

# INFORMATION REPORT

<b>TO:</b> Chair and Members Public Works Committee	<b>WARD(S) AFFECTED:</b> CITY WIDE
<b>COMMITTEE DATE:</b> November 18, 2013	
<b>SUBJECT/REPORT NO:</b> Coordination of Street Furniture with Transit Shelter Works and Update on the Consolidated Street Furniture Program (PW09033a) - (City Wide) (Outstanding Business List Item)	
<b>SUBMITTED BY:</b> Gerry Davis, CMA General Manager Public Works Department	<b>PREPARED BY:</b> Andrew Grice Manager Policy & Programs (905) 546-2424, Extension 1461
<b>SIGNATURE:</b>	Anne Winning Supervisor of Program Development (905) 546-2424, Extension 5521

## Council Direction:

At the June 24, 2009, meeting Council dealt with Public Works Committee Report 09-010 which included staff report PW09033 concerning “*Bus Bench Furniture Program Review and Street Furniture RFP*”. The June 24, 2009, Council minutes included the following recommendation:

*“(c) That Terms of Reference and development of site selection criteria for a co-ordinated street furniture program as outlined in staff report “Bus Bench Furniture Program Review and Street Furniture RFP (PW09033) - (City Wide)” be updated and submitted to Public Works Committee for consideration in Q4 2014 or earlier.”*

Furthermore, on March 27, 2013, Council approved Public Works Committee Report 13-003 that dealt with staff report PW13005 concerning “Transit Bus Shelter Expansion Plan”. Public Works Committee Report 13-003 Info Item (h) (i) included the following motion that was added to the Outstanding Business List:

*“That staff be directed to provide a supplemental report to the Public Works Committee respecting the coordination of street furniture with transit shelter works.”*

The purpose of this Report is to provide an overview of the progress made on the Consolidated Street Furniture Program and the coordination with the Transit Bus

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Shelter Expansion Plan. In addition, through the retention of a consultant, staff will develop site selection criteria and design standards including furniture types and standard parts. The criteria will provide guidance for the placement of the furniture elements and assist in site specific solutions for conditions which are not considered to be typical.

**Background Information:**

Street furniture consists of a wide variety of elements and amenities installed in the public street right of way for the use and convenience of the public. Examples include but are not limited to benches, waste/recycling bins, transit shelters, information/way-finding structures, bicycle parking units, and cigarette receptacles. Over time, numerous street furniture amenities have been introduced to Hamilton's streetscape and demand for amenities continues to grow. The resulting streetscape, in the absence of a standard design, continues to look cluttered and consists of disparate design elements.

The focus of the Consolidated Street Furniture Program is to make significant improvements to the image and identity of our streetscapes through an expanded and co-ordinated furniture contract. The scope of the program to be included in the Terms of Reference encompasses the design, manufacture, installation, maintenance, location, and administration of the various street furniture elements. The benefits of a consolidated program include:

- The feasibility of single street furniture contract and administrative process that would improve customer satisfaction respecting requests for installation, maintenance and removal of amenities
- Established site selection criteria recognizing technical and accessibility criteria associated with siting various elements typically found within public space in road allowances
- The ability to negotiate better value and a more favourable financial package for the municipality

**Progress:**

Public Works has taken the lead role in this initiative and are working with various sections of the City to develop a consolidated and cohesive street furniture program that is unique to Hamilton.

A project charter has been developed to guide the Consolidated Street Furniture Program, which includes fundamentals such as project sponsor, scope, work breakdown, schedule, business case, working group and steering committee. The steering committee consists of staff from Public Works; Corporate Assets and Strategic Planning, Operations, Transportation, Planning and Economic Development; Tourism and Culture, Community Planning and Design, and Corporate Services; Enterprise Management and Revenue Generation.

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In addition the Mobility Programs and Special Projects section of the Public Works Transportation Division has completed a considerable amount of work to improve the image of transit, and establish a unique identity for rapid transit. This effort is recognized and will be incorporated into the process of establishing a street furniture program for Hamilton. Representatives from Transportation and Corporate Assets and Strategic Planning will continue to work together to ensure coordination and synergy of the two programs.

Staff has initiated discussions with Enterprise Management and Revenue Generation within the Corporate Services Department. The Division is developing the framework for a City Wide Marketing strategy that will be presented to the General Issues Committee in first quarter of 2014. Staff will continue to work together to incorporate the revenue sharing component of the Consolidated Street Furniture Program into the City Wide Marketing Strategy.

In order to benefit from best practices and lessons learned, staff has consulted with the City of Toronto to obtain the current status of their street furniture programs. In 2007, the City of Toronto entered into a twenty year Agreement with Astral Media Outdoor L.P. for the design, supply, manufacture, installation, and maintenance of over 25,000 street furniture elements. As part of the contract, Astral Media was granted exclusive rights to limited and controlled advertising on some of the street furniture elements listed above, allowing the full program to be funded by revenue sharing and at no cost to the City of Toronto. The street furniture elements used throughout the City of Toronto are one standard, with the exception of furniture in the Business Improvement Areas, which permit the option of name plate for identification.

Staff has discussed the existing programs with current services providers to gain a perspective on key elements of street furniture programs. All service providers indicated the development of site selection criteria and standard design elements will eliminate guess work and costly errors.

**Next steps:**

To successfully implement a consolidated street furniture program, staff will be engaging a consultant to assist with establishing street furniture site selection criteria and guidelines, including potential furniture types, standard parts and design elements that will provide general guidance for the placement of street furniture and encourage site specific solutions for conditions which are not considered to be typical. In addition, the guidelines will identify which street furniture elements are suitable for limited and controlled advertising to form part of a revenue sharing program. It is imperative that all advertising meet the standards set out by the City of Hamilton Policy for Commercial Advertising & Sponsorship (2008) and the Advertising Standards Council of Canada. Staff would work with the consultant to develop alternative delivery methods, such as a multi contract approach, in the event a consolidated revenue sharing program is not feasible. Staff will work with the consultant to develop the Terms of Reference to provide the City of Hamilton with an efficient street furniture program. Staff will utilize up to \$75,000.00 from existing accounts to retain a consultant.

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Staff will report back to the Public Works Committee in the second quarter of 2014 with an update on development of street furniture site selection criteria and guidelines. In addition, staff has consulted with the Ward 13 Councillor in response to the need for street furniture elements in place for the 2015 Pan American Games. Staff will evaluate options, including contract renewals, to beautify the streetscape prior to the 2015 Pan American Games.