



## The Corporation of the Town of LaSalle

<b>Date</b>	August 3, 2017	<b>Report No:</b>	CAO-18-17
<b>Directed To:</b>	Mayor and Members of Council	<b>Attachments:</b>	1. Creative Outdoor Advertising (COA) Product Overview 2. COA PowerPoint Presentation
<b>Department:</b>	Administration	<b>Policy References:</b>	
<b>Prepared By:</b>	Kevin Miller, CAO		
<b>Subject:</b>	Transit Benches		

### RECOMMENDATION:

That Council authorize administration to enter into discussions with Creative Outdoor Advertising (COA) for the installation of benches at transit bus stops.

### REPORT:

The Town has been approached by COA to install benches with advertising at various bus stop locations. COA has over 30 years of experience in providing this service and is working in over 240 communities across North America. Currently COA has a contract with the City of Windsor to provide benches along the Transit Windsor routes. This would be a logical extension, hence the recommendation, to pursue discussions with COA as opposed to issuing a RFP. This approach would be consistent with advertising on/in the buses. As Council may recall, as part of the transit approval, authorization was also given to enter into discussion with Street-seen to wrap the buses being purchased by the Town. As Transit Windsor currently has a contract with Street-seen, it was deemed appropriate for the Town to use the same company. The following outlines the key components of their proposal:

1. COA will install benches at no cost to the Town. The installation will include any concrete pad that may be required.
2. COA will conduct an audit of the transit route and make recommendations for bench locations. The Town will have final approval authority for where benches may be located.
3. COA will be responsible for all aspects of advertising to be placed on the benches. Sponsors will be a monthly fee to advertise on the benches.
4. A percentage of the benches will be made available to the Town at no cost for advertising purposes.
5. COA will conduct inspections of each bench to clean, repair, and maintain the units and the immediate area around them.
6. Program would provide for a revenue stream to the Town in the amount of approx. 5%
7. Town will have control and approval rights over all sponsorship messages.

8. All units are GPS coded and will allow Town staff to monitor COA's inspection program.
9. The benches being proposed by COA is the Lexington (copy attached) which would be consistent with new installations along Transit Windsor routes.
10. Attached is a copy of the PowerPoint Presentation that was given to administration/

Based on the above, it is recommended the staff further its discussion with COA for the purposes of drafting an agreement.

Respectfully submitted,

K. Miller, CAO

Reviewed by:							
CAO	Treasury	Clerks	Env. Services	Planning	Parks & Rec	Building	Fire

# THE LEXINGTON

## ATTRACTIVE

## DURABLE

## MODERN

Outstanding aesthetics and superior engineering have come together in the "Lexington". Corrosive-free, maintenance-free, the Lexington is constructed with high-strength heavy steel and aluminum that is coated in Thermoplastic PVC. The Lexington is the strongest, most durable Thermoplastic-coated bench on the market today.

The Lexington's rugged all-weather construction and finish is ideal for regions with extreme weather conditions. It will not overheat on even the hottest days and has been tested to endure winter road salt, snow and ice.

The Lexington will compliment any streetscape and is an eye catching, worry-free bench solution for your community.



**Creative Outdoor Advertising**

"Established 1984"

T: 1.800.661.6088

F: 1.866.426.2237

[WWW.CREATIVEOUTDOOR.COM](http://WWW.CREATIVEOUTDOOR.COM)



# THE LEXINGTON

## DESCRIPTION

Functional design and innovative construction include:

- Smooth rounded edges and no exposed hardware to protect public
- Arm rests assist seniors and discourage vagrancy
- Use of treated heavy steel prevents sagging
- Sign panel proportional to bench design
- Galvanized steel frame covered with a thermoplastic PVC and baked-on polyester powder coating
- COA "Second Surface" sign technology
- DOT compliant

Thermoplastic PVC Coating:

- Ultraviolet stabilized, fused and baked to a 90% gloss finish which looks great and prevents fading
- All-weather excellence, will not overheat
- Graffiti resistant, easy to clean
- Seats have an eggshell finish for added heat dispersion



## SPECIFICATIONS:

- Model Lexington
- Material Treated heavy steel and aluminum
- Colours Various (Gloss)
- Finish Ultraviolet-stabilized thermoplastic PVC coating and baked-on polyester powder coat
- Dimensions: Length 72"  
Height 43"  
Depth 33"
- Signs "Second Surface" sign mounted on (71" x 20.5") Lexan panel
- Installation Anchored with lag bolts and assigned a GPS-verified barcode



