

REGION OF OTTAWA-CARLETON  
RÉGION D'OTTAWA-CARLETON

REPORT  
RAPPORT

Our File/N/Réf.                   **50 50-00-1050**  
Your File/V/Réf.

DATE                               04 July 2000

TO/DEST.                         Co-ordinator Transportation Committee

FROM/EXP.                       Director Infrastructure Maintenance  
  Environment and Transportation Department

SUBJECT/OBJET                 **LITTER/RECYCLING BINS - PILOT PROJECT**

---

**DEPARTMENTAL RECOMMENDATION**

**That Transportation Committee recommend Council approve participation in a pilot project for the placement and servicing of litter/recycling bins on City Streets and Regional Roads as outlined in this report.**

**INTRODUCTION**

Under the Non-Winter Road Maintenance Service Agreement between the Region and the City of Ottawa, the City places and services 441 litter receptacles on Regional roads. The City places another 159 receptacles on City streets. The City has received a proposal from OMG Media, a Toronto-based firm, to supply, install and maintain 750 to 850 three container/recycling bins with an advertising component that would generate revenue.

**BACKGROUND**

Attached as Annex A is correspondence, dated 12 June 2000, received from the City of Ottawa with respect to a motion on this subject approved by City Council on 07 June 2000. A detailed report prepared by City staff for consideration of the City's Community Services and Operations Committee (CSOC) on 31 May 2000 is attached as Annex B.

## DISCUSSION

In return for supplying and maintaining the recycling bins, OMG Media proposes to sell advertising space on the bins and provide a share of the revenue generated to the municipality.

Audits show that as much as 30 to 50 % of the 500 tonnes of waste collected annually by the City's receptacles is recyclable. In addition to saving landfill space and reducing litter disposal costs, annual revenues could be available from the sale of recyclable material. There would be further savings from not having to replace or repair the many existing receptacles that are in poor condition at a cost of approximately \$500.00 each.

The OMG concept has been tested in Toronto and in 1999, the City of Toronto awarded OMG a 10 year contract to supply, install and maintain (excluding emptying) approximately 3,000 litter recycling bins with advertising at no cost to the City. The City of Toronto estimates a net profit of a least \$2 M over the 10 year term. The City also receives a portion of the advertising space free of charge for public service messages.

The litter/recycling bin advertising concept is analogous to other existing partnerships with the private sector, including the provision of on-street bicycle racks and bus benches at no cost to the municipality in return for advertising rights.

Ottawa City Council has approved the City's participation in a pilot project with OMG, subject to Regional Council's approval for allowing advertising on bins located on Regional roads. All advertising would have to be in accordance with standards set out in Document 2 of Annex B. In view of the coming into being of the new City of Ottawa on 01 January 2001, the pilot project would extend only to 31 December 2000.

In view of the above, it is proposed that the Region participate in a pilot project with the City of Ottawa and OMG Media as approved by City of Ottawa Council on 07 June 2000 and as presented in Annexes A and B attached. All revenues received by the City with respect to bins located on Regional roads would be applied against charges to the Region by the City under the Road Maintenance Service Agreement.

Since the City of Ottawa is the Region's contractor for litter and waste control on most Regional Roads within the City, the formal contractual arrangement would be between the City of Ottawa and OMG (the subcontractor). However, for the purposes of the pilot project, it is proposed that the Region's participation be subject to the Environment and Transportation Commissioner's approval of the terms of the contract with OMG and the Commissioner's right for final approval of the specific location of any bins on Regional Roads and the acceptability and disposition of any advertising placed on bins located on Regional Roads.

A report covering the pilot project would be finalized at the end of the project term and forwarded with recommendations to the Council of the new City of Ottawa.

### CONSULTATION

The local Business Improvement Areas (BIAs) were consulted and their comments are included in Document 3 of Annex B.

### FINANCIAL IMPLICATIONS

The City of Ottawa estimates that a pilot project involving 100 litter recycling bins could generate revenue in the amount of \$5,000. Revenue received by the City of Ottawa with respect to litter/recycling bins located on Regional Roads would reduce charges to the Region under the Road Maintenance Service Agreement.

