



Co-ordinated Transit Street Furniture Program Update

Presentation to
Transit Committee
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April 16, 2009



Background



- ❑ Staff recommended issuing a consolidated, coordinated street furniture RFP with a 15-year term (October 2007).
- ❑ Council directed that staff include split submission options (October 2007).

Background



- ❑ RFP for a 15-year term with split submission options was released. (January 2008).



- ❑ Submissions evaluated by York Region and Local Municipal evaluation teams, no split submissions for street furniture elements received (May 2008).



- ❑ The RFP was cancelled as the submissions did not meet the Region's design and operational requirements (July 2008).



Background



- ❑ Council requested report concerning the visioning and design principles (September 2008).
- ❑ Council requested report regarding the pros and cons of splitting the program (March 2009).

Process for Visioning & Design

Retained Urban Design and Street Furniture Consultants

- Industry Consultation (Request for Information)
- Local Municipal Consultation
- Urban Design Guidelines
- Business Feasibility Study



Industry Consultation



- ❑ Key comments from industry:
 - ❑ Best handled by a consortium or one company.
 - ❑ Waste-recycling is not a core service for most in the industry.
 - ❑ A fifteen-year contract term is a reasonable timeframe.
 - ❑ Local advertising should be included as a requirement.
 - ❑ One standard design, with flexibility for customization, for each element is preferred.

Local Municipal Consultation



- Key comments from local municipalities:
 - Elements should be designed to suit their functional purpose.
 - Street furniture should be consistent along all routes, with opportunities for municipal or business improvement area identification.
 - YRT and Viva need to co-ordinate design of elements.
 - Community information kiosks should be included.
 - Advertising should be limited to a single furniture element at each transit facility and not be permitted on benches.
 - Urban Design Guidelines should include layouts for typical site conditions.

Urban Design Guidelines



□ Process

- Industry and Municipal Consultation

□ Foundation - Existing Regional Policies

- Pedestrianism
- High-Quality Community

□ Objectives

- Identifiable Transit Service
- Unify York Region
- Create 'places' within the public realm
- Enhance streetscapes

Urban Design Guidelines

- VISION
 - Co-ordinated Street Furniture
 - Functional and Attractive
 - Enhance the Public Streets



Urban Design Guidelines

- ❑ STREET FURNITURE ELEMENTS
- ❑ DESIGN CRITERIA
 - ❑ Universal Principles of Design
 - ❑ Safety & Accessibility
 - ❑ Sustainable Design
 - ❑ Advertising
- ❑ DESIGN EXAMPLES



Urban Design Guidelines



- ❑ **ONE STANDARD DESIGN**
 - ❑ Consistent and Identifiable
 - ❑ Unifying Element

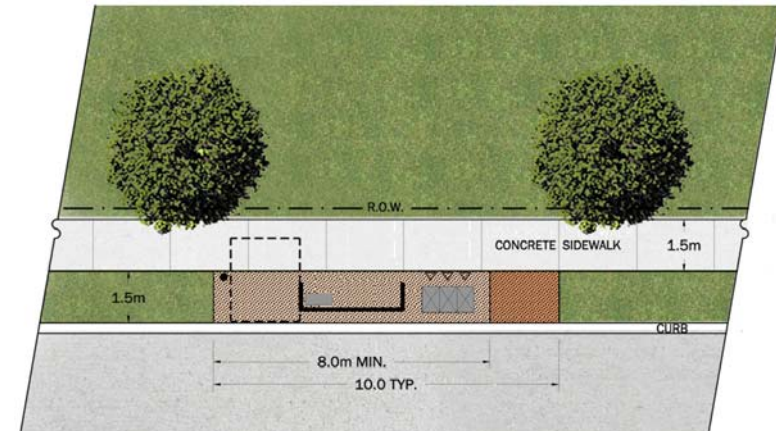
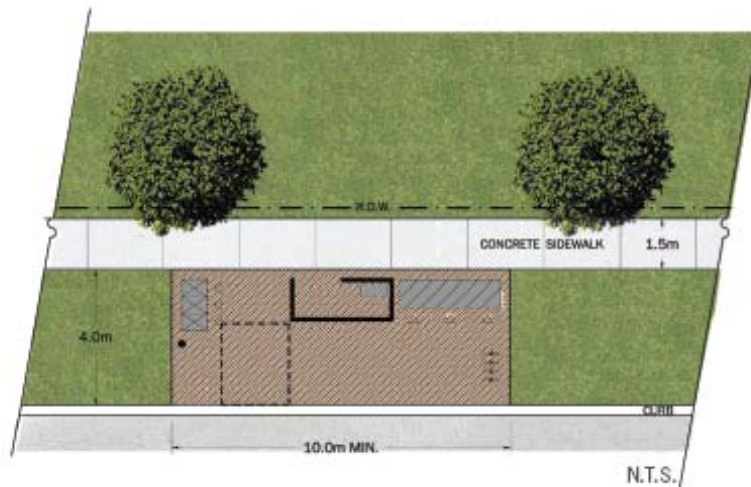
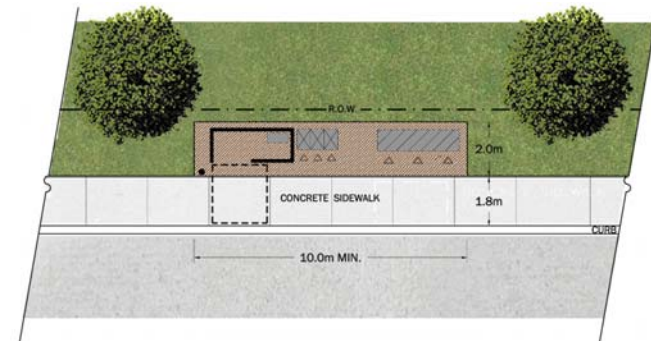
- ❑ **OPPORTUNITY FOR IDENTIFICATION**
 - ❑ Local Municipalities
 - ❑ Local BIAs
 - ❑ Special Character Areas
 - ❑ Heritage Areas



