

COORDINATED STREET FURNITURE INITIATIVE: STATUS REPORT

EXECUTIVE SUMMARY

Administration is reporting back to the SPC on Transportation and Transit regarding revisions to the objectives for a coordinated street furniture (CSF) program. Since last reporting on 2015 March 18, Administration has undertaken internal consultation with the business units represented on the CSF Initiative's project Steering Committee. The resulting revised objectives are identified in Attachment 1.

Administration recommends endorsement of the revised objectives in order to address the feedback provided by industry stakeholders regarding the market viability of a CSF program in Calgary. The revised objectives will establish a basis upon which a robust and attractive Terms of Reference (TOR) for an advertising-supported CSF program will be developed, followed by a Request for Proposals (RFP) market exercise.

ADMINISTRATION RECOMMENDATION(S)

That the SPC on Transportation and Transit recommend that Council:

1. Endorse the objectives as revised for a Coordinated Street Furniture Program as indicated in Attachment 1.

RECOMMENDATION OF THE SPC ON TRANSPORTATION AND TRANSIT, DATED 2015 MAY 20:

That the Administration Recommendation contained in Report TT2015-0408 be approved.

PREVIOUS COUNCIL DIRECTION / POLICY

At the 2015 March 30 Regular Meeting of Council, the following Motion was Carried:

ADOPT, Moved by Councillor Keating, Seconded by Councillor Pincott, that the SPC on Transportation and Transit Recommendation contained in Report TT2015-0119 be adopted, as follows:

That Council direct Administration to revise the objectives for a coordinated street furniture program, addressing external stakeholder feedback, and report back through the SPC on Transportation and Transit no later than 2015 May.

BACKGROUND

As a result of engagement activities undertaken in the last sixteen months, Administration received feedback from external stakeholders indicating that qualified support exists from both community and industry groups for implementation of a CSF program in Calgary. However, both groups expressed concerns: community stakeholders identified a risk that a proliferation of street-level advertising may occur as a direct result of the advertising component of a CSF program; industry stakeholders identified a risk that insufficient revenue from street-level advertising may be available to offset anticipated CSF program costs.

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Administration has previously reported to Council that the concerns expressed by community stakeholders can be effectively addressed through the development of appropriate CSF program Terms of Reference (see TT2015-0119). However, the concern expressed by industry stakeholders regarding the fundamental market viability of a CSF program was reported to warrant a revision of the program objectives. Recommendation # 1 of this report will result in an endorsement of revised program objectives.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Stakeholder Engagement, Research and Communication

The CSF Initiative has an active project Steering Committee composed of representatives from the Transportation Planning, Calgary Transit, Roads, Centre City Implementation, Supply Management, Urban Design & Heritage, Waste and Recycling, and Animal & Bylaw Services business units. In revising the CSF program objectives, Steering Committee members first reviewed the stated objectives of similar street furniture programs in the municipalities of Minneapolis, Toronto, Surrey, and Boston. Alternative sets of objectives were subsequently proposed, reviewed and refined by Committee members in an iterative manner until a consensus could be reached on a final set of objectives (identified in Attachment 1).

The revised objectives:

- Are consistent with the original intent of Notice of Motion NM2012-23;
- Prioritize street furniture replacement, and enhancement;
- Emphasize a fiscally responsible street furniture program;
- Address the feedback provided by external stakeholders; and
- Account for the essential value proposition required for a successful RFP market exercise.

A new objective regarding the investigation of “opportunities for enhanced delivery of City and community public service messaging through digital media” has been added in anticipation of continued rapid growth and evolution of digital technologies and associated capabilities.

References made previously to the expansion of street-level waste and recycling services have been removed. Provision of new or enhanced waste and recycling services will be subject to both funding availability and service design decisions made outside of the CSF framework. However, The City could choose to direct future net revenue from advertising into these services.

Strategic Alignment

The project is aligned with ‘public realm’ improvement directions contained within the Calgary Transportation Plan and the Municipal Development Plan, and is also aligned with Council Priorities Strategic Actions N9, M4, W2, W3, W6 and W8. The project compliments the following City programs/plans:

- Centre City Implementation;
- RouteAhead; and
- 2014 Complete Streets Guide.

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Social, Environmental, Economic (External)

Social

Advertising-supported street furniture programs can contribute to the establishment of attractive public spaces, can provide enhanced opportunities for pedestrian and transit customer accommodation, and can influence citizens' perceptions of personal safety in public spaces.

Environmental

Advertising-supported street furniture programs can contribute to the attractiveness of active modes (walking, cycling, and transit) through the provision of amenities.

Economic (External)

Advertising-supported street furniture programs can benefit advertisers and local businesses through the provision of both city-wide and community-focussed advertising opportunities.

Financial Capacity

Current and Future Operating Budget:

Adopting the recommendation will have no impact on the current operating budget. Implementation of a coordinated, advertising-supported street furniture program should provide operational cost savings through the assignment of furniture maintenance cost responsibility to an industry partner.

Current and Future Capital Budget:

Adopting the recommendation will have no impact on the current capital budget. Implementation of a coordinated, advertising-supported street furniture program should provide net capital cost savings through the assignment of furniture fabrication and life-cycle renewal cost responsibilities to an industry partner.

Risk Assessment

A significant risk exists that a future Request for Proposals (RFP) market exercise for an advertising-supported CSF Program will fail to attract bids without a revision of the current program objectives.

REASON(S) FOR RECOMMENDATION(S):

Endorsement of the revised CSF Program objectives is required in order to address the feedback provided by industry stakeholders regarding the market viability of a CSF Program in Calgary. The revised objectives will establish a basis upon which a robust and attractive Terms of Reference (TOR) for an advertising-supported CSF program will be developed, followed by an RFP market exercise.

ATTACHMENT(S)

1. Original and Revised Coordinated Street Furniture Program Objectives