*Approved by  
W. S. Beveridge, P. Eng.*

LAR/ms

Attach. (2)



City of  
Ville d'Ottawa

LAR  
see e-mail  
WSB 20/6/00

June 12, 2000

RMG 1100-1862

W.S. Beveridge P. Eng.  
Director, Infrastructure Maintenance Division  
Environment and Transportation Department  
Region of Ottawa-Carleton  
735 Industrial Avenue  
Ottawa, Ontario  
K1G 5J1

Dear Mr: Beveridge:

**Subject: Installation of Litter/Recycling Bins with Advertising**

Further to my correspondence of May 26, 2000 I can now advised that Ottawa City Council, at its meeting of June 7<sup>th</sup>, 2000 dealt with the department's report concerning the proposal to install litter/recycling bins with advertising on the road allowance and approved a motion (copy attached) for the department to undertake a pilot project with OMG Media for the supply and installation of up to 100 litter/recycling bins, with said pilot project expiring December 31, 2000.

As previously discussed, it would now be appropriate for this matter to be brought forward to Regional Council for consideration as soon as possible authorizing the City of Ottawa to include Regional Roads located in the City of Ottawa in the pilot project.

If you require any further information, or assistance on this mater, please contact George Assaff at 244-5300 ext 1+3096.

A. B. Garnett  
Director of Operations

Department of Urban Planning and Public Works  
111 Sussex Drive, Ottawa, Ontario K1N 5A1  
Tel.: (613) 244-5300, ext. 1-3743  
Fax: (613) 244-5430  
www.city.ottawa.on.ca  
E-mail: up&pw@city.ottawa.on.ca

Service de l'urbanisme et des travaux publics  
111, promenade Sussex, Ottawa (Ontario) K1N 5A1  
Tél. : (613) 244-5300, poste 1-3743  
Télééc. : (613) 244-5430  
www.ville.ottawa.on.ca  
C. élec. : utp@city.ottawa.on.ca



## **City Council and Standing Committee Motion**

## **Conseil et comités permanents Motion**

**Moved by :** Mayor Watson  
**Motion de :**

**Seconded by :** Councillor Higdon  
**Appuyée par :**

### **RE:**

WHEREAS, a proposal has been received from OMG Media to supply, install and maintain (excluding emptying) approximately 750 to 850 three container litter/recycling bins with an advertising component to replace and supplement the City's current inventory of roadside waste receptacles;

AND WHEREAS, the City's current inventory of roadside waste receptacles is in very poor condition and requires replacement;

AND WHEREAS, OMG Media has offered to share the advertising revenues with the City of Ottawa in the form of a fixed monthly fee per bin;

AND WHEREAS, the Department of Urban Planning and Public Works has reviewed the OMG Media offer and has recommended as an option that OMG Media be invited to participate in a pilot project with the Department of Urban Planning and Public Works for the supply and installation of up to 100 litter/recycling bins;

THEREFORE, BE IT RESOLVED that, subject to Regional Council approval for the placement of advertising on bins located on Regional roads, OMG Media be invited to participate in a pilot project with the Department of Urban Planning and Public Works, with said terms to be negotiated, for the supply and installation of up to 100 litter/recycling bins, expiring in December, 2000 and that all advertising be in accordance with the advertising standards set out in Document 2 of the Department's report.



# Backgrounder

May 12, 2000

ACS2000-PW-OPS-0001

## Provision of Litter/Recycling Containers with Advertising Component

## Fourniture de corbeilles à déchets et de bacs de recyclage affichant des publicités

### Issue

- the Department of Urban Planning and Public Works has received an unsolicited proposal from OMG Media, a Toronto-based firm, to supply and install approximately 750 to 850 litter/recycling bins to replace the City's current inventory of roadside waste receptacles. In return for supplying and maintaining the bins (excluding emptying) at no cost to the City, OMG Media has requested the authority to sell advertising space on the bins and share the advertising revenues.
- Waste audits of the City's waste receptacles and street recycling containers in 1995 indicated that approximately 500 tonnes of waste is deposited annually and that as much as 30 to 50 per cent was recyclable material. In addition to saving landfill space and reducing the City's litter disposal costs, annual revenues could be available from the sale of the recyclable material.

