



To: General Purposes Committee
From: Andrew Nazareth
General Manager, Business & Financial Services

Date: March 30, 2009
File:

Re: Canada Line Information and Advertising Displays

Staff Recommendation

1. That staff be directed to implement a pilot program of Canada Line information and advertising displays as outlined in the attached report.
2. That the General Manager of Business & Financial Services be authorized to execute the agreements in relation to the approved pilot program.

Andrew Nazareth
General Manager, Business & Financial Services
(4095)

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ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER			
Law.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
Major Projects.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
Transportation	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
Communications.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	REVIEWED BY CAO	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

Based on a January 7, 2008 Report to Council, staff were directed by Council to:

- (1) Explore opportunities with InTransit BC for multi-media technology along a portion of the Canada Line on No. 3 Road that could be used in providing public information, visual displays, audio and advertising.
- (2) Report back to Council with a pilot implementation plan.

This report identifies the specific technologies and placement of displays that could be considered for a pilot implementation program along the Canada Line on No. 3 Road.

Analysis

Subsequent to the completion of the Canada Line Rapid Transit System, the IBI Group has been working with the City to create and implement the No. 3 Rd Restoration Plan which includes the Richmond City Council "Approved Streetscape Concept Design".

As the urban designers for the No. 3 Rd Road Restoration project, IBI Group is uniquely positioned to assess the appropriateness of multi-media displays and the ability for them to be seamlessly integrated into the current urban design components.

As any implementation of display and advertising technologies along No. 3 Rd would need to integrate with and enhance this Streetscape Concept, IBI Group scope was expanded to include:

- Identify which technologies (LED Screens, 360 Revolution Displays, Interactive Kiosks, Interactive Projection Systems) or combination of technologies, would be suitable for implementation along the No 3 Rd/Canada Line
- Identify specific locations for implementing these technologies and provide the reasons/benefits of implementing in each location
- Identify placement configuration, type of technology and specific numbers of displays that could be implemented in the chosen locations
- Provide artists renditions of how the selected technologies would integrate into the overall streetscape along this corridor

Some of the guiding principles elements that the IBI Group established for restoration of the No. 3 Rd corridor, many of which were considered in evaluating the use of the information and display technologies for this initiative, include:

- Great Streets – That the No. 3 Rd corridor shall become a 'Great Street' and the focus of Richmond's downtown as it grows to become a vibrant, attractive urban place
- Design Features and Materials – With qualities that engage the eye such as fountains, public art, and added interest and enjoyment

- Variety - Variety, activity and liveliness usually result from diversity and animate the street

The IBI Group considered the following multi-media technologies for use along the No. 3 Rd corridor:

Technology	Description
1. Interactive Projection technology	Images projected on to sidewalk surface
2. Revolution 360° high resolution displays	Stand alone wrap-around virtual content panels with built in computer, media player and communications components
3. Interactive Kiosks and Station hi-tech posters	Interactive Multi-media kiosks where users can access information, download videos and ring tones, take and send photos as well as be able to shop online
4. LED screens	LED flat screens for use at stations, attached to guide way and around guide way pillars

Many other public transit systems around the world have successfully introduced similar types of multi-media displays at stations and other prime locations. With careful consideration given to design standards, this has been achieved in a manner that is aesthetically pleasing, engaging and informative without creating a sense of visual pollution or overload, while still providing the benefits of a new public revenue stream.

After detailed technical analysis and aesthetic consideration, IBI Group “believes that through a measured approach several of the proposed technologies will positively contribute to the richness of the public realm and urban design along No. 3 Rd and at Canada Line Station Plazas”. The IBI Group recommends that the following technologies would compliment the “Approved Streetscape Concept Design”:

- 1 large format LED screen attached to the exterior wall of three Canada Line stations (Aberdeen, Lansdowne and Brighthouse).
- 10 Revolution 360° high resolution displays located at various points (between Cambie Rd to Saba Rd) under the Canada Line guide way.

The electronic equipment identified by the IBI Group incorporates cutting edge technology that creates images which are as sharp in daylight as they are in darkness. As well, the equipment is designed to withstand tough exterior conditions, is easy to maintain and allow instantaneous secured access to content via the Internet.

In addition to providing advertising content and revenues, the selected displays will offer the City the ability to deploy information and messaging to the public in the form of traffic updates, emergency alerts, special event notices and other general community information. Broadcasts of the audio and visual content could be programmed to change based on time of day or other requirements. (Elements of the IBI Group report are attached for review.)

