

Executive Summary – City of Hamilton Pedestrian Kiosks – BIA poster side

Overview

These guidelines identified and clarified the steps and processes required by the City and each BIA to implement this program - City of Hamilton Pedestrian Kiosks “BIA Poster Side.” The following will highlight the administrative and operational tasks, as developed through BIA consultation*, a best practice review and client feedback.

**Consulted with 11 BIAs for this project (one-on-one meetings (64%), email response (18%), telephone interviews (18%) with 1 BIA not responding.*

What we heard

Content, Maintenance and Access

The majority of the BIAs wanted the content on the BIA poster side to include:

- Community Events/Bulletin Board – 6 BIAs
- Local Business Advertising – 3 BIAs
- “Spend It Here” Posters – 2 BIAs

Each BIA shared the range of programming held throughout the year and willingness to do minor maintenance if they could access the panel. In terms of printing materials, some BIAs were able to print materials at a significantly reduced cost (e.g. vendor partnerships and other local resources).

The key theme throughout the interviews - PROVIDING ACCESS – to the BIA poster side.

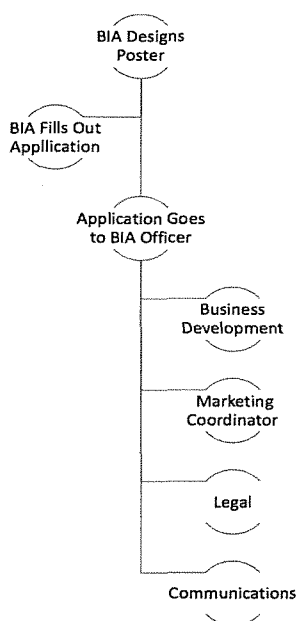
Results and Recommendations

- BIAs can choose to use the BIA poster side, at their own cost, for marketing purposes (e.g. community events and local business advertising. For those that chose not to produce any materials, the City will install current city marketing campaign (e.g. Spend it here or future programming).
- BIAs that elect to use the BIA poster side will be provided with keys for access and be responsible for changing materials through the application process.
- Materials for publication must be submitted through an application form (***see new application form***) to the City/BIA staff representative
- BIAs will be responsible for minor maintenance and report any major damages to City staff as major repairs will continue to be handled by the City.
- If BIA elects to not use BIA poster side, City will install a City Campaign or another appropriate community collateral.

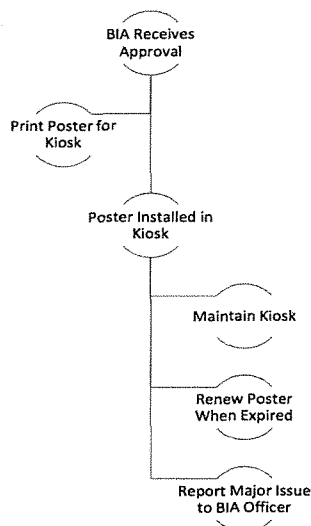
Keys for
Phase 1 and
2 available

Approval & Implementation Process

Phase 1 – Application Process



Phase 2 - Implementation



Kiosk Management Guidelines

1. BIA access to kiosk keys permissible, which must remain in a secure location (sign-off provided by City staff (Business Development and BIA Officer)).
2. BIA will be required to maintain kiosk in an acceptable manner.
3. BIA will inspect for graffiti, stickers, sticker residues, or any other unauthorized attachment to kiosk and remove them through routine checks.
4. BIA will inspect for damage that requires City attention and report it during routine checks.
5. BIA will only change poster if they have received approval from Business Development and BIA Officer.
 - 5a. Posters may be replaced with duplicate poster (at BIAs own cost) if it has been damaged.

Poster Content Guidelines (see application form)

1. Posters to be used for community purposes including community events and other programmed activities.
 - 1a. Directory of businesses may be used but must be updated quarterly, if chosen
2. All images on poster to be child friendly
3. Poster should not include events that are more than 6 months away from install date of poster.
4. BIA to retain "Spend It Here" poster, or other City approved poster to place in kiosk should BIA poster expire without replacement.

Poster Advertising Guidelines

Advertising was discussed during the interviews. If there is a need from the BIAs to discuss this further, we are open to discussing this further with the entire group. (To be discussed at Advisory Meeting November 13, 2018)