



CN RAIL BRIDGE OVERPASS ELECTRONIC MESSAGING PROPOSAL

Prepared For:

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CC:

City of Brampton - City Council

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BACKGROUND

- ✓ RCC Media, on behalf of CN Rail, have initiated both static and digital bridge overpass messaging opportunities for cities such as: Brampton, Vaughan, Markham, London, Toronto and Pickering
- ✓ For 13 years, RCC Media has managed static vinyl bridge installs for City of Brampton (c/o Communications Department) at:
 - Main Street N/O Queen Street - CN Rail Bridge Overpass - Facing North and South
 - Queen Street E/O Main Street - CN Rail Bridge Overpass - Facing East and West
- ✓ As per static bridge overpass advertising agreement dated May 31, 2007 (PO# 0000801535)
 - annual City of Brampton investment of \$100,000
- ✓ Current 2020 Program Cost to City of Brampton = \$122,000





PROPOSAL

REVENUE SHARE / MESSAGING SCREEN TIME DOWNTOWN LOCATIONS

- ✓ Conversion of TWO (2) EXISTING CN RAIL BRIDGE OVERPASSES from static vinyl to a static / digital non-video combination
 - DOWNTOWN CORE LOCATIONS:
 - Main Street N/O Queen Street - Facing North and South & Queen Street E/O Main Street -Facing East and West
- ✓ Conversion of SEVEN (7) NEW CN RAIL BRIDGE OVERPASSES to a static / digital non-video combination
 - Finch Ave. S/O Steeles Ave. (TBC) - Airport Rd. N/O Williams Pkwy. (TBC) - Steeles Ave. W/O Goreway Dr. (TBC)
 - Dixie Rd. N/O Steeles Ave. (TBC) - Rutherford Rd. N/O Steeles Ave. (TBC) - McLaughlin Rd. N/O Queen St. (TBC)
 - Kennedy Rd. S/O Queen St. (TBC)
- ✓ **City of Brampton to receive:**
 - (2) Existing Downtown Core Locations - 5 x 6 second time slots per minute per screen - 30 seconds total - 4 screens
 - (7) NEW Locations - \$15K guaranteed per annum per screen - \$15K x 14 screens = \$210,000
 - All (9) locations - static vinyl portion allocated to City of Brampton for branding purposes.
- ✓ **TERM:** Minimum 20 year term required
- ✓ **EMERGENCY ALERTS** - unlimited override on ALL digital screens for emergency alerts, amber alerts, extreme weather, etc
- ✓ Mock-up for reference. See Appendix A.



BENEFITS TO CITY OF BRAMPTON AND RESIDENTS

- ✓ All capital expenditures and media space messaging opportunities provided at **NO COST** to the city
- ✓ Cancellation of existing static vinyl program with the city - **SAVINGS OF \$122,000 PER ANNUM TO THE CITY**
- ✓ **REVENUE SHARING:** New Locations: \$15K guaranteed per annum per screen - \$15K x 14 screens = **\$210,000 PER ANNUM**
- ✓ **DOWNTOWN CORE MESSAGING:** 5 x 6 second time slots per minute per screen - 30 seconds total - 4 screens
- ✓ **AMBER ALERTS** - unlimited override on ALL digital screens for emergency alerts, extreme weather, etc
- ✓ **COMMUNITY MESSAGING** can be updated instantly - (ie. traffic related problems, etc.)

Communicate to residents with timely and relevant information (ie. community events, recycling and garbage, etc.)

See Attached APPENDIX B (Samples of City of Vaughan messaging slides)

- ✓ Digital network allows for greater reach and frequency for messaging to city residents - helps reduce amount of temporary mobile signage required - if not all
- ✓ Digital technology allows for positive environmental outcomes due to no waste and no costly printing fees
- ✓ small and medium sized businesses benefit from this messaging/advertising opportunity. Local businesses and/or charities will now have a more affordable and effective advertising method available to them in the market today. Reducing the amount of illegal "temporary" signs - lawn signs, pole signs, mobile signs, etc.
- ✓ **SUMMARY TOTAL (TO THE CITY OF BRAMPTON):**
 - = \$122,000 SAVINGS FROM EXISTING CONTRACT SPEND + \$210,000 REVENUE SHARING
 - = **\$332,000 ANNUALLY + DOWNTOWN MESSAGING (4 SCREENS) + ABOVE MENTIONED BENEFITS**



COMMON QUESTIONS / FACTS

Q: These new digital billboards will increase driver distraction?

A: A number of studies have been conducted where digital LED outdoor billboards have been in operation for a period of time. There is no evidence that digital outdoor billboards contribute to increased driver distraction. **Digital sign impact studies - provided to city staff for full and comprehensive review.**

Q: Do LED outdoor messaging boards work like televisions?