City staff are in the process of receiving proposals to renew the existing street furniture program and there will be on-going discussions regarding the compatibility of the Canada Line displays with the street furniture program. However, the two programs are being pursued as separate processes but will be coordinated. As with the street furniture program, the City will require the contractor to comply with the standards set out by the Canada Advertising Standards Council and all federal and provincial statutes and regulations. In addition, the City would be able to develop guidelines with regards to the content of the advertising, subject to federal and provincial statutes and regulations (including the Canadian *Charter of Rights and Freedom*)."

The Canada Line Information and Advertising project is in keeping with one of the core principles of the Long Term Financial Management Strategy which identifies the development of alternative revenue sources as an important piece of preserving and enhancing the City's financial sustainability. As recent analysis presented to Council have shown, the development of alternative revenues is one of the areas that requires improvement if the City is to fully achieve all of the objectives of the Long Term Financial Management Strategy and this proposed project would begin to address that shortfall.

Financial Impact

Based on a pilot implementation of 2 LED screen and 7 high resolution Revolution 360° displays, initial indications are that this project could net the City approximately \$1.0 million in revenues over a five year period. This would be based upon a tri-party revenue sharing model between the City, Intransit BC and a full service agency partner, with the agency partner 'front-ending' the capital costs and recovering them from future revenue streams. With this model, the agency partner would also be responsible for installing, operating and marketing the displays at no cost or risk to the City. The City would have access to portions of the electronic displays for use by City departments at no cost.

Conclusion

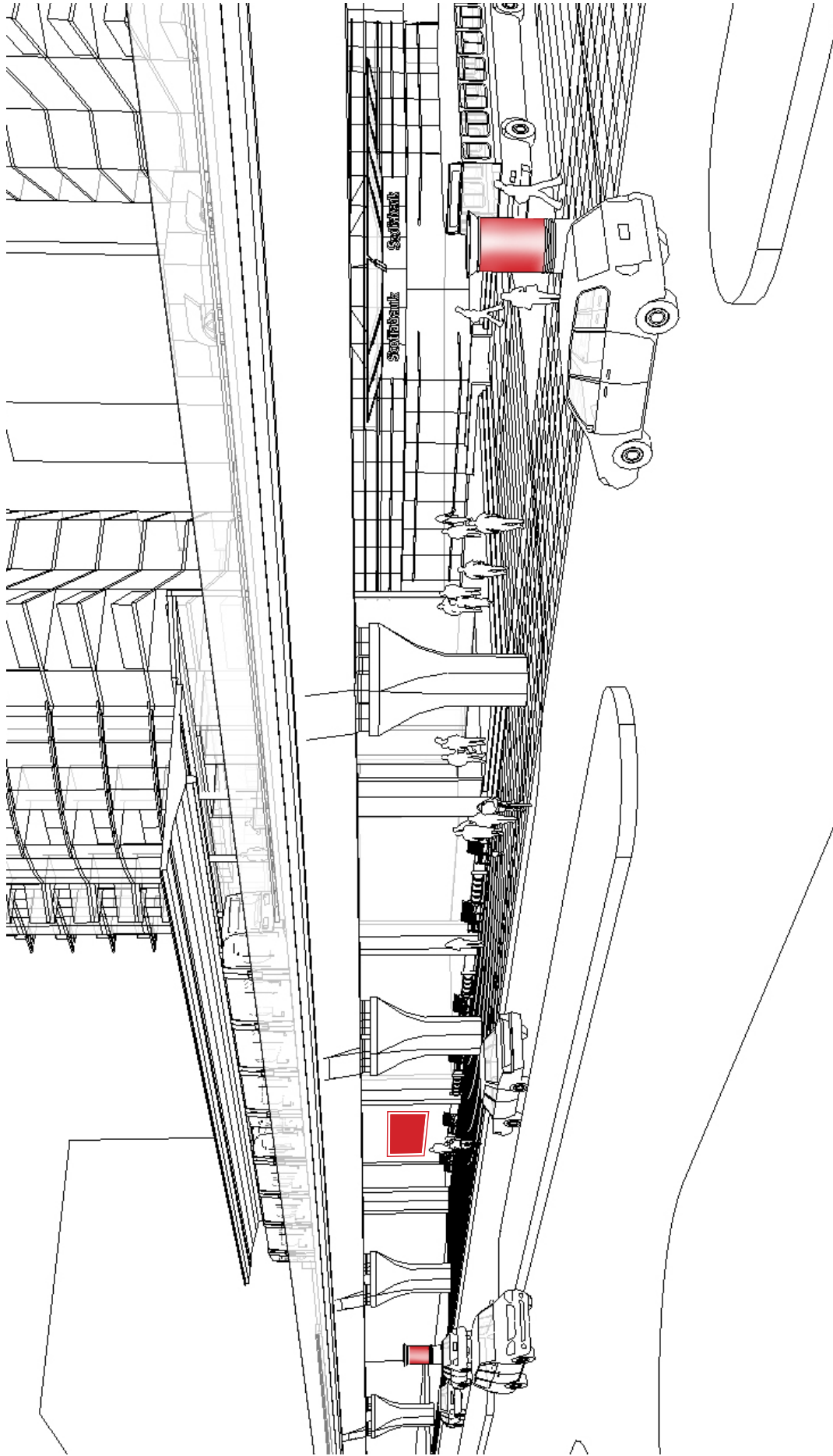
The City retained the services of the IBI Group to determine if multi-media display technologies would be complimentary to the "Approved Streetscape Concept Design" along the No. 3 Rd corridor. Based on the IBI Group analysis, it is recommended that the City proceed with implementation of a pilot program as outlined in this report. The proposed locations for the displays are approximate and the exact sitting details will be determined in conjunction with Transportation and other appropriate City divisions to ensure public safety.