### What's New

- the report makes two key recommendations:
  - that the Department be authorized to initiate a Request for Proposal for the supply and installation of litter/recycling bins with advertising to replace and supplement on the City's current inventory of waste receptacles. The RFP would be issued with the provision that any agreement is subject to the approval of the Transition Board. *City of Ottawa Act, 1999.*
  - an option that OMG Media be invited to participate in a pilot project with the Department of Urban Planning and Public Works, for the supply and installation of up to 100 litter/recycling bins, expiring in December, 2000.

### Impact

- financial benefits to the City are anticipated through the sharing of advertising revenues, lower collections costs, lower litter disposal costs due to waste diversion, and through revenues from the sale of recyclable material.
- serves as a strong incentive and reminder for the public to recycle and to reinforce the City's commitment to reducing waste.

Contact: Author - George Assaff - 244-5300 ext. 1 - 3096

Chief Communications Officer - Lucian Blair - 244-5300, ext. 4444 pager 780-3310



May 12, 2000

ACS2000-PW-OPS-0001  
(File: RMG 1100-1862)

Department of Urban Planning and Public Works

Ward/Quartier  
City Wide

- Community Services and Operations Committee / Comité des services communautaires et des opérations
- City Council / Conseil municipal

Action/Exécution

**Provision of Litter/Recycling Containers with Advertising Component**  
**Fourniture de corbeilles à déchets et de bacs de recyclage affichant des publicités**

**Recommendations**

10. That the Department of Urban Planning & Public Works be authorized to put out a Request for Proposal (RFP), in accordance with the principles outlined in the attached Document 1, for the supply, installation and maintenance (excluding emptying) of new roadside litter/recycling bins which include an advertising component, to replace and supplement existing waste receptacles at various locations within the road allowance in the City of Ottawa.
11. That, subject to the approval of Recommendation 1, the advertising guidelines outlined in the attached Document 2, form the basis of the advertising standards to be embodied in the RFP.

*Original signed by*  
*E. Robinson*

*Original signed by*  
*J. Burke*

Edward Robinson  
Commissioner of Urban Planning and Public Works  
GA:ga

Approved by  
John S. Burke  
Chief Administrative Officer

Contact: George Assaff - 244-5300 ext. 1-3096

## **Financial Comment**

### Recommendations

There are no financial implications with respect to the recommendations.

### Option

Should City Council elect to proceed with the pilot project option, revenues, estimated in the amount of \$5,000, would be credited to the Account No. 0810005 - Roadside Maintenance (Litter Control).

*Original signed by  
C. Pantalone*

for Mona Monkman  
City Treasurer  
CP:cds

## **Executive Report**

### Reasons Behind Recommendations

#### Background

The Department of Urban Planning and Public Works (Operations Branch) is responsible for keeping the City's streets and sidewalks clean and free of litter and debris. An important part of this program is the supply and servicing of waste receptacles conveniently placed at locations of high pedestrian traffic within the public road allowance. The Department also provides this same service on Regional Roads located within Ottawa as part of the RMOC/City Road Maintenance Agreement. Currently, the department provides and services approximately 600 waste receptacles. During the winter months, the number of receptacles is reduced to about 400. In 1999, the department spent approximately \$450,000 servicing waste receptacles (excluding purchase and repair costs) or approximately \$750 per receptacle per year. Servicing of waste receptacles is undertaken during the evening/night shift and, for the most part, by a contractor retained by the City. The frequency of servicing waste receptacles varies and ranges from daily to once per week depending on its location and usage. City forces supplement this service when additional servicing is required during the day and weekend shifts particularly in the downtown and By Ward Market area.

The number of waste receptacles provided by the department has declined over the years. Prior to 1996, there were approximately 850 waste receptacles placed on city streets.



However, due to budget cuts in 1996 for litter control, the number of waste receptacles was reduced to the current 600 containers.

Many of the City's waste receptacles are old, in very poor condition and require replacement. The department has estimated that it will cost approximately \$600,000 to replace the City's current inventory. Funding for a multi-year replacement program was identified in the year 2000 capital budget but was not approved.

### Recommendation 1

Recently, the department has been approached by OMG Media, a Toronto-based firm, with an unsolicited proposal to supply and install approximately 750 to 850 litter/recycling bins with an advertising component to replace the City's current inventory of roadside waste receptacles.