A: LED digital technology is specifically designed to provide a clear precise reproduction of still pictures or advertising artwork. They will not display live video or animation. Simply put, the messages do not move, jump or flash.

Q: How often does the message change?

A: Confirming to industry standards, commercial messages are 6 or 10 seconds - with less than 1 second transition time between slides. The signs can be updated remotely, are monitored and can be used by the City or local emergency services to communicate messages including Amber alerts.

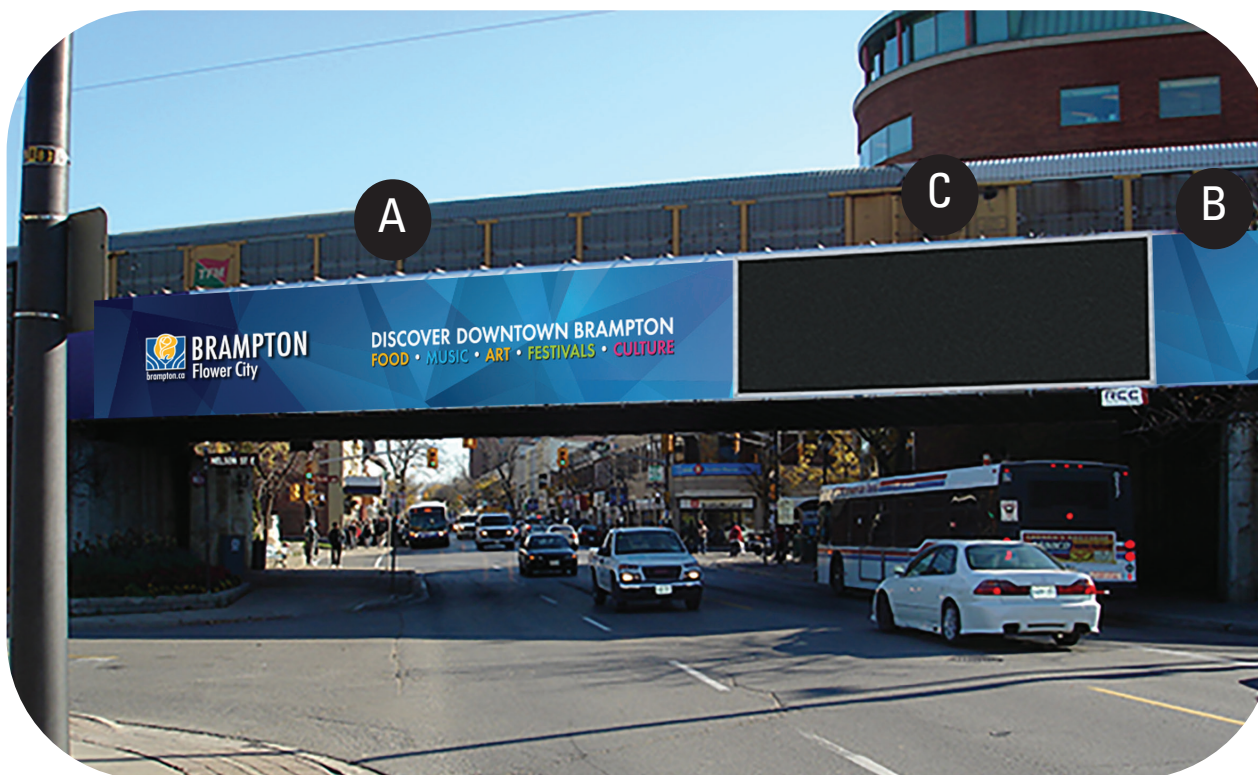
FACT: LED digital outdoor screens do not include any transition with effects such as blinking, flashing or any other movement

FACT: Conforming to industry standards, LED digital outdoor screens will not increase the ambient level of light within 10m of all points of the sign more than 3.0 lux.

FACT: ad messages to conform to regulations placed by Canadian Advertising Standards, CN Rail and RCC Media

FACT: LED digital outdoor screen technology allow for full control of light level outputs - all within regulation of safety and regulatory standards

APPENDIX A BRIDGE OVERPASS MOCK-UP



MOCK UP FOR REFERENCE - both sides of bridge overpass:

- A. Static vinyl showcasing Brampton generic/branding messaging.
NOTE: more permanent (non-vinyl) can be engineered as well
- B. Static vinyl for generic/branding messaging
- C. Digital panels - 8'H x 28'W situated over the right of way - for both sides of the bridge

APPENDIX B SAMPLES OF CITY MESSAGING