Amarjeet S. Rattan
Director, Corporate Programs Management Group
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AR:ar

Attachment (1)



Canada Line Multimedia Information Display & Advertising
Integration with No.3 Road Restoration
June 2008

IBI Group
700 - 1205 West Pender Street
Vancouver BC V6E 4B1 Canada
tel 604 683 8797
fax 604 683 0492







Urban Design Principles

Large Format LED Screens
by Orion

BENEFITS: Creates a prominent landmark

ISSUES: Integrate with architecture of building to be mounted on

Locate close to major intersections with architecture of building to be mounted on

ISSUES: Position to be viewed from open spaces (plazas), stations, approaches to major intersections, high pedestrian & vehicular traffic zones

Coordinate location and installation with consulting architects

Technology & Installation

BENEFITS: Large format 'Big Screen TV'; Pixel Number: 8533Wx480H Pixels; lightweight construction

ISSUES: Best installed on building wall

Power Supply: 240V service
Consumption: 300-400W

Visibility: Ease of Legibility

BENEFITS: Large graphic format highly visible from great distances

ISSUES: Best viewed beyond 10m distance

Low Resolution image when viewed closely

Revolution 360°
by Liteologic

BENEFITS: 'Hi-Tech' version of traditional corner informational kiosk

Can serve as venue for Public Art in addition to conventional advertising

Freestanding vertical format relates to guideway column design language

ISSUES: Locate at prominent locations as local landmark: station plazas, entry points

BENEFITS: Flexible: potential for custom messaging by location, time of day, etc., daylight viewable

'Bullet proof': highly durable, all-weather product

ISSUES: Internal computer/processors

Power Supply: AC 120V service

BENEFITS: Highly accessible: designed to be viewed from very close proximity

Surface mount LED behind 8mm Polycarbonate, 1024x720 resolution, 7 sq.meter screen viewable from 360 deg.

BENEFITS: Remote, real-time management of digital content via internet; vary language, content per location, any time of day

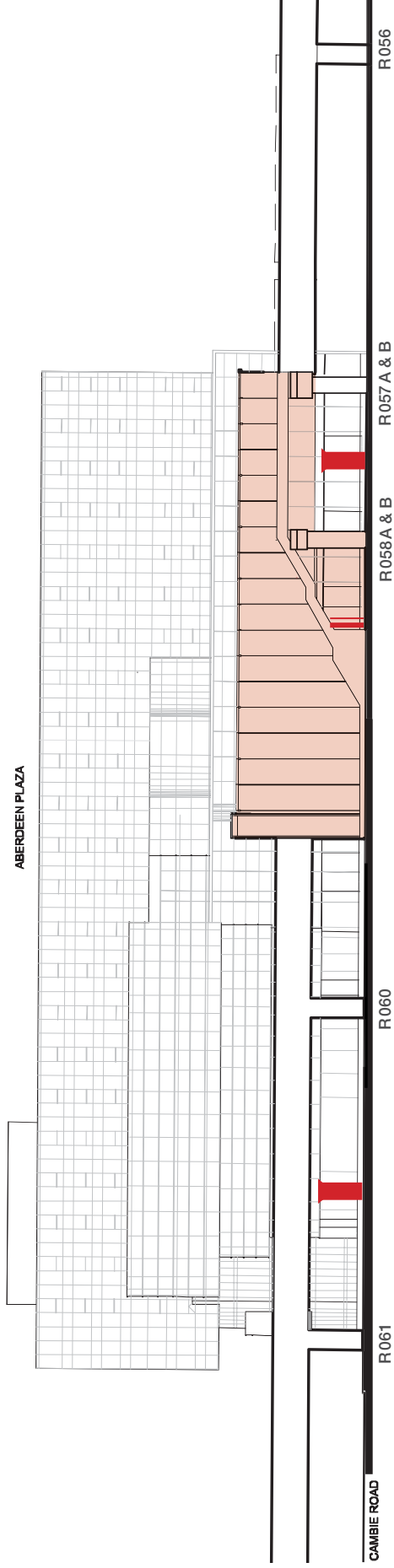
Option to deliver community & emergency content on demand