The litter/recycling bin proposed by OMG Media is a large rectangular-shaped, stainless steel receptacle that features three compartments: one for recyclable containers, one for paper fibre recyclables and one for garbage. The bins are ergonomically designed and feature a closed top so materials cannot overflow onto the streets. The size of the bins are approximately 5 feet long by 4 feet high by 21 inches deep. Each bin has two advertising panels that measure 30 by 60 inches, one facing the street and one facing the sidewalk. Compared to regular waste receptacles, the litter/recycling bin has approximately three times greater storage capacity. Figure 1 below illustrates the litter recycling bin proposed by OMG Media.



Figure 1. Proposed litter/recycling bin

In return for supplying and maintaining the bins (excluding emptying) at no cost to the City, OMG Media has requested the authority to sell space on the bins for advertising goods and services. The City would share in the advertising revenues by receiving a fixed rate every month for each unit installed on City property. The City would continue to be responsible for emptying the litter bins and disposing of the waste; however, additional financial benefits

to the City are anticipated through lower collections costs, lower litter disposal costs due to waste diversion, and through revenues from the sale of recyclable material collected in the bins. As well, the City would benefit from the cost savings of not having to fund the replacement of the City's current inventory of waste receptacles nor to maintain and repair the receptacles.

The litter/recycling bins proposed by OMG Media have undergone several pilot projects in the Toronto area since 1997. (Toronto, Etobicoke, and York) In 1999, as a result of the positive feedback obtained through the pilot projects, OMG Media was awarded a ten year contract with the City of Toronto to supply, install and maintain (excluding emptying) approximately 3,000 litter/recycling bins with advertising, at no cost to the city. The litter/recycling bins are expected to replace 60 to 70 per cent of the city's 5,000 roadside waste receptacles. The City of Toronto has estimated its share of the advertising revenue to be \$8.7 million over the 10 years of the contract. Toronto further estimates that it will incur approximately \$4 million to \$7 million more for its crews to pick up the material from the new bins over the term of the contract netting the city a profit of at least \$2 million. The agreement with OMG also provides for a portion of the advertising space to be given free of charge to the city for public service messages. OMG will also provide litter/recycling bins for special events sanctioned by the City at no charge to the city.

The issue of partnering with the private sector for the supply and installation of street furniture with an advertising component is not new to the City of Ottawa. An agreement has been in place for a number of years with Velocity Media for the supply, installation and maintenance of on-street bicycle racks with an advertising component. More recently, the City has authorized OC Transpo to contract with Creative Outdoor Advertising for the supply and installation of bus benches with an advertising component at bus stops. In both cases, the private sector partner supplies, installs and maintains the street furniture at no cost to the City. In the latter case, OC Transpo receives a share of the advertising revenues.

With respect to the issue of commercial advertising on the road allowance, the department generally has been guided by the principle that any such structure supporting the advertisement must support or enhance an existing service provided by the City or demonstrate an identified need for the structure, and secondly, that the advertisement is secondary to the purpose of the structure. In this regard, the department is satisfied that the proposed litter/recycling bins satisfies both of these principles.

In addition to providing on-street litter receptacles at no cost to the City, the OMG Media proposal fulfils a long standing City objective for the provision of on-street recycling facilities. In 1994 and 1995, the City of Ottawa experimented with the installation of recycling containers at busy downtown street locations and at high use parks. Although the recycling bins proved to be popular with the general public, unfortunately, the recycling bins were discontinued in 1996 due to budget cuts.

Waste audits of the City's waste receptacles and street recycling containers undertaken in 1995 indicated that approximately 500 tonnes of waste is deposited in the City's waste receptacles annually and that as much as 30 to 50 per cent of the waste deposited was recyclable material (i.e., paper fibre, plastic, glass bottles and metal cans). In addition to saving precious landfill space and reducing the City's litter disposal costs, additional annual revenues could be available from the sale of the recyclable material.