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**Creative Outdoor**

**COA**

**Presents  
The Lexington**

**For:  
LaSalle**



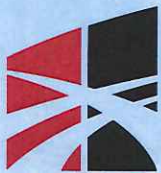
**Creative Outdoor Advertising**





## COA - Who We Are

- ✓ The largest street furniture advertising firm in North America
- ✓ Established in 1984
- ✓ Over 100 full & part time employees
- ✓ 240+ Municipal and Transit contracts across North America
- ✓ 9, 000 Units in place
- ✓ 4, 500 Sponsorship clients



Creative **Outdoor** Advertising



## COA - Who We Are

### ✓ COA Only Offers:

- Fully serviced
- Cost-free
- Turn-Key amenity programs

### ✓ Expertise In:

- Product innovation
- Local marketing
- Street Furniture



Creative **Outdoor** Advertising





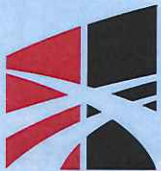
## COA - Core Philosophies

✓ **Street furniture should:**

- Blend in with the local streetscape
- Be well maintained
- contribute to the quality of life in the community

✓ **Advertising should uphold community standards in both:**

- Content
- Appearance



Creative **Outdoor** Advertising





## COA - Core Philosophies

- ✓ COA engages in constant **R&D** to ensure COA's municipal partners have the **finest street furniture available**
  
- ✓ **COA gives back to the community through:**
  - Complementary community advertising
  - Revenue sharing with the municipality
  - Job creation



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## Program Control

COA's units are exclusively located on Municipal property



**100% complete and absolute control of the program by Municipal officials**



Creative Outdoor Advertising





## 100% Municipal Control

- ✓ COA audits locations with Town approving all locations
- ✓ Town in control of advertisers selection
- ✓ Town in control over ad content and appearance
- ✓ Any amenity can be removed, relocated or replaced within 48 hours of Town's request
- ✓ NO alcohol, tobacco, firearms, discriminatory, sexually suggestive or controversial ads accepted



Creative Outdoor Advertising



# COA Location Audit Report

Bus Stop:	900954				Routes:	VIVA			
On-Street:	Highway 7 West				At-Street:	Martingrove Rd.			
Facing Dir:	North				Municipality:	York			
ADA	BNC	SHL	LIT	GAR	TEL	RIS	BIKE	BB	TRF
Yes	No	No	Yes	Yes	No		No		Yes

Longitude
-79.809935
Latitude
43.259704

Waiting Pad	
Concrete	Yes
Asphalt	
Sod	
Other	

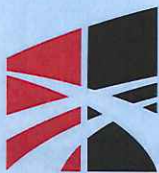
Posted KMph
60



Surface End Treatment	Check	Distance to Proposed Infrastructure
Curb & Gutter (< 4-ft)		10 feet and two inches from the curb.
Flush Shoulder (> 16-ft)		

Other Issues	Y	N
Within right of way	Yes	
≥ 2% slope	Yes	
≥ 3-ft circulation	Yes	
≥ 300-ft from RR X-ing	Yes	
≥ 15-ft from fire hydrant	Yes	
≥ 20-ft from sewer open	Yes	
ADA accessible route	Yes	
Before bus stop	Yes	
Behind sidewalk	Yes	
Buffer behind bus stop	Yes	
Minimum sight distance	Yes	
Easement required		No

<b>Proposed Amenity</b>	
Boulevard	
<b>Proposed By</b>	
Karl Rumeo	
Approved:	Yes
Returned w/o Action:	
Rejected:	
Date:	June 23, 2006



Creative Outdoor Advertising





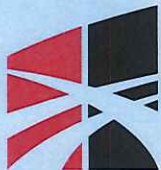
## Funding Source

Our Program is 100% Cost Free to Municipalities

- ✓ 100% funded through sponsorship by local small businesses!