Built-in Computer: Embedded Media Player & integrated communications options: 3G, GPRS, WiFi, Bluetooth, ADSL




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Recommended Technologies
Integration with No.3 Road Restoration



Legend

-  Revolution 360°
-  Orion LED Display
-  Station Zone

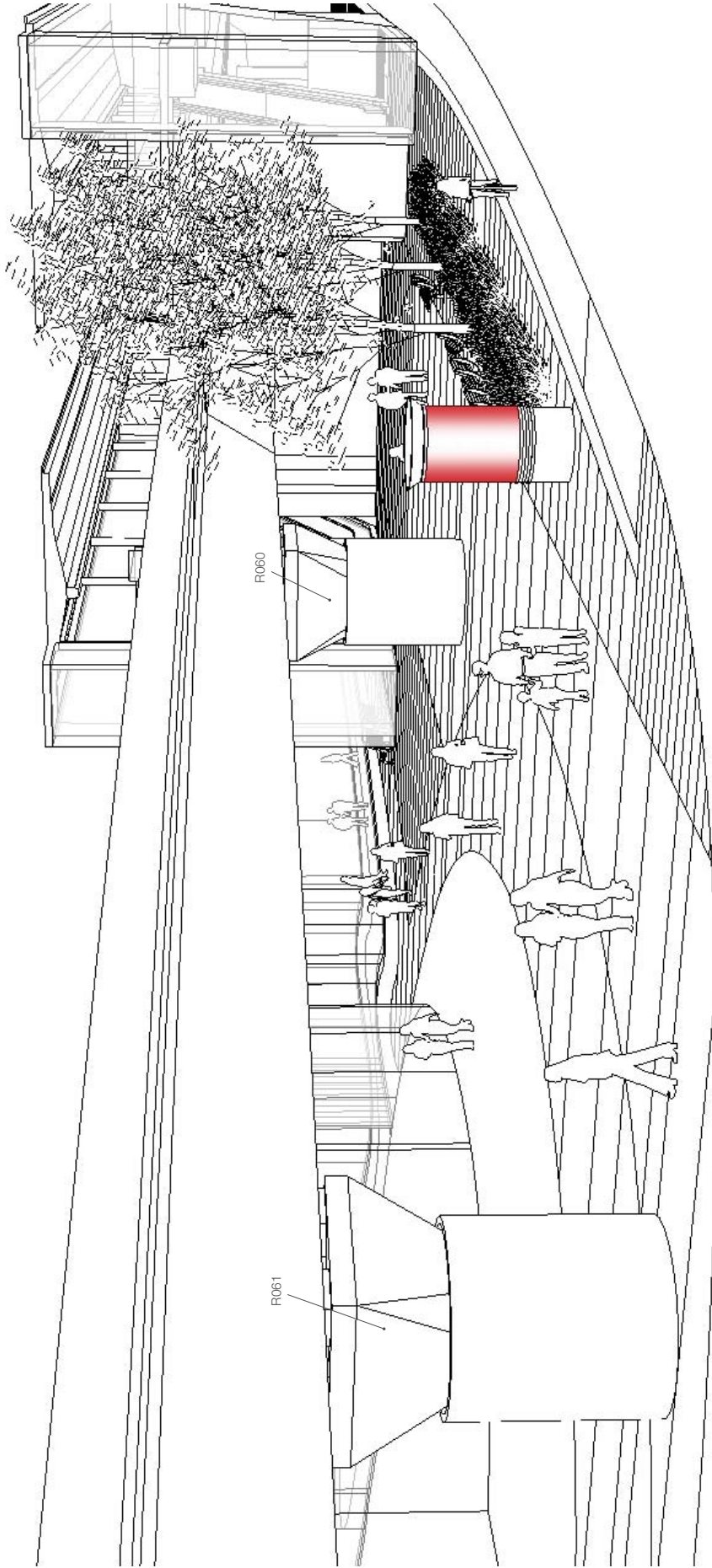
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Aberdeen Station West Elevation
 Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING
 June 2008



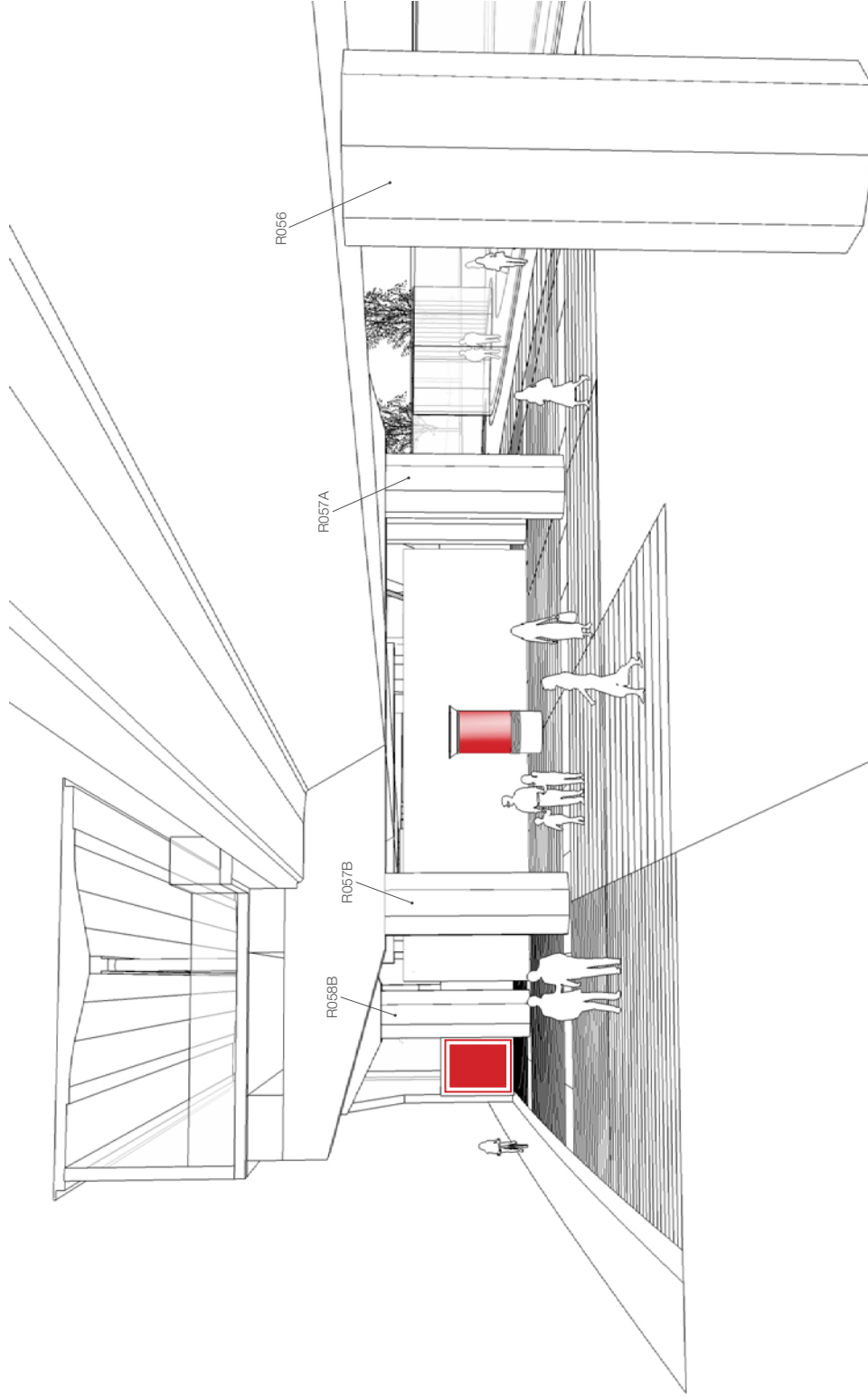


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Aberdeen Station Northwest View
Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING
June 2008



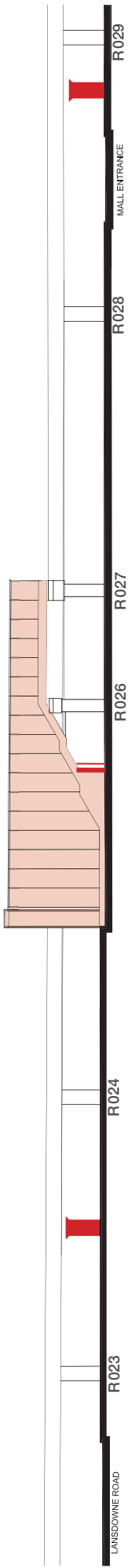


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Aberdeen Station Southwest View
Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING
June 2008



