.
- Comments and questions were raised by Council during the General Committee regarding the program
- Council (General Committee) referred the item back to city staff for further analysis and to prepare a final report in June
- As a result of the comments and questions raised by Council General Committee and City staff, AllVision and Metrolinx have added features to the sign program proposal that will further benefit Markham.



Markham Sign Locations

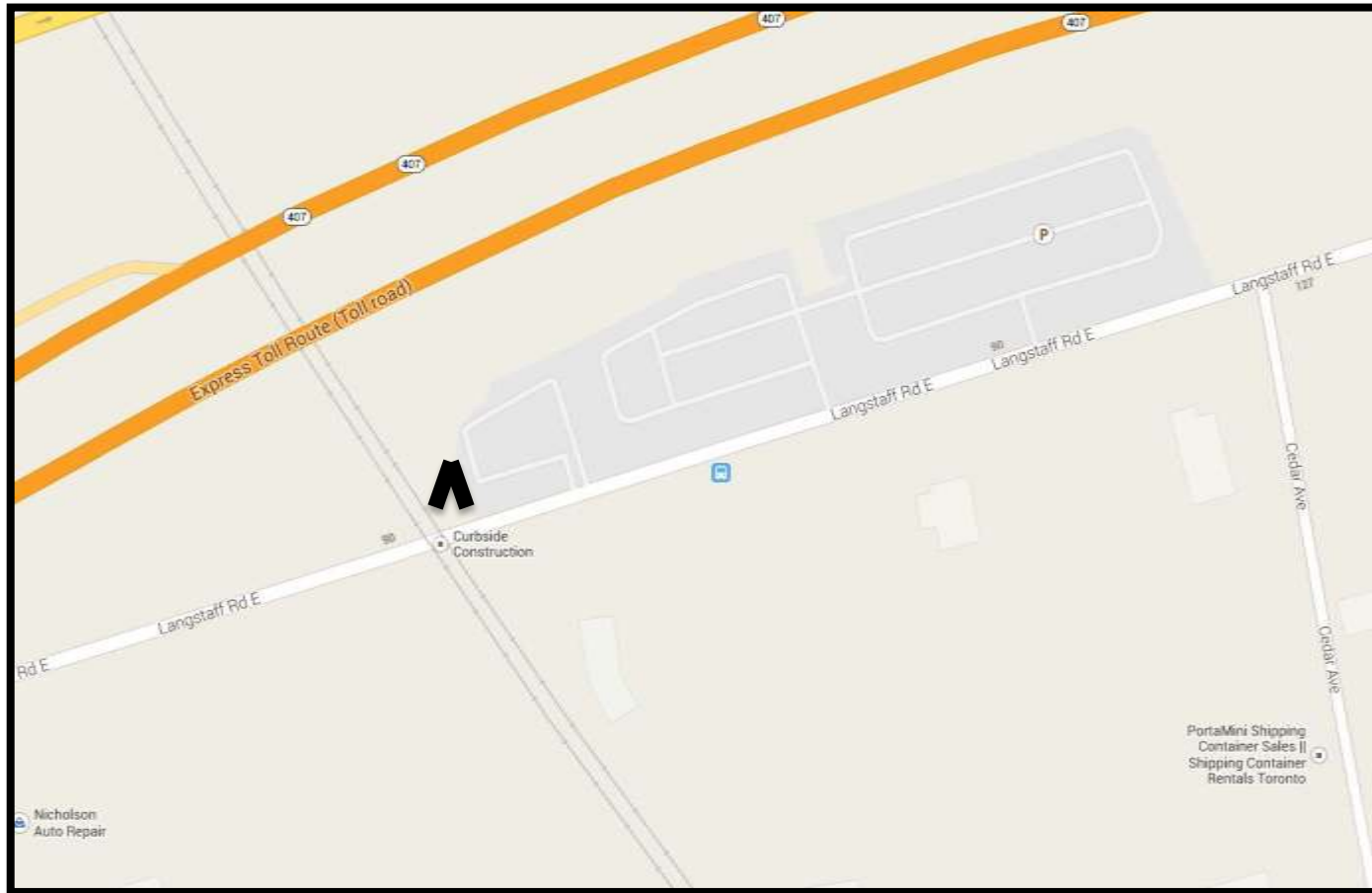


Hwy. 407 1.25km E/O Warden Ave. NS, FE FW

V - Proposed Location



Markham Sign Locations



Hwy. 407 500m E/O Yonge St. SS FE/FW

■ - Proposed Location



Details of Opportunity

- City of Markham to have up to 5% of daily total advertising time for the two signs (valued at approximately \$50,000) for community (non-commercial) messaging
- Annual sign administration payment to the City of Markham of \$25,000 per sign structure (\$50,000 total / year) plus an annual escalator of the greater of 2% or the CPI Index
- All Metrolinx digital signs have emergency messaging capabilities for emergencies such as Amber Alerts and natural disasters
- Signs powered by 100% renewable energy through Bullfrog power
- Signs will be equipped with outlets for back-up generators in the event of power outages
- Advertising content to adhere to the principles of the Canadian Code of Advertising Standards



Pan Am & ParaPan Am Games

- Metrolinx will be providing the Pan Am & ParaPan Am Games with an allocation of exclusive advertising time* to be used by the organizers to communicate with the public, including:
- Details of upcoming events and venues
- Transportation route information
- “Way-finding” and promotion of venues
- Updates on scores and highlights of events

*Pan Am Games will receive 52 minutes of time per day on signs for the 4 weeks preceding the Pan Am Games, and 100% of the time during the Pan Am and Parapan Am Games, less 3 hours a day for Metrolinx use.



CONCLUSION

AllVision and Metrolinx are seeking support for two digital sign locations in Markham and confirmation that the City would like to participate in the digital sign network.