

TO: CHAIR AND MEMBERS
FINANCIAL MANAGEMENT COMMITTEE

DATE: 2015 February 23

FROM: DIRECTOR ENGINEERING

FILE: 90100 04

SUBJECT: UPDATED BUS BENCH PROGRAM

PURPOSE: To inform the Committee about changes to the City's bus bench program.

RECOMMENDATION:

1. **THAT** the Financial Management Committee receive this report for information.

REPORT

1.0 BACKGROUND

Bus benches were installed by two companies (Key Bench and Goodwill Advertising) at bus stops approved by the City. The companies were responsible for the supply, installation and maintenance of the bus benches, and in return were permitted to place advertising panels on the front surface of the backrest. The benches provided an amenity for transit users at no cost to the City, and the City also received \$10 per year per bench.

Following the implementation of the City's new bus shelter program, some conflicts and redundancies with bus benches were identified. As well, many of the existing bus benches were in relatively poor condition and the agreements with the existing two companies had not been updated since 1994. To renew the program, a request for proposal (RFP) was issued in 2013 December for the provision of bus benches with advertising panels.

2.0 UPDATES

Two proposals were received in response to the RFP. After evaluating the proposals and undertaking lengthy negotiations, Key Bench was selected as the successful proponent in late 2014. Key Bench provided a good quality steel product that met specifications and other requirements. Key aspects about the new bus bench program are outlined below:

- Scope - Design, manufacture, install and maintain bus benches with advertising panels at no cost to the City.

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- Term – 10 years beginning 2015 January 01 with optional extension for two additional 5 year terms.
- Bench Type – a black powder coated Metro or Metro Classic bench as shown in Figures 1 and 2. The type installed is dependent on site conditions.
- Quantity – 337 with potential expansion as mutually agreed.
- Locations – At locations with existing Keybench and Goodwill benches; however the City will exclude some existing locations that have new bus shelters with benches or minimal ridership.
- Revenue – Over a ten year period, revenues to the City are estimated to be over \$500,000 and are dependent upon the number of benches installed.
- Advertising – Subject to the Advertising Standards of Canada and a limited number of free advertising spaces can be provided for city programs or services.

Implementation began early this year with the replacement of old wooden Key Bench benches. Replacement of old Goodwill Benches will begin in March. Transition to all new bus benches should be completed by June 1. Efforts are made to minimize public inconvenience to the extent possible.

This report is provided for information.



Leon A. Gous, P. Eng., MBA
DIRECTOR ENGINEERING

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Attachment

Copied to: Director Finance

METRO CLASSIC BENCH

FIGURE - 1



METRO BENCH

FIGURE - 2

