Metrolinx Digital Signage Network

Attachment "A"

Presented by Allvision to the City of Markham,
April 28, 2014

Project Overview

- Allvision contracted with Metrolinx to develop a Digital Signage Network on its rail corridors
- Allvision has identified a pool of potential locations in 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
- Metrolinx is seeking support from Municipalities where potential locations reside
- Participating Municipalities will have access to 5% of time on each digital screen
- Project is subject to final approval from MTO

Metrolinx Proposed Digital Sign in Markham

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

Metrolinx Proposed Digital Sign in Markham

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

Metrolinx Proposed Digital Sign in Markham

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

Metrolinx Proposed Digital Sign in Markham

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

Digital Sign Features and Attributes

- Digital signs shall display static copy only (no video)
- Each advertisement will be displayed for 10 continuous seconds
- Transition between advertisements will be less than 1 second
- Light levels to meet with industry standards already established
- Digital signs have the technology to adjust light levels based on ambient light thereby reducing the lighting impact to surrounding area
- Digital signs limit sky-glow compared to traditional back-light or up-lit signs due to the ability to control light levels

Digital Sign Features and Attributes

- Proposed Metrolinx sign are located along its rail corridor, adjacent to commercial/industrial areas (not residential areas) and sign faces will not impact nearest residential communities

- Digital signs limit sky-glow compared to traditional back-light or up-lit signs due to the LED technology and design

- Digital Signs have the capacity to change images quickly and effectively in order to address important, timely messages and emergencies

- Digital signs are commonly used by municipalities and government organizations throughout North America to raise non-tax revenue to subsidize programs

Digital Billboards and Traffic Safety

- Digital Signs of the type being proposed are safely permitted in many areas throughout Canada (in excess of 40 exist in the Greater Toronto Area, and similar numbers in Montreal and Vancouver)

- Digital signs and traffic safety were studied for over a decade …. most recently by the City of Toronto and the US Federal Highway Administration (FHWA)

- In these numerous studies of human factors and accident statistics, the results show they are safety neutral features

Community Benefits

- Markham messaging for Community events/initiatives
- Metrolinx messaging promoting Public Transit initiatives
- Safety messaging (Emergencies, Amber Alerts etc)
- Money for public transit and bridge improvement program
- Green technology and reduced carbon footprint

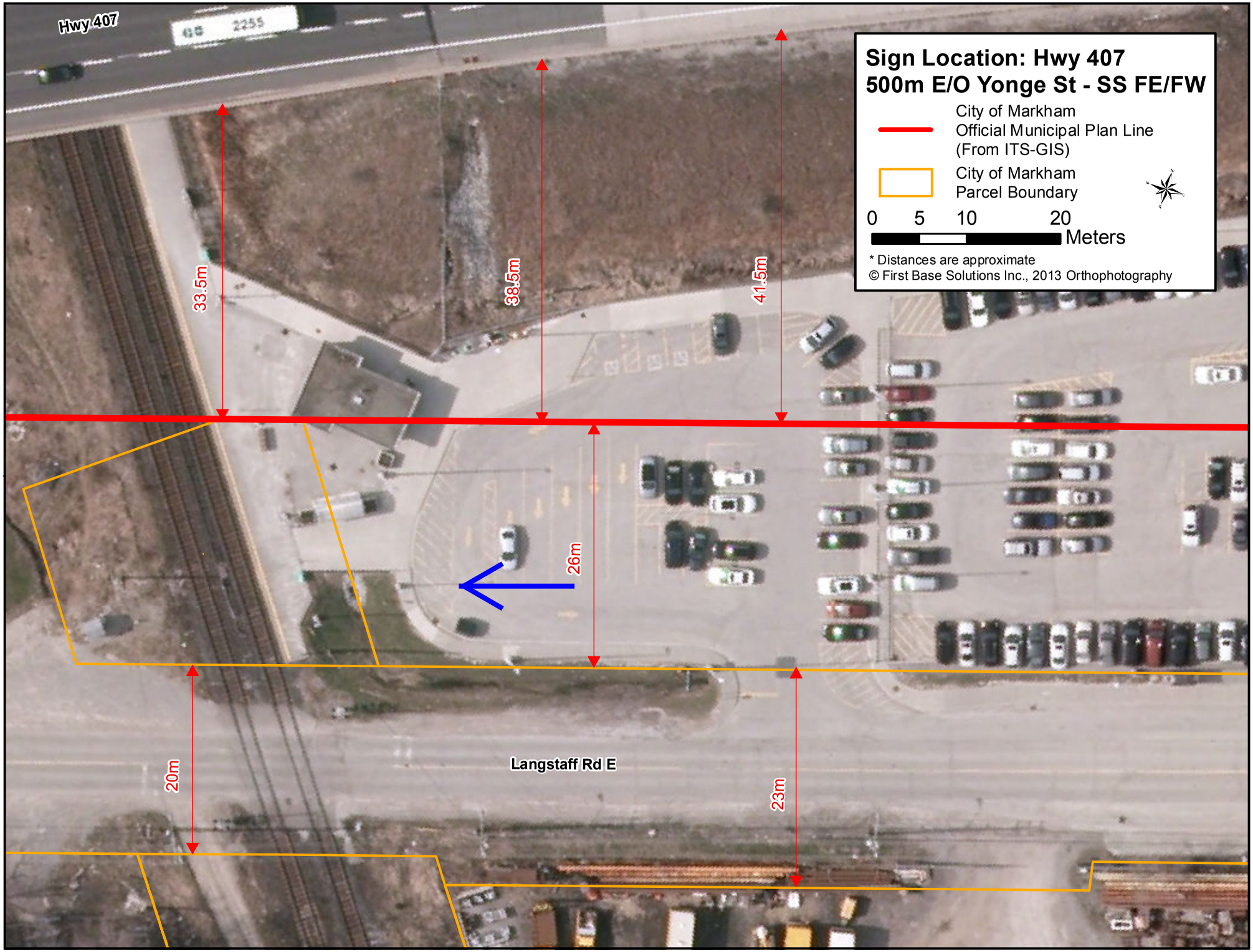
Conclusion

Metrolinx and Allvision are seeking support and approval from Markham Council for its digital network and confirmation that it would like to be a participating member of the network.