The department is very interested in pursuing the concept of a public/private sector partnership for the supply and maintenance of litter/recycling bins. In addition to providing pedestrians with the opportunity to recycle on the go, such an arrangement would provide the City with an opportunity to replace and expand its current inventory of waste receptacle at no cost to the City and to share in the advertising revenues. Although it is not possible to provide a thorough estimate of the financial benefits to the City for this initiative, based on the experiences in Toronto and assuming the installation of 600 to 800 litter/recycling bins, the City could expect to see benefits in the range of \$1.5 to 3 million dollars over a ten year agreement.

For this reason, it is recommended that the department be authorized to initiate a Request for Proposal for the supply and installation of litter/recycling bins with advertising to replace and supplement on the City's current inventory of waste receptacles and that the terms of reference for the RFP be based on the key principles outlined in the attached Document 1.

As many of the proposed litter recycling bins will be located on Regional roads located in Ottawa, Regional Council approval will be required for the placement of advertising on the Regional road allowance prior to the awarding of any contract. Regional staff have been consulted on this regard and have indicated their support. In this regard, Regional staff will be submitting a similar report to their Council for approval.

Furthermore, as this year is a transition year to the new City of Ottawa, and the City's ability to enter into longer term contracts has been significantly restricted by Ontario Regulation 100/00 made under the City of Ottawa Act, 1999, i.e. that an old municipality shall not enter into a contract or incur a debt or incur a financial liability or obligation that extends beyond December 31, 2000 unless it is done with the approval of the Ottawa Transition Board, the RFP would be issued with the provision that any agreement would be subject to the approval of the Transition Board.

On the completion of the RFP process, the department will report back to Council on the results of the RFP process with recommendations for awarding a contract, as appropriate.

#### Recommendation 2

As it is preferable to provide guidance to prospective bidders for completing their bids, it would be advantageous to include in the RFP, the City's advertising standards. However, other than guidelines provided for sponsorship proposals, the City does not have a corporate

policy dealing with third party commercial outdoor advertising on the road allowance. As such, it is recommended that for the purpose of this RFP that the City adopt similar standards that were adopted for the installation of the bus benches with advertising at bus stops. These standards require that all advertising shall be in accordance with the regulations and standards set by the Advertising Council of Canada, will not include advertising of tobacco products and will be free of vulgarity or indecent suggestions. In addition, it is also recommended that the standards include a provision restricting the placement of advertisements on the bins within 100 metres of a business where the subject of the advertisement compete with the abutting business. The proposed advertising standards are set out in the attached Document 2.

## Environmental Impact

Public litter/recycling bins have the potential to reducing the amount of litter disposed of at the Regional landfill thereby saving precious landfill space and assisting the Region in achieving its waste diversion targets. As well, the presence of litter recycling bins on the road allowance and at busy downtown locations would also serve as a strong incentive and reminder for the public to recycle and to reinforce the City's commitment to reducing waste.

## Consultation

A copy of this report has been provided to the local Business Improvement Areas (BIAs). Their comments are included in the attached Document 3. As well, a copy of the report has been provided to the Environmental Advisory Committee.

## Options and Analysis of Options

### Option

1. That, subject to Regional Council approval for advertising on bins located on Regional roads, OMG Media be invited to participate in a pilot project with the Department of Urban Planning and Public Works, with said terms to be negotiated, for the supply and installation of up to 100 litter/recycling bins, expiring in December, 2000 and that all advertising be in accordance with the advertising standards set out in Document 2.

### Analysis of Option

Given that the Region and the eleven local area municipalities will be amalgamated into one new city January 1, 2001, Council may wish instead to wait until the new city is formed before entering into a long-term agreement which could impact municipalities outside the current City of Ottawa. Furthermore, a pilot project may have the advantage of introducing and measuring the public's response to the concept of installing litter/recycling bins with advertising on the road allowance

The major drawback with this option is that it could be seen as providing OMG Media with an unfair advantage if a subsequent tender is called for a long term contract.

Although OMG Media has indicated that they would be agreeable to participating in a pilot project, no discussions have been held with OMG Media outlining the details of the pilot project or the financial benefits to be accrued to the City. Based on 100 litter/recycling bins, it is estimated that the City could realize revenue from the pilot project in the amount of \$5,000.

It is anticipated that the pilot project will follow the guidelines outlined in Document 1, with the exception that the project would expire at the end of this year. A report covering the pilot project would be finalized at the end of the project and forwarded with recommendations to the Council of the new City of Ottawa.

