



**CITY OF HAMILTON**  
**PUBLIC WORKS DEPARTMENT**  
Roads & Traffic Division  
and  
**CITY MANGER'S OFFICE**  
**Strategic Partnerships & Communications**

<b>TO:</b>	Chair and Members Public Works Committee
<b>COMMITTEE DATE:</b>	April 30, 2018
<b>SUBJECT/REPORT NO:</b>	Over the Road Banner Program (PW18034/CMO18012) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Angela Storey (905)546-2424, Extension 6483
<b>SUBMITTED BY:</b>	Betty Matthews-Malone, P.Eng. Director, Roads & Traffic Division Public Works Department  John Hertel Director, Strategic Partnerships & Communications City Manager's Office
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- (a) That at this time the Roads & Traffic Division of the Public Works Department not proceed with the repair or replacement of the “over the road” banner across Main Street West; fronting City Hall;
- (b) That staff report back on a digital replacement program for the traditional “over the road” banner program for 2019;
- (c) That alternative solutions be utilized for the remainder of the 2018 banner program at the Main Street fronting City Hall location and King Street Dundas location.

**EXECUTIVE SUMMARY**

This report provides an update to the status and recommended replacement of the “over the road” banner program on Main Street West; in front of City Hall and King Street in Dundas. An information update was originally circulated on March 22, 2018 to advise that the Hamilton banner location was out of service.

***Alternatives for Consideration – See Page 4***

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

Financial: Should the recommendations of Report PW18034/CMO18012 be approved, financial impacts would be related to the investigation of a new digital program for advertising non-profit organizations events, activities and messages. Also, there would be a financial impact of utilizing the alternative solutions for the remainder of 2018 as customers who have booked and paid for the City Hall location would be offered an open week at the Dundas location, but not required to pay the top up of the user fee. The difference is \$189.80 (including HST) per booking moved from the City Hall location to Dundas.

Staffing: N/A

Legal: N/A

**HISTORICAL BACKGROUND**

The City of Hamilton has offered the “over the road” banner program (the Program) to non-profit organizations for greater than 30 years. The Program operates in two locations in the City of Hamilton. The first is on Main Street West; in front of City Hall and the second is on King Street in downtown Dundas. Non-profit organizations utilize the Program to provide messages of safety, advertise events and charitable activities being held in the City.

Records show that the current infrastructure poles for the City Hall location were installed prior to 2002. In 2012 the cable system internal to the infrastructure began slipping and the banner was lowering on its own down to street level. This presented a public safety concern. At that time staff investigated options ranging from rehabilitation, replacement and removal and opted to have new cables installed in the existing infrastructure as the poles were in satisfactory shape.

Since that time, the banner infrastructure at the City Hall location has required repairs and maintenance suspending the Program for lengthy periods of time. Each time the banner is out of service, the City must advise customers who have purchased a specific time slot and offer them an alternative week or offer a refund. Normally, when the cable system is in need of repair, the Program is suspended for two to four weeks at a time.

The structural components of the City Hall and Dundas locations were recently inspected by a professional Engineer. Several recommendations were forthcoming including required repairs and upgrades to the infrastructure (poles and cables) at the City Hall location. In consideration of public safety, it was recommended that rehabilitation and/or replacement should be completed prior to installing any banners on this infrastructure. Recommendations for the Dundas location include raising the cables that hold the banner to a height that ensures the banners will not make contact with large passing trucks.

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*OUR Vision: To be the best place to raise a child and age successfully.*

*OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.*

*OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.*

A general scope of work has been received. Rehabilitation items for the City Hall location include foundation repair, reinforcement of the base, grinding welds in the legs and replacing the cabling hardware. The alternative to rehabilitation would be to replace the entire infrastructure. Estimated costs range from \$50,000 for rehabilitation to \$75,000 for replacement. The estimated cost to raise the height of the Dundas banner cables is \$10,000. At this time, staff is recommending we not invest in repairing or replacing the existing infrastructure.

For the remainder of the 2018 program, staff recommend that customers who have booked and paid for a week at, be offered one of the following alternatives: 1) a full refund 2) the opportunity to hang their banner at the Dundas location or 3) have their banner hung above the front entrance at Hamilton City Hall, provided the space has not been previously booked.

Staff feel that current customers would be open to an alternative solution, if it was cost effective. The current booking schedules for 2018 at both the City Hall and Dundas locations are attached to Report PW18034/CMO18012 as Appendix "A". At this time there are 28 weeks booked for the City Hall location and 19 weeks booked for the Dundas location for the remainder of 2018.

#### **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

Not applicable.

#### **RELEVANT CONSULTATION**

Public Works staff have consulted with staff from the Strategic Partnerships & Communications Division of the City Manager's Office who have advised that in 2018, the preferred medium for promotion is a digital platform and is no longer traditional, static banners. Staff Revenue Generation have agreed to investigate potential alternatives to the Program as they are currently sourcing potential replacement options for the digital billboards adjacent to the Art Gallery of Hamilton, MacNab bus terminal and FirstOntario Centre.

Staff from the Energy, Fleet and Facilities Division of Public Works were also consulted and confirmed that Facilities staff would agree to hang a banner above the entrance at City Hall for the remainder of 2018, if the space is open

#### **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

The recommendations included in Report PW18034/CMO18012 are provided in order to avoid the high cost to repair or replace the Program infrastructure at the City Hall location. In addition, staff from Strategic Partnerships & Communications advise that digital media is a better form of communicating messages of safety and advertising events and charitable activities in 2018.

## **ALTERNATIVES FOR CONSIDERATION**

If Council were to not approve this recommendation and request to move forward with the repair of the City Hall banner infrastructure, then, Public Works staff would work with the Procurement section in the City Manager's Department to hire a contractor and begin repairs. In addition, Public Works staff would recommend that the 2019 user fee for the City Hall location is increased to replicate the Dundas location fee structure and fully cover installation costs.

## **ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN**

### **Community Engagement & Participation**

*Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.*

### **Built Environment and Infrastructure**

*Hamilton is supported by state of the art infrastructure, transportation options, buildings and public spaces that create a dynamic City.*

### **Culture and Diversity**

*Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.*

## **APPENDICES AND SCHEDULES ATTACHED**

Appendix A - Current booking schedules for 2018 at both the City Hall and Dundas locations