Metrolinx Proposed Digital Sign in Markham

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

Attachment "B"


Sign Location: Hwy 407
500m E/O Yonge St - SS FE/FW
City of Markham
Official Municipal Plan Line
(From ITS-GIS)
City of Markham
Parcel Boundary
0 5 10 20
Meters
* Distances are approximate
© First Base Solutions Inc., 2013 Orthophotography
Hwy 407
33.5m
38.5m
41.5m
26m
20m
23m
Langstaff Rd E

Attachment "C"

June 11, 2014

Ms. Brenda Librecz
Commissioner of Community and Fire Services
City of Markham, 101 Town Centre Boulevard
Markham, Ontario
L3R 9W3

Re. Metrolinx Digital Sign Program – City of Markham

Dear Ms. Librecz,

As per our previous discussions and formal presentation made to the Markham General Committee on April 28, 2014, we would like to provide you with the following details of the Allvision/Metrolinx digital sign program in the City of Markham:

- Two sign structures (with two 14 X 48 static digital signs per structure) located along its rail corridor, adjacent to Highway 407 (see attached)
- All images on digital signs will display static digital copy (no video or flashing lights)
- Signs will be powered by 100% renewable energy through Bullfrog Power
- Light levels and image transition to meet industry standards
- 5% of daily total advertising time on both sign structures (valued at approximately $50,000 per year over the 20 year term) to be allocated to the City of Markham for non-commercial community messaging (protocol to be confirmed upon program approval)
- Annual sign administration payment of $25,000 per sign structure plus an annual escalator of the greater of 2%, or the Consumer Price Index (Toronto - All items) to be provided to City of Markham
- Emergency management access for natural disasters and state of emergency scenarios
- Signs will be equipped with outlets for back-up generators in the event of power outages
- Exclusive advertising access and branding to Pan Am games during the 2015 event (see attached)
- The digital signs will include architectural and aesthetic features that will set them apart from traditional billboards.
- Advertising content to adhere to the principles of the Canadian Code of Advertising Standards

Non-tax revenue for Metrolinx Transit Projects

As you are aware, Metrolinx is overseeing $16 Billion worth of transit expansion in the Greater Toronto and Hamilton Area. In an effort to promote and subsidize the cost of these projects, Metrolinx has

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905-285-0245

worked with AllVision Canada to assess its rail assets, including third party billboard advertising in order to pursue highest and best use of its rail corridor to produce non-tax revenue.

Pan AM Games

AllVision / Metrolinx has formally offered the PanAm games exclusive access to the sign network during the 2015 games, along with temporary branding on the pole and border of the signs. Exclusive access to the signs will include event and venue promotion, scores and highlights, way-finding, etc.

Due to the relationship between these proposed signs and the upcoming PanAm Games, AllVision will require sufficient lead time to construct and install the signs in time for the PanAm Games. As a result, we are seeking Council endorsement of the proposal in June 2014.

Distraction

There have been a number of studies performed throughout North America, including Toronto regarding static digital signs and driver safety. These studies have concluded that static digital signs are safety neutral features and are well below the safety distraction thresholds.

Sky glow and bird risk

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 can limit sky glow by the ability to control the direction of light through internal louvers.

With respect to digital signs posing a risk to birds, AllVision has undertaken a three year monitoring program in British Columbia as part of an Environmental Assessment. The monitoring program found no bird deaths associated with the digital signs. Allvision will monitor any bird deaths over the first year of operation and provide a report to the City of Markham.

Administration

As a result of the location of these two signs in relation to Highway 407, sign approvals will be subject to Ministry of Transportation approval.

We look forward to working with you and the City of Markham in order to implement this project which will provide a number of benefits to the City of Markham and Metrolinx.

Yours truly,

Blair Murdoch, President
AllVision Canada

Suite 200, 29 Tannery St., Mississauga ON L5M 1V1
905-285-0245

Attachment "D"

Proposed City of Markham Electronic Sign Regulations

RESTRICTIONS ON THE TYPE OF DISPLAY
Minimum 10 second dwell time
Maximum 1 second transition
No transitional effects
RESTRICTIONS ON ILLUMINATION OF SIGNS
Maximum luminance 5,000 nits between sunrise and *sunset*
Maximum luminance 500 nits between *sunset* and sunrise
Luminance of sign shall not increase light levels within 10 metres of all points of the electronic sign face by more than 6.5 lux above the ambient light level

"nits" refers to the amount of light leaving the source. For example, the light emitted by a typical desktop computer monitor is between 50 to 300 nits.

"lux" refers to the amount of light falling on a surface such as the ground. For example, on a clear day the outdoor light level is approximately 10,000 lux as compared to full moonlight at approximately 0.1 lux.

Attachment "E"

Artist Concept. E. & O.E. April, 2014