Urban Design Guidelines

TRANSIT STOP SITES

- Streetscape design criteria
- Technical safety and access requirements
- Seven typical site designs
- Site specific design for exceptions



Community Image



EXISTING



PROPOSED



Business Feasibility Study

- ❑ Current economic climate is not seen as a deterrent to proceeding with an RFP.
- ❑ Concluded that the proposed scope and length is appropriate and feasible.

Item	Quantity to be Supplied Under Agreement
Transit Shelters (with shelter seating)	400
Stand-alone Benches	100
Bicycle Racks	550
Waste-Recycling Receptacles	1,000
Newspaper box organizers	500
Multi-publication unit	250
Schedule Display Cases	75
Community information kiosks	10



Projected Total Value

Over 15-Year Term

Consideration	Value
<u><i>Cost Avoidance</i></u>	
Capital	\$12.0 million
Maintenance	\$38.0 million
<u><i>Cost Incurred</i></u>	
Collection and Processing of Waste and Recyclables	-\$8.0 million
Total Value to Region	\$42.0 million

Potential exists to also receive additional advertising revenue.



Pros & Cons of Splitting

URBAN DESIGN

PROS

- None

CONS

- More than one advertising face at a single location which departs from objectives of Urban Design Guidelines.
- Varying level of co-ordinated design due to the possibility of different designers and design interpretation.
- Inconsistent quality of materials and production due to the possibility of different manufacturers and facilities.
- Does not promote modular design and discourages maintenance efficiency.



Pros & Cons of Splitting



COMPETITION

PROS

- Creates opportunities for companies who feel they do not have the scope to carry out all of the work.

CONS

- Discourages partnership and competition which may diminish overall value to the Region.
- Not as attractive to most bidders as a single contract.

Pros & Cons of Splitting

CONTRACT ADMINISTRATION

PROS

- None.

CONS

- Inefficient installation and maintenance of street furniture based on inability to co-ordinate installations and maintenance activities due to separate vendors.
- Additional Regional resources, paid for out of the tax base, required to co-ordinate and administer separate contracts.
- Two points of contact and accountability.



Pros & Cons of Splitting

FINANCIAL

PROS

□ Potential for increased advertising revenue due to advertising on both transit shelter and a street furniture element at most locations. However, this may not be an overall benefit to the Region depending on administration costs of a split contract.

CONS

- Potential for decreased revenue to the Region due to installation and maintenance inefficiencies not seeing the benefits of economies of scale.
- Increased costs due to inefficiencies with separate contractors.
- Introduction of competing ads will reduce the appeal, marketability and value of advertising in the Region.



Pros & Cons of Splitting

LOCAL ADVERTISING

PROS

- Potential for predictable and affordable format for some local businesses.

CONS

- Local advertising can be addressed as part of an overall marketing strategy.
- May continue to have competing advertising on various elements at each transit stop.
- May discourage bidders from pursuing innovative advertising options for small businesses.
- Diminishes long term program objectives as set out in Urban Design Guidelines.



Local/Small Business Concerns



Communication Concern

Local advertising price will be increased.

Staff Response

Local advertising rates will continue to be offered at rates lower than typical national advertising rates.



Local advertising opportunity will be eliminated.

The ability to provide local advertising will be a mandatory requirement and a key evaluation criterion.



Allow street advertising on recycling bins and benches.

Advertising will be permitted on some, but not all, waste-recycling receptacles based on a single advertising element per location. Advertising will not be permitted on benches.



Advertising on recycling containers will soon be gone.

Advertising will be permitted on some, but not all, waste-recycling receptacles based on a single advertising element per location.



Street furniture advertising opportunities will be limited to national companies.

Advertising opportunities will be available to both local and national companies.

Significant increase in local advertising rates in Toronto.

While rates did increase, those submitted in communication are incorrectly highlighted.

Proposed RFP Key Revisions



Proposed key revisions include:

- ❑ The requirement of both transit shelters and street furniture elements.
- ❑ One standard design for each element.
- ❑ Collection and processing of waste and recyclables will be the responsibility of the Region.
- ❑ Local advertising be a mandatory requirement and the ability of proponents to provide local advertising opportunities at rates lower than typical national advertising rates will be a key evaluation criterion.
- ❑ Advertising will be limited to a single element at each facility.

A revised, consolidated RFP can achieve the desired results



It is recommended that:

1. Regional Council endorse the proposed final Co-ordinated Street Furniture Urban Design Guidelines.
2. Staff be authorized to issue a revised RFP for a 15-year term including the key revisions outlined.
3. The local municipalities be consulted to review opportunities to install transit street furniture at designated transit facilities on road allowances under local municipal jurisdiction.
4. Staff report back to Regional Council for award of the RFP.