

4:09pm – 4:21pm Astral Media Outdoor and SAMCI

Bob Millward, Project Director, RE Millward and Associates

Andy Koropeski, Director of Transportation for Toronto and East York

Kyp Perikleous, Supervisor Right of Way Management, Transportation Services,
City of Toronto

David Nagler, Public Consultation Coordinator, City of Toronto

Ward Earle, Solicitor, City Manager's Office

Victor Tryl, Manager, Purchasing and Materials

Melita Wigham, Buyer, Purchasing and Materials

Elyse Parker, Project Manager, Clean and Beautiful City Secretariat, City of Toronto

Michael Pohlmann, Vice President, **Astral Media Outdoor**

Ted Wigdor, **SAMCI**

Michael Pohlmann: Astral Media Outdoor. Maybe you have seen me on Public Information sessions, we have held four of them. These are sessions to collect from the public information in terms of what is important. I think that a lot of the things that are noticed here and there are important to Astral Media as well. Astral is very involved in street furniture, we want high quality design, consolidated for the city, to beautify the city. Now there is just advertising, we do not necessarily want to advertise on every piece of street furniture. Our approach to RFP: we believe in good quality design, this is our first element, a design that is well balanced, with quality materials. For that we teamed with Kramer design associates, probably you know it as an internationally renowned firm, that won many awards. We believe that design is very important.

Principles for the RFP: Street furniture should deliver excellent service to the public. Right now there is just a mish-mash of furniture out there, we believe that there should be the right amount of furniture with the right design, that should blend in and function with neighbourhoods. With Kramer we believe it is possible that these blending elements will be incorporated into the street furniture and incorporated into the neighbourhoods. The notion of advertising has opponents, but we believe it has a function, it is a source of revenue. Currently we share our revenue with the City, we contribute \$6,000 per pillar per year to the city. We believe that there is a certain amount of advertising that should be allowed in the city. There is a balance to be had.

We can talk about length of contract and number of providers. Our position on that is that there should be one sole provider. There is a number of reasons for that: If split it up into different companies, there is going to be too much advertising, because everyone will maximize their products, whatever they have, so the market will be saturated. So there will be too much advertising out there, supply and demand of advertising will dictate lower prices, so revenues generated for the various companies will be lower, and the revenue sharing with the city will be lower. If there is only one company, the amount of advertising will be lower, the marketplace will not be saturated, and the amount of revenue will be higher for the city. We have looked at many different models, we have a model saturation points, we know at what point revenues are going down. We have seen recently a number of contracts awarded in other large cities, they are all long-term deals, 20-year deals, and one supplier. If we see how important design and quality of materials are, it is difficult to justify and to make money for the city and for the company if it

is a short-term deal such as 5 or 7 years. It is hard to find the capital to invest in high quality products, high quality materials and make some money back, plus have enough for the city share. If the term is longer, higher quality materials and design will be possible, and it will supply the revenue that is guaranteed to the City.

Another important element of design is the integration of all elements. I was in the street and talking to some people the other day, and one of the things that I discussed about Toronto is information pillars. The design with the curve would reflect the curve of city hall, and if they saw a picture of it they would recognize the city of Toronto. The bus shelter reflects that thing as well, and I think that an integration of the design with all the elements blending together would be fantastic for the city. This is hard to achieve if the contract is split with different suppliers. There is a couple of ways you can split it up: by item type, by geography, but again, with one design owner the whole thing would be more unified.

We talked about the response to the RFP. This response time should be very short, does not need to be spread out. I think one of the things the city needs to work on is the expiration date of the bus shelter contract. No sense to spread the response to the RFP, also because there is an election coming up, the contract needs to be awarded next year, winner needs to carry on when the Viacom bus shelter deal expires. We would be very happy to have a 3-4 week window for the RFP. We had the same situation for pillars, so we can respond comfortably within 30 days.

For scoring of various companies, the winner of the RFP should deliver high quality civic design, harmonize the streetscape, reduce clutter, allow for pedestrian traffic and safety, functional and durable elements in economical manner. So there is the need to spread that out into a long contract to amortize the capital investment. As you know, bus shelters require a high capital so we need to spread it out. So, design comes first, and maintenance is also very important, there must be a high quality maintenance program in place. Proper design comes first.

Victor Tryl: Have you participated in these types of calls before with other municipalities? Have you seen anyone else as part of an RFP requesting mock up samples?

Michael Pohlmann: Yes, in Montreal. Yes, we have seen requests for mock up samples. We were the only ones to present scale models for the pillars. We do have life-size models to. We have done 21 years for the city of Montreal, where we provide bus shelters, mega information columns (320) city maps, street names (lit for visibility). I am not sure of how many transit shelters we have, I know we have some. I have been with the company only for 3 months. I am not aware of us having garbage containers.

Kyp Perikleous: Asks about contract terms.

Ted Wigdor: A 15-20 years contract term is the trend. To spread costs, to provide quality design, and city revenue.

What other companies have been seen in this process?
This question is not answered by the panel.