- ✓ No public funding
- ✓ No manpower is required from Town
- ✓ **Revenue stream created for the Town**



Creative Outdoor Advertising



## Revenue Stream

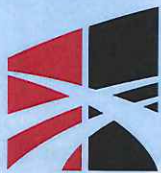
COA has highly trained sales specialists who present the program to local small businesses



Revenue from the sponsorship program pays for all capital investment



**COA shares a % of advertising revenue with Municipal Partners in return for the advertising rights**



Creative **Outdoor** Advertising





## COA's "The Lexington"



Creative Outdoor Advertising

LaSalle  
Ontario, Canada

## COA Site Conditions

- ✓ COA & the advertisers demand to keep all the benches
  - ✓ clean and attractive
- ✓ Aesthetic
- ✓ Clean
- ✓ Well Maintained

Outdoor Amenities



**Will attract business owners to advertise with COA**



Creative **Outdoor** Advertising





## COA Maintenance is Critical

- ✓ Every location is visited **as required** - minimum of once a week

Units anchored



GPS bar-coded



GPS verified scanner  
maintenance data  
uploaded to COA's  
main server



- ✓ Bar-coded & GPS verified maintenance = Efficiency & Accountability
- ✓ Instant **live** Municipal access to ALL maintenance records **24/7**



Creative **Outdoor** Advertising

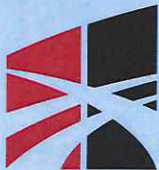


# COA Operations Responsibilities

- ✓ COA's local operations team responsible for:
  - Cleaning all amenities regularly
  - Keeping immediate area clean and tidy
  - Removing graffiti
  - Repairing vandalism
  - Keeping all advertising current

MobileFrame Client		
TaskCode	Code	Action
902	RA	Re-Anchor Unit - During
105	RL	Recycle Lexan
104	RU	Refurbish Units in Yard
911	RR	Remove & Replace Unit
112	RB	Remove Bar Code Tag
922	RN	Remove Non-Ad
980	RP	Remove Pad
965	RS	Remove Shelter
981	LP	Replace Lost Ad Panel (
908	XZ	Report - Conc. Lid Brok
909	XL	Report - LP Required (s
		Exit
		Choose Ops Action

Live Work Orders for  
the operator



Creative Outdoor Advertising





# COA Customer Service Centre

- ✓ Toll-Free National Service Hotline



provides single point of contact  
service with COA Operations

- ✓ 24 hour response time



- ✓ 4 hour emergency response time



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# COA's Electronic Management - WebPortLive

**Auto Report Distribution Listing**

User ID	Report Literal	Run Code #	Day Of Period	ID
Gray	Units By Location	34	27	3246763765
Gray	Sites To Be Developed	34	18	91133852440
Aruda	Maintenance Required in Period			

**ADDS**  
Generate Reports as Required



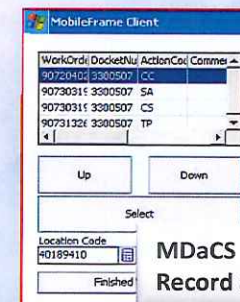
**MDaCS**  
Direct Service Activity



**WebPortLive**  
Send Work Order to Scanner



**WebPortLive**  
Interactive On-Line Monitoring



**MDaCS**  
Record & Report Service Activity





# COA's WebPortLive

- ✓ The system offers report generation for every site
- ✓ **Automatic Data Development System (ADDS)** - At a touch of a button Municipal staff can download COA service data as **Excel**, **Word** or **PDF** reports

## COA's Web Report

**LOCATION INFO**

Location Code: 14010045  
 Stop Is On: Main/10th  
 The Cross Street is: Boca Civa  
 Bar Code: 102291  
 Longitude: -88.193643  
 Side: S  
 Direction: E  
 Non Ad In Place: No  
 Latitude: 26.329122

**SITE PHOTO:**

**LOCATION INFO** THE DATA REPORTING IS A "BETA" VERSION AND THAT NOT ALL ACTIVITIES MAY BE RECORDED.

[Enter New Work Order](#)

Work Order Number	Action Code	Action	Date	Posted	Completion Date	Assignment Number	Comments	Scanner Code	Duration	Location Code
1006141900000	SV	Service Vac	6/1/2010	POSTED	6/1/2010	0		palmo4	0.010	Install Fly Bolt
1006141009879	SV	Service Vac	5/25/2010	POSTED	5/25/2010	0		palmo4	0.033	Install Fly Bolt
1006022504253	SV	Service Vac	5/18/2010	POSTED	5/18/2010	0		palmo4	0.503	Install Fly Bolt
1006022504047	SV	Service Vac	5/13/2010	POSTED	5/13/2010	0		palmo4	1	Install Fly Bolt
1006022503841	SV	Service Vac	5/13/2010	POSTED	5/13/2010	0		palmo4	1.7	Install Fly Bolt
1006111948365	SV	Service Vac	5/5/2010	POSTED	5/5/2010	0		palmo4	0.036	Install Fly Bolt
1005061642557	SV	Service Vac	4/28/2010	POSTED	4/28/2010	0		palmo4	0.05	Install Fly Bolt
100428239100	SV	Service Vac	4/24/2010	POSTED	4/24/2010	0		palmo4	1	Install Fly Bolt
1004151792331	SV	Service Vac	4/18/2010	POSTED	4/18/2010	0		palmo4	0.066	Install Fly Bolt
1004071958831	SV	Service Vac	4/3/2010	POSTED	4/3/2010	0		palmo4	0.42	Install Fly Bolt

## Converted to Excel Report

Location Code	Location	Area Name And Code/Blk Area Name	Stop Is On	The Cross Street is	Side	Direction	Location Bar Code	Location Latitude	Location Longitude
1	914000100	Hackensack, NJ	Hudson st	Vreeland ave	S	S	109740 0		
2	914000103	Hackensack, NJ	Main st	Sussex	S	S	108428 0		
3	914000106	Hackensack, NJ	Main st	Sussex st	N	W	108422 40.8794	74.0445	
4	914000109	Hackensack, NJ	Main st	University plaza dr.	S	W	113643 40.89597	74.03956	
5	914000112	Hackensack, NJ	Main st	University plaza	S	E	109741 40.89597	74.04042	
6	914000115	Hackensack, NJ	Main st	Grand ave	S	W	108428 40.89204	74.04264	
7	914000118	Hackensack, NJ	River st	E. Anderson st	N	W	108432 40.89161	74.04384	
8	914000121	Hackensack, NJ	River st	E. Atlantic st	N	E	109723 40.89216	74.04163	
9	914000124	Hackensack, NJ	River st	River Front Plaza	S	W	108438 40.86284	74.036	
10	914000127	Hackensack, NJ	River st	Dr. John Greco Campus	S	S	108427 40.83511	74.03511	
11	914000130	Hackensack, NJ	Hackensack ave	University plaza dr.	N	E	108430 40.89401	74.03879	
12	914000133	Hackensack, NJ	River st	University plaza dr	S	E	108417 40.89836	74.03863	
13	914000136	Hackensack, NJ	River St.	E. Mercer St.	S	E	116443 40.88306	74.04123	
14	914000139	Hackensack, NJ	Hackensack Ave	East of Mercer	S	W	108435 40.88326	74.04118	
15	914000142	Hackensack, NJ	River st	Court st.	S	W	108497 40.8791	74.04105	
16	914000145	Hackensack, NJ	River st	Bridge st	S	E	108420 40.87979	74.04101	
17	914000148	Hackensack, NJ	S. State St	Essex St.	S	W	108407 40.87815	74.04746	
18	914000151	Hackensack, NJ	Essex St.	S. State St	N	W	108416 40.87834	74.04766	
19	914000154	Hackensack, NJ	Essex St.	Newman st	S	E	108417 40.88011	74.05282	
20	914000157	Hackensack, NJ	Summit ave	Railroad ave	N	W	108436 40.87946	74.05176	
21	914000160	Hackensack, NJ	Summit ave	Central	N	E	108425 40.89124	74.05612	
22	914000163	Hackensack, NJ	Summit ave	Beech st	N	W	109727 40.88765	74.05731	
23	914000166	Hackensack, NJ	Anderson St.	Linden St.	N	W	115866 0	74.05313	
24	914000169	Hackensack, NJ	Anderson St	Linden st	S	E	109728 40.89417	74.0445	

- ✓ Available accurate information every time!



Creative Outdoor Advertising



# Maintenance Data Collection System - MDaCS

- ✓ Interactive real-time connection with COA Operations team
- ✓ Work orders sent directly to COA's laser scanner
- ✓ Job completion posted on WebPortLive in real time

**Service Request**

Please enter your information below:

Order Date: 7/6/2009 2:46:32 PM

Ordered By: \*

Contact Phone: \*

Location Code: 160000166  
9 Louise Ave & 43rd St. S E

Area Name: 160 - Sioux Falls, SD

Action Code: \*

Description:

\* Required Fields



**LOCATION INFO** [SET PHOTO](#)

Location Code: 16020045  
Stop In On: Harris/12th  
The Corner Street: 16020045  
Bar Code: 160201  
Longitude: 49.170402  
Latitude: 26.329122

**LOCATION INFO** THE DATA BEING PORTING IS A "BETA" VERSION AND THAT NOT ALL ACTIVITIES MAY BE RECOVERED.

[Enter New Work Order](#)

Work Order Number	Action Code	Action	User	Date	Posted	Completion Date	Assignment Number	Comments	Success Code	Duration	Lat
105144400000	CV	Service Visit	5/8/2010	POSTED	4/3/2010		0	pdme4	0.018	1.00	
105144400000	CV	Service Visit	5/8/2010	POSTED	5/25/2010		0	pdme4	0.023	1.00	
105144400000	CV	Service Visit	5/8/2010	POSTED	5/28/2010		0	pdme4	0.103	1.00	
105144400000	CV	Service Visit	5/8/2010	POSTED	5/22/2010		0	pdme4	1	1.00	
105144400000	CV	Service Visit	5/8/2010	POSTED	5/22/2010		0	pdme4	1.7	1.00	
105144400000	CV	Service Visit	5/8/2010	POSTED	5/22/2010		0	pdme4	0.016	1.00	
105144400000	CV	Service Visit	4/24/2010	POSTED	4/24/2010		0	pdme4	0.03	1.00	
105144400000	CV	Service Visit	4/24/2010	POSTED	4/24/2010		0	pdme4	1	1.00	
105144400000	CV	Service Visit	4/24/2010	POSTED	4/24/2010		0	pdme4	0.06	1.00	
105144400000	CV	Service Visit	4/24/2010	POSTED	4/24/2010		0	pdme4	0.45	1.00	



Creative Outdoor Advertising





# Maintenance Data Collection System (MDACS)

- ✓ All service data is uploaded in real time from GPS verified laser scanner - **User must be standing within 12 inches of the unit**
- ✓ Each location has its own web page summary
- ✓ MDaCS identifies service priorities
- ✓ MDaCS validates COA service frequency
- ✓ MDaCS confirms COA service activity



**LOCATION INFO**

Location Code: 14210045

Stop In On: Marina/18th Side: S

The Cross Street In: Boca Cove Direction: F

Bar Code: 102291 Non Ad In Place: No

Longitude: -80.193640 Latitude: 26.329122

**SITE PHOTO:**

THE DATA REPORTING IS A "BETA" VERSION AND THAT NOT ALL ACTIVITIES MAY BE RECORDED.

[Enter New Work Order](#)

Work Order Number	Action Code	Action	Due Date	Status	Completion Date	Assignment Number	Comments	Scanner Code	Duration	Location Code
1000141900080	SV	Service Visit	6/1/2010	POSTED	6/1/2010	0		palm04	0.016	Install Fly Belt
1000141899878	SV	Service Visit	5/25/2010	POSTED	5/25/2010	0		palm04	0.033	Install Fly Belt
1000022504253	SV	Service Visit	5/18/2010	POSTED	5/18/2010	0		palm04	0.183	Install Fly Belt
1000022504247	SV	Service Visit	5/12/2010	POSTED	5/12/2010	0		palm04	1	Install Fly Belt
1000022503841	SV	Service Visit	5/12/2010	POSTED	5/12/2010	0		palm04	1.7	Install Fly Belt
1000118646265	SV	Service Visit	5/5/2010	POSTED	5/5/2010	0		palm04	0.016	Install Fly Belt
1000064643537	SV	Service Visit	4/28/2010	POSTED	4/28/2010	0		palm04	0.05	Install Fly Belt
1004282193109	SV	Service Visit	4/24/2010	POSTED	4/24/2010	0		palm04	1	Install Fly Belt
1004135792231	SV	Service Visit	4/19/2010	POSTED	4/19/2010	0		palm04	0.066	Install Fly Belt
1004071558831	SV	Service Visit	4/2/2010	POSTED	4/2/2010	0		palm04	0.43	Install Fly Belt

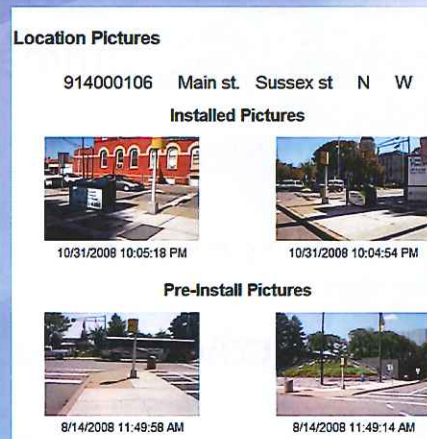


Creative Outdoor Advertising



## COA's WebPortLive Visibility

- ✓ Municipal staff can view every amenity location (Pre & Post installation)



- ✓ Visual validation all the sites are properly installed & accessible
- ✓ Visual assistance can contribute to later decision making



# COA's WebPortLive

- ✓ Custom mapping of any location at touch of a button
- ✓ Instantly converts database location information to points on a map

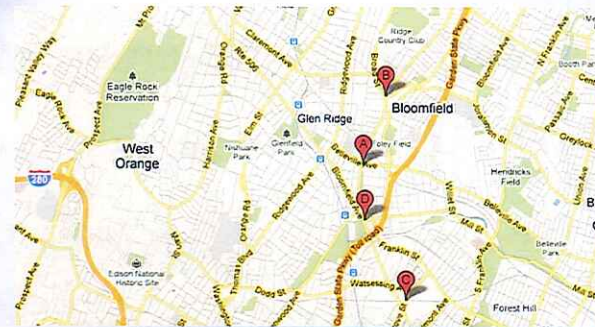
**LOCATION INFO** **SITE PHOTO:**

Location Code: 14010045  
Stop Is On: Normal/2001 Side: S  
The Cross Street Is: Boca Cove Direction: E  
Bar Code: 102291 Non Ad Is Placed: No  
Longitude: -80.193043 Latitude: 26.329122

**LOCATION INFO** THIS DATA REPORTING IS A "BETA" VERSION AND THAT NOT ALL ACTIVITIES MAY BE RECORDED.

Enter New Work Order

Work Order Number	Action Code	Action	Due Date	Postcode	Completion Date	Assignment Number	Comments	Scanner Code	Duration	Location Code
100641500030	SV	Service Visit	6/1/2010	POSTED	6/1/2010	0		pa1004	0.016	Install Fly Bott
100641699879	SV	Service Visit	5/25/2010	POSTED	5/25/2010	0		pa1004	0.023	Install Fly Bott
1006022504253	SV	Service Visit	5/18/2010	POSTED	5/18/2010	0		pa1004	0.163	Install Fly Bott
1006022504047	SV	Service Visit	5/12/2010	POSTED	5/12/2010	0		pa1004	1	Install Fly Bott
1006022503643	SV	Service Visit	5/12/2010	POSTED	5/12/2010	0		pa1004	3.7	Install Fly Bott
100311048365	SV	Service Visit	5/3/2010	POSTED	5/3/2010	0		pa1004	0.019	Install Fly Bott
1005050504357	SV	Service Visit	4/26/2010	POSTED	4/26/2010	0		pa1004	0.05	Install Fly Bott
1004282393090	SV	Service Visit	4/24/2010	POSTED	4/24/2010	0		pa1004	1	Install Fly Bott
1004151742331	SV	Service Visit	4/18/2010	POSTED	4/18/2010	0		pa1004	0.064	Install Fly Bott
1004071928821	SV	Service Visit	4/3/2010	POSTED	4/3/2010	0		pa1004	0.45	Install Fly Bott



- ✓ Plots COA units against transit routes, schools, parks or other areas of interest



Creative Outdoor Advertising



## COA in Conclusion

- ✓ Reliable, professional, effective program
- ✓ 100% Cost & Care-Free
- ✓ Revenue -generating program for the Town
- ✓ Advanced management systems
- ✓ 24/7 customer service support
- ✓ Outstanding unit quality & aesthetics
- ✓ Accessible installations



Creative **Outdoor** Advertising





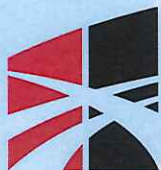
# COA

**Public Space Amenities – Redefined. Since 1984.**



**Thank You!**

**Questions?**



**Creative Outdoor Advertising**