## **Disposition**

On the approval of Recommendation 1, the Department of Urban Planning and Public Works (Operations Branch), in conjunction with the Regional Supply Branch, undertake an RFP for the supply and installation of the litter/recycling bins.

On the approval of Option 1, the Department of Urban Planning and Public Works will undertake a pilot project with OMG Media for the supply and installation of litter/recycling bins.

## **List of Supporting Documentation**

Document 1	Provision of Litter/Recycling Containers with Advertising Component - Request for Proposal - Key Principles
Document 2	Advertising Guidelines
Document 3	Consultation

## Part II - Supporting Documentation

Document 1

### PROVISION OF LITTER/RECYCLING CONTAINERS WITH ADVERTISING COMPONENT

#### REQUEST FOR PROPOSAL - KEY PRINCIPLES

The following are draft terms of reference which will form the basis of the RFP for the provision of litter/recycling bins with advertising an addition to standard terms and conditions included in all RFP's.

1. The City is inviting proposals from proponents for the provision of litter/recycling bins with an advertising component at various locations within the public road allowances in the City of Ottawa at no cost to the City.
2. The City will provide a listing of the litter/recycling bin locations under consideration. The City reserves the right to choose the locations at which litter/recycling bins with an advertising component will be placed.
3. Litter/recycling bins with advertising component will not be permitted on Confederation Blvd which includes Sussex Blvd, Mackenzie Avenue, Wellington Street (Rideau to Chaudiere Bridge), Elgin Street (Laurier Ave. to Wellington Street) without the approval of the National Capital Commission.
4. The successful proponent will be responsible for the supply, installation, maintenance and repairs of the litter/recycling bins and all associated costs. The bins must be kept clean and free from posters and graffiti.
5. The City of Ottawa will retain responsibility for emptying the containers.
6. Proponents are to specify the proposed annual revenues in total and on a per bin basis, to be payable to the City of Ottawa with such amounts subject to audit by the City.
7. Respondents are to provide detailed specifications of the bins that they will be supplying including type of material, dimensions, size of slots, etc. Samples or prototype of the bins are preferred. The bins must be fire, animal, dent and graffiti resistant.
8. The area of the bins that will contain the advertising must be clearly identified. Respondents must also stipulate whether any advertising space on the bins will be available for the City of Ottawa at no cost for public service announcements.
9. All advertising shall be in accordance with the regulations and standards set by the Advertising Council of Canada, will not include advertising of tobacco products and will be free of vulgarity or indecent suggestions. The City shall have the right to have any advertising removed in its absolute discretion. All advertising must also conform to the additional advertising standards set out in the attached Document 2.
10. The terms of the agreement will be five years, with an option for an additional five years.

11. The actual placement and orientation of the bins in the specified locations must be approved by the Commissioner of Urban Planning and Public Works, to ensure the safety of pedestrians and the safe movement of vehicles.
12. All bins which are deemed by the City to interfere with snow removal shall be removed from the roadside for the winter and replaced following the winter. All such litter/recycling bins which are deemed to interfere with snow removal operations will be required to be removed from the street no later than October 31<sup>st</sup> of each year and not be reinstalled on the street prior to April 15<sup>th</sup> of the following year but no later than May 1<sup>st</sup>..
13. The successful proponent will be required to provide Performance Security in the form of an irrevocable letter of credit, from a chartered bank or bonding company, or a certified cheque, in the amount to be determined once the number of locations where the new litter bins will be placed is determined.
14. The successful proponent will be required to enter into a formal agreement with the City based on terms and conditions acceptable to the Commissioner of Urban Planning and Public Works and the City Solicitor. The agreement will contain conditions that provide flexibility in terms of adding bins or changing locations, and will allow the City to request that some or all of the bins be removed if the bins, advertising or servicing are deemed unsatisfactory by the Commissioner of Urban Planning and Public Works.
15. Proponents shall be required to have at least one year experience in the provision of such equipment and service.
16. Proponents are to provide an implementation plan for the design, manufacture, installation and maintenance of the bins; a description of the company's projected costs and advertising revenues associated with the project; a marketing plan outlining the sale of the advertising; and a description of past experience in similar projects.
17. Proposals will be evaluated based on revenues to the City of Ottawa, quality and aesthetics of the bins, and operational considerations (e.g. ease of emptying).
18. The City reserves the right to enter into negotiations with the preferred Proponent. In the event that the proposal does not entirely address the requirements of the City, or if the City's requirements should change, mutually agreeable terms and conditions may be negotiated and included as a modification to the proposal.
19. The litter/recycling bins will remain the property of the Proponent for the term of the contract. Upon termination of the agreement the litter/recycling bins are to be removed by the Proponent (unless otherwise agreed to).
20. The successful Proponent shall be required to enter into an Indemnification Agreement, in a form satisfactory to the City Solicitor, holding the City harmless from any damages or claims of liabilities arising from the litter/recycling containers, or advertising placed within the municipal right-of-way.
21. The successful Proponent shall secure and maintain throughout the term of the agreement, liability insurance, relative to the litter/recycling bins and the advertising faces, satisfactory to the City of Ottawa wherein the City of Ottawa is shown as additional named.
22. The agreement is subject to the approval of the Regional Municipality of Ottawa-Carleton with respect advertising and locations on the right-of-way on Regional Roads.
23. The agreement is subject to the City of Ottawa Act, 1999, as amended and, therefore, subject to the approval of the Ottawa Transition Board.