Legend

-  Revolution 360°
-  Orion LED Display
-  Station Zone

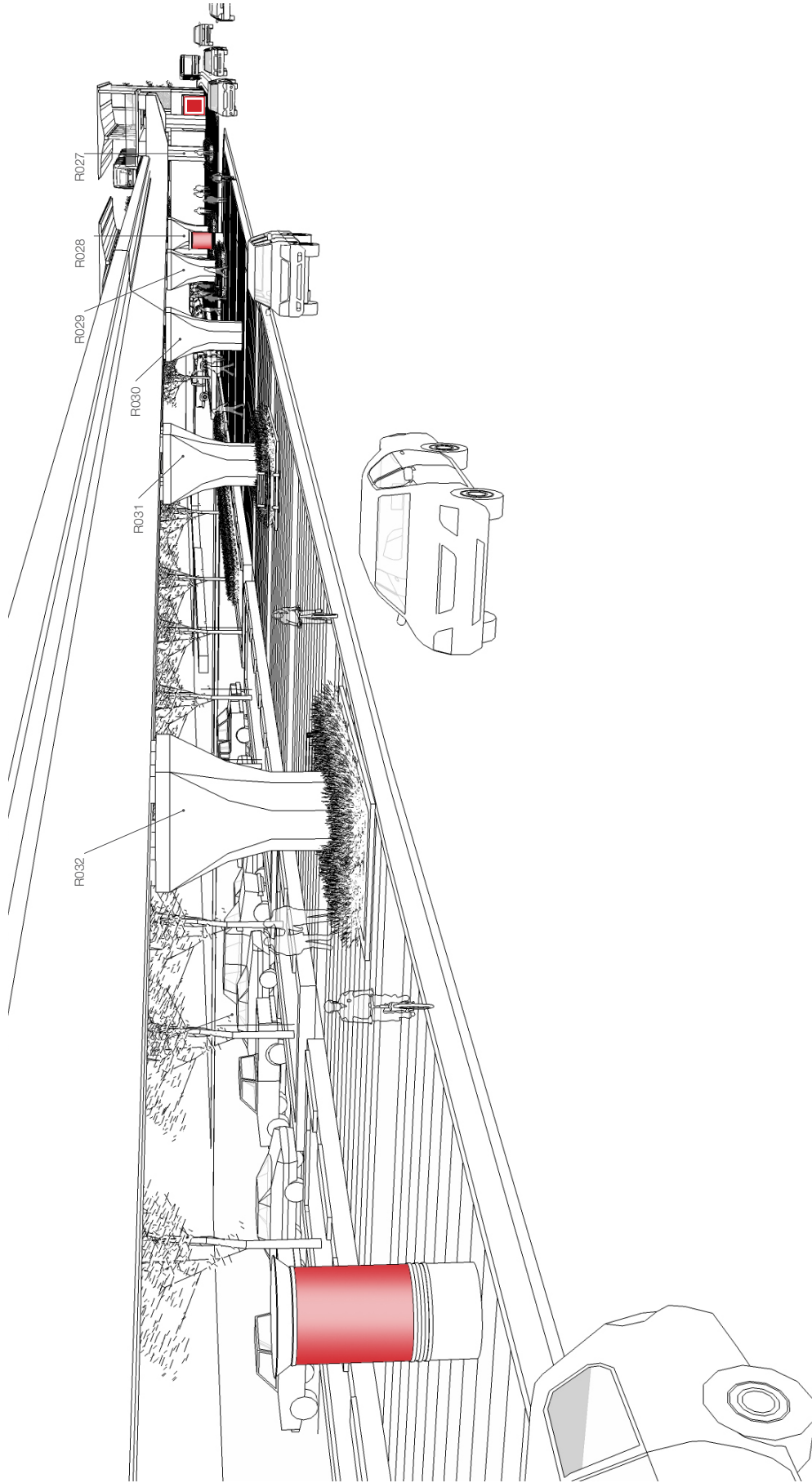
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Lansdowne Station Elevation
 Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING
 June 2008

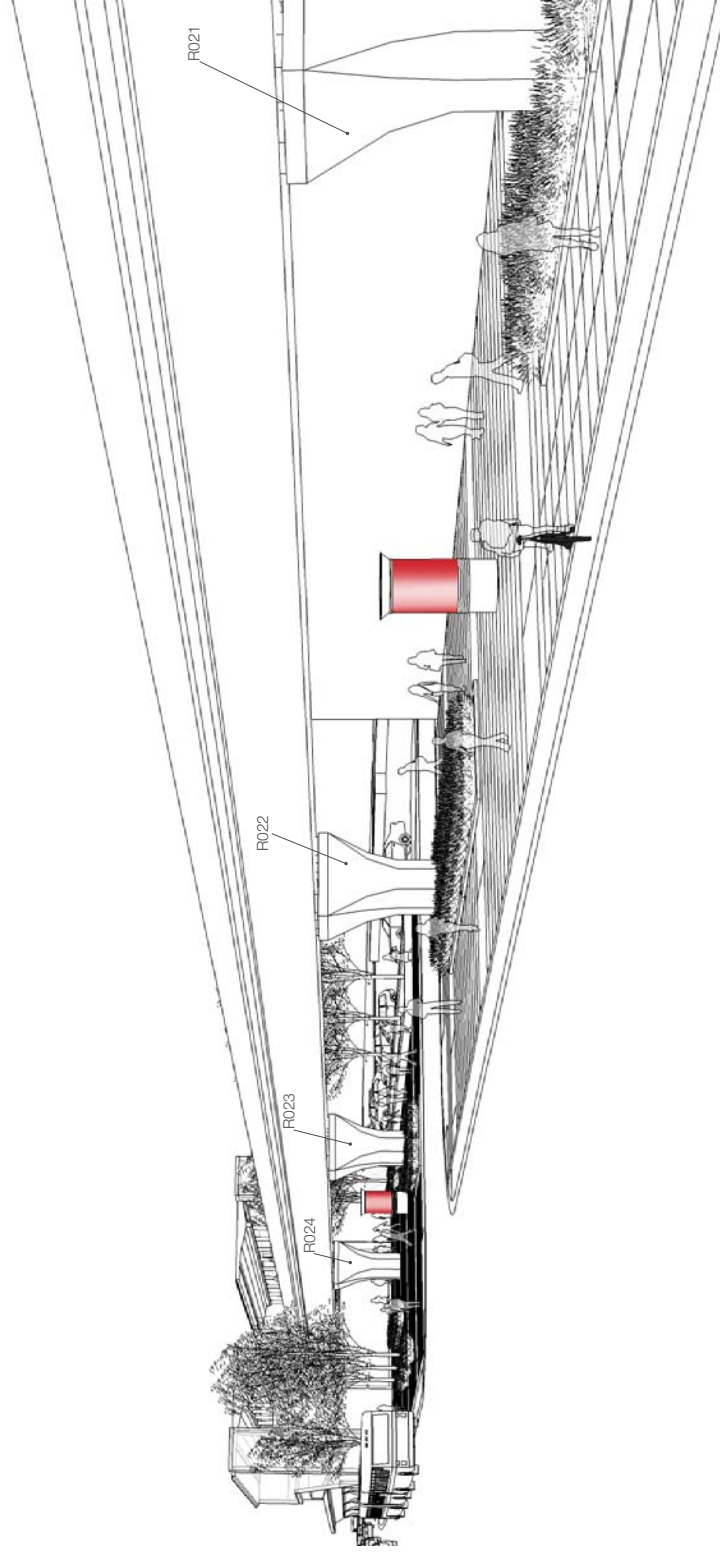


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Lansdowne Station Northwest North Block View
 Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING
 June 2008



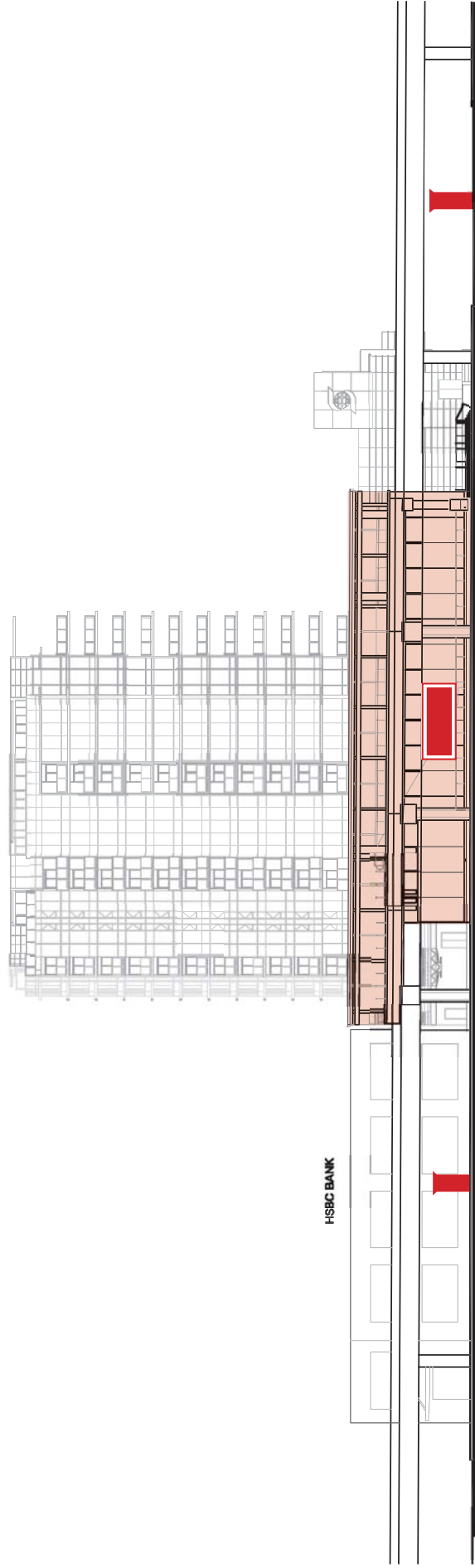
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Lansdowne Station Southwest South Block View
 Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING
 June 2008

SCOTIA TOWER



SABA ROAD

R05

R04

R03A

R03


R02

R01

BRIGHOUSE BUS LOOP

HSBC BANK

Legend

-  Revolution 360°
-  Orion LED Display
-  Station Zone

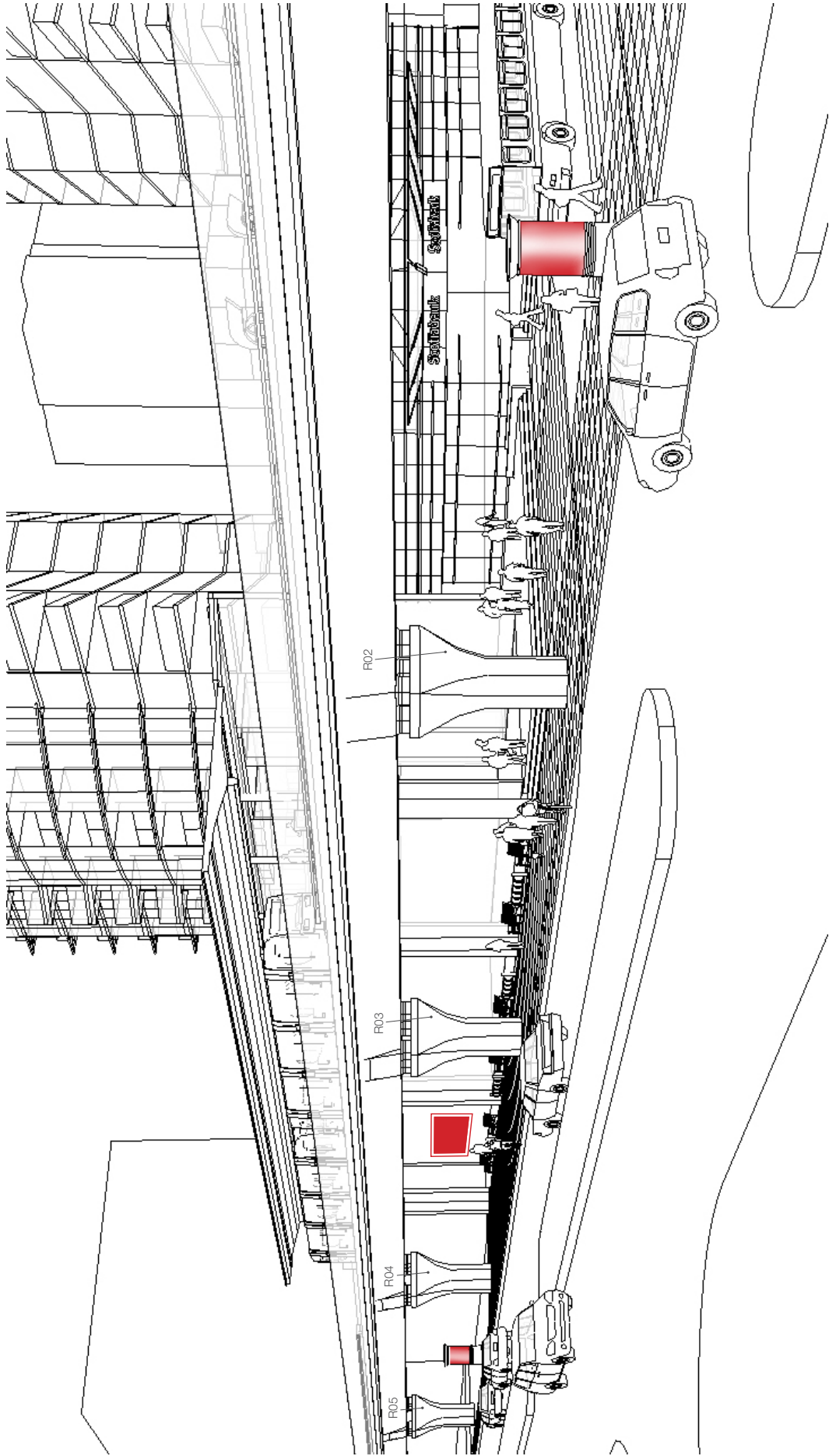
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Brighouse Station Elevation
 Integration with No.3 Road Restoration

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 June 2008





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Brighouse Station Southwest View
 Integration with No.3 Road Restoration

CANADA LINE MULTIMEDIA INFORMATION DISPLAY & ADVERTISING
 June 2008

