
MANAGEMENT REPORT

Date: June 15, 2023
To: Community Services Sub-committee
From: Michael Mousley, Manager of Transit
Report #: COM23-004
Attachments: Proposed Bench Locations
Management Report COU22-066

Title: 2023 Transit Bench Advertising Locations

Objective: To provide the 2023 proposed locations of the 10 no cost, revenue generating transit advertising benches.

Background: At the September 12, 2022 Regular Council meeting, Council adopted the following resolution:

THAT the report titled, "Transit Bench Advertising Program 2022" (COU22-066), be received;

AND THAT the Mayor and Clerk, or their respective delegates, be authorized to sign the agreement with Creative Outdoor Advertising for advertising on transit benches for a period of ten (10) years to 2032.

In 2022, 20 (twenty) locations were proposed, and benches were installed. Staff have noticed over the months many customers using these unique, barrier free seating options while waiting for a Transit bus. Also, all advertising spaces are currently sold on all benches located throughout the City.

Analysis: The advertising vendor, Creative Outdoor Advertising, supplies transit benches at no cost to the City, for installation at the locations noted in the attachment.

City of Stratford receives a revenue stream of 20% of advertising space sold by the vendor for the term of the agreement. There are no Capital/Operating costs to budget, as maintenance and replacement of the benches are the company's responsibility in the agreement. The program generates revenue for the Transit Division of approximately \$17,000 annually.

Bench advertising examples:



Financial Implications:

Financial impact to current year operating budget: No impact as the 2023 budget reflects the planned revenues of \$17,000.

Financial impact on future year operating budget: At a minimum the program revenues received are \$17,000 each year and this amount is in the transit operating budget, which will overall help reduce the reliance on the tax levy. This amount increases based on 100% of advertising space being sold.

Link to asset management plan and strategy: Based on the commitment of the vendor to keep the benches in good condition, they benches will continue to have a useful life beyond the 10-year contract.

Legal considerations: None identified.

Insurance considerations: As per the agreement, the Vendor provides the City with a certificate of insurance naming the City as an additional insured for not less than \$5 million. This assists in mitigating the liability risk for both parties.

Alignment with Strategic Priorities:

Mobility, Accessibility and Design Excellence

Improving ways to get around, to and from Stratford by public transit, active transportation and private vehicle.

Developing our Resources

Optimizing Stratford's physical assets and digital resources. Planning a sustainable future for Stratford's resources and environment.

Alignment with One Planet Principles:**Health and Happiness**

Encouraging active, social, meaningful lives to promote good health and wellbeing.

Travel and Transport

Reducing the need to travel, encouraging walking, cycling and low carbon transport.

Staff Recommendation: THAT the Management Report titled, “2023 Transit Bench Advertising Locations” (COM23-004), be received for information.

Prepared by:

Michael Mousley, Manager of Transit

Recommended by:

Tim Wolfe, Director of Community Services

Joan Thomson, Chief Administrative Officer