

Staff Report to Council

Corporate Services

FILE: 04-1470-01/20

REPORT DATE: November 30, 2020

MEETING DATE: December 08, 2020

TO: Mayor and Council

FROM: Carolyn Baldrige, Manager, Communications & Community Engagement

SUBJECT: Public Use of Municipal Billboards Policy C004

CHIEF ADMINISTRATIVE OFFICER REVIEW/APPROVAL:



RECOMMENDATION(S): THAT Council:

- A. Receive for information, the Staff Report dated November 30, 2020 and titled "Public Use of Municipal Billboards Policy C004"; AND
- B. Approve the revised Public Use of Municipal Billboards Policy C004 as presented at the December 8, 2020 Council Meeting; OR
- C. Other.

PURPOSE

To provide Council with recommended updates to the Public Use of Municipal Billboards Policy C004 for discussion and approval.

☐ Information Report

☒ Decision Report

☐ Direction Report

DISCUSSION

Public Use of Municipal Billboards C004

Background:

The Public Use of Municipal Billboards policy C004 was originally approved by Council on February 18, 2003 as a guiding document under which service groups can access free advertising available through the City of Pitt Meadows via contract with various vendors e.g. Pattison on the electronic billboard located at the east end of the Pitt River Bridge.

On June 16, 2015, the policy was brought to Council where it was reaffirmed.

On December 11, 2018 at a Regular Council Meeting, staff was directed to review all Council policies and identify those requiring updates. Part of the schedule of policy revisions, is Council Policy C004 - Public Use of Municipal Billboards.

Analysis:

The recommended changes resulted from a review of contracts held between the City and its advertising partners e.g. Pattison, to achieve consistency in the policy application and venue locations. A review was also conducted of the internal administrative procedures required to facilitate advertising requests. The following amendments to Policy C004 are recommended:

1. **Addition of new sign.** In 2018, a new digital sign was installed at 12007 Harris Road at City Hall.
2. **Removal of advertising column at 12492 Harris Road from the City's listing.** This cylindrical outdoor sidewalk structure used for advertising is administered and managed by Pattison. There is a cost associated to advertise in this space. Groups that want to advertise must contact Pattison directly and are subject to fees.
3. **Updated digital sign specifications.** Advertising covered in this policy is digital and all digital advertisements must conform to certain specifications. These specifications are now clearly outlined in the policy.
4. **Consistency of language.** Remove the reference to Parks & Recreation Community Directory. There is Community Directory on the City's website that is not specific to Parks and Recreation.
5. **Updated City contact information.** In the past, requests have been sent to info@pittmeadows.ca overseen by Customer Services staff. To streamline the

application process, request should be sent to communications@pittmeadows.ca. Requests through both email addresses will be accepted.

The revised policy (Attachment A) incorporates the suggested edits to the policy for Council's consideration.

Desired Outcome:

Adoption of this policy will provide improved guidance to those requesting advertising and to those administering it.

COUNCIL STRATEGIC PLAN ALIGNMENT

☒ Principled Governance ☐ Balanced Economic Prosperity ☒ Corporate Excellence
☒ Community Spirit & Wellbeing ☐ Transportation & Infrastructure Initiatives
☐ Not Applicable

FINANCIAL IMPLICATIONS

☒ None ☐ Budget Previously Approved ☐ Referral to Business Planning
☐ Other

PUBLIC PARTICIPATION

☒ Inform ☐ Consult ☐ Involve ☐ Collaborate ☐ Empower

Comment(s):

Approved Council policies are placed on the City Website. Guidelines in relation to the City's website and social media sites are available on respective sites.

KATZIE FIRST NATION CONSIDERATIONS

Referral ☐ Yes ☒ No

SIGN-OFFS

Written by:

Carolyn Baldridge
Manager, Communications and
Community Engagement

Reviewed by:

Stephanie St. Jean
Director, Corporate Services

ATTACHMENT(S):

- A. Revised Council Policy Public Use of Municipal Billboards C004

COUNCIL POLICY C004**02 - Buildings, Facilities & Properties****Public Use of Municipal Billboards**

Effective Date: February 18, 2003

Revised Date: April 3, 2012

Reaffirmed Date: December 8, 2020

Purpose:

To provide guidelines under which local service groups can access free advertising space available through the City of Pitt Meadows via contract with various vendors, on the electronic billboard located at the east end of the Pitt River Bridge, the Digital Board at 12007 Harris Road and on any billboards under the City's control.

Policy:

A local service group qualifies for free advertising space provided it:

- is a non-profit group, located in, or serving residents of Pitt Meadows, that provides a service and/or information that would be of interest and benefit to the community;
- is either a registered, non-profit association or is included in the Community Directory and does not represent interests in offensive subject matter (i.e. racism, pornography, obscenities, etc.); and
- is not a recognized political party.

Advertising space is provided for upcoming events on a first come - first serve basis. The local service group is responsible for all costs associated with the production, development and posting of the ad, and other related costs, that are not provided free of charge to the City under the noted agreements.

Municipal billboards are subject to the City of Pitt Meadows agreement with advertising partners. All advertising must adhere to the City's design standards and specifications.

Schedule A Specifications

For Both Digital Signs

Final design files are required a minimum of two weeks prior to run dates. Groups must always ensure they have copyright permission for all graphics used.

Guidelines

- Maximum four to eight words in large, simple and easy-to-read font
- One simple image (no clip art)
- Include a simple URL at the bottom (no long complicated web addresses)

East Side of Pitt River Bridge (Digital Advertising Column)

640 wide x 176 high (pixels)

Minimum 72 dpi

JPEG format

High contrast is best i.e. dark background with light text or visa versa

12007 Harris Road (Digital Sign)

628 high x 1200 wide (pixels)

Minimum 72 dpi

JPEG format

Application Process:

Applications will be reviewed on a first come, first serve basis. In the event of space limitations or conflicting applications, City sponsored events/advertising will take precedence.

The request must be emailed to the City of Pitt Meadows Communications Department by emailing communications@pittmeadows.ca a minimum of two weeks prior to the requested run date.

Only one display may be requested per application.

The City reserves the right to reject any application and/or banner that does not comply with this policy.