## ADVERTISING STANDARDS

1. The City is guided by the general principles embodied in the Canadian Code of Advertising Standards, in determining the acceptance of advertising.
2. The City will not accept advertising of questionable taste or which is irritating in its content or method of presentation.
3. Advertising must be free from offensive references to racial matters.
4. Material calling for the advocacy of, or opposition to, a political point of view, policy or action is prohibited. Material advocating the name of any political party is acceptable. Material advocating the candidacy of an individual may be accepted providing the content is in keeping with all guidelines and that the message centres generally on the candidate's name and party affiliation, the office being sought, election date or other such information pertinent to the election. Material which tends to disparage a candidate or party or cause will not be allowed. In addition material informing the public of the specifics relating to a meeting, gathering or event will be permitted if the information is confined to subject, name of speaker, location, date and time of event. All political advertising will indicate that the advertisement is paid for by a party or candidate so as to avoid giving the impression that the City is supporting a given party or candidate.
5. Religious advertising which promotes a specific ideology, ethic, point of view, policy or action, which in the opinion of the City might be deemed prejudicial to other religious groups or offensive to users of the transit system is not permitted. Religious advertising will be permitted if the information is designed to promote a specific meeting, gathering or event and the location, date and time of said event.
6. The City will only accept advertising that:
  - Recognizes the changing roles of men and women in today's society and reflects this in the distribution of labour, the range of occupations shown and the assignment of roles in the workplace and in the home;
  - Portrays people as they are - of varying ages, appearances, ethnic and cultural heritages;
  - Portrays people as users, buyers and decision makers, and not as inappropriately dependent upon the product being advertised;
  - Uses models for other than solely attention getting purposes, avoiding particularly the display of lightly clothed models whose presence is not relevant to the product being advertised;
  - Portrays positive body images of people, avoiding the use of extreme and inappropriate postures that inappropriately accentuate one part of the body, thereby fragmenting that part from the total person.
7. No advertisement will be permitted within 100 metres of a business where the subject of the advertisement competes with the abutting business.
8. Although the City is guided by the Canadian Code of Advertising Standards, the City is the sole and final arbiter in all matters relating to City advertising acceptance. The City may refuse, or order removal of any advertising materials at any time in its absolute discretion.



9. Tobacco Advertisements are not acceptable. Any displays depicting the use of tobacco or consumption of tobacco shall be refused.
10. Advertisements of alcoholic products may be accepted so long as permitted by law whether Federal, Provincial or Municipal or the Alcohol and Gaming Commission of Ontario. Notwithstanding the above, the City may at any time, by providing the Company with 90 days advance notice, alter its policy on the advertising of alcoholic products.

## **PUBLIC CONSULTATION**

### INTRODUCTION

A copy of the draft report was provided to the following eight local Business Improvement Areas since much of the City's current inventory of waste receptacles is located within their boundaries:

1. Bank Street Promenade BIA
2. By Ward Market BIA
3. Preