

**Report to
Rapport au :**

**Transit Commission
Commission du transport en commun
17 June 2020 / 17 juin 2020**

**Submitted on June 8, 2020
Soumis le 8 juin 2020**

**Submitted by
Soumis par :
Commissioner / Commissaire Anthony Carricato,**

**Contact Person
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Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2020-CCS-TRA-0004

SUBJECT: LAUNCH OF ADVERTISING ON THE CONFEDERATION LINE

**OBJET: LANCEMENT DES PUBLICITÉS SUR LA LIGNE DE LA
CONFÉDÉRATION**

REPORT RECOMMENDATION

That the Transit Commission direct the General Manager of Transportation Services to commence a procurement process, consistent with the City's procurement policy, to identify potential revenue opportunities from advertising in stations and inside train cars on O-Train Line 1, and that staff report the findings to the Transit Commission at the conclusion of the process, expected to be in Q4 2020.

RECOMMANDATION DU RAPPORT

Que la Commission du transport en commun demande au directeur général des Transports de lancer un processus d'approvisionnement, conformément à la politique d'approvisionnement de la Ville, pour relever les possibilités de recettes

qui pourraient découler de la publicité dans les stations et les trains de la ligne 1 de l'O-Train, et que le personnel en présente les résultats dans un rapport à la Commission du transport en commun à la fin du processus, prévu au quatrième trimestre de 2020.

BACKGROUND

At the 01 June 2020 meeting of the Transit Commission, Commissioner Carricato introduced the following Notice of Motion for the Commission's consideration at its meeting of Wednesday, 17 June 2020:

WHEREAS on March 17, 2020 the Province declared an emergency under Subsection 7.0.1 (1) of the *Emergency Management and Civil Protection Act*; and on March 25, 2020 the City of Ottawa declared an emergency pursuant to Subsection 4(1) of the *Emergency Management and Civil Protection Act*; which both remain in effect today and have had a deep impact on OC Transpo operations;

WHEREAS OC Transpo has had a drastic reduction of about 85 percent in ridership levels which have contributed to the considerable reduction of fare revenue due to COVID-19 pandemic and this impact continues;

WHEREAS To mitigate budget pressures that may arise due to the COVID-19 pandemic it is imperative that staff explore alternative revenue streams that could offset the impacts to riders;

WHEREAS The City of Ottawa has existing agreements with two contractors for advertising on buses, in stations and on shelters, and the City received \$4.38 million from these agreements in 2018;

WHEREAS a motion (OTC 38/1) was approved by the Transit Commission on July 3, 2013 that directs staff to review the addition of advertising in LRT stations and inside train cars annually following commencement of operation of the Confederation Line;

WHEREAS the potential revenue generated for the City from paid advertising on all Line 1 assets could be substantial and partially offset the shortfall in fare revenue caused by the ongoing COVID-19 pandemic;

THEREFORE BE IT RESOLVED that Transit Commission direct the General Manager of Transportation Services to commence a procurement process, consistent with the City's procurement policy, to identify potential revenue opportunities from advertising in stations and inside train cars on O-Train Line 1, and that staff report the findings to the Transit Commission at the conclusion of the process, expected to be in Q4 2020.

DISCUSSION

The above Notice of Motion, introduced by Commissioner Carricato at the Special Transit Commission meeting of Monday, 01 June 2020, for consideration at a subsequent meeting, is now before the Transit Commission for its consideration.

RURAL IMPLICATIONS

This report was drafted to transmit the above Notice of Motion to the Commission for its meeting of 17 June 2020. No specific Rural Implications have been identified. Staff will be available at Commission or at Council, as applicable, if clarification is required.

CONSULTATION

This report is administrative in nature; no public consultation was undertaken in the preparation of this report.

COMMENTS BY THE WARD COUNCILLOR(S)

This report is City-wide in nature.

ADVISORY COMMITTEE(S) COMMENTS

This report is administrative in nature; no Advisory Committees were consulted in the preparation of this report.

LEGAL IMPLICATIONS

This report was drafted to transmit the above Notice of Motion to the Commission for its meeting of 17 June 2020. No specific Legal Implications have been identified. Staff will be available at Commission or at Council, as applicable, if clarification is required.

RISK MANAGEMENT IMPLICATIONS

This report was drafted to transmit the above Notice of Motion to the Commission for its meeting of 17 June 2020. No specific Risk Management Implications have been

identified. Staff will be available at Commission or at Council, as applicable, if clarification is required.

ASSET MANAGEMENT IMPLICATIONS

This report was drafted to transmit the above Notice of Motion to the Commission for its meeting of 17 June 2020. No specific Asset Management Implications have been identified. Staff will be available at Commission or at Council, as applicable, if clarification is required.

FINANCIAL IMPLICATIONS

The financial implications are outlined in this report.

ACCESSIBILITY IMPACTS

This report was drafted to transmit the above Notice of Motion to the Commission for its meeting of 17 June 2020. No specific Accessibility Impacts have been identified. Staff will be available at Commission or at Council, as applicable, if clarification is required.

TERM OF COUNCIL PRIORITIES

This report was drafted to transmit the above Notice of Motion to the Commission for its meeting of 17 June 2020. No specific Term of Council Strategic Priorities have been identified. Staff will be available at Commission or at Council, as applicable, if clarification is required.

DISPOSITION

Staff will take direction from the Commission or Council, as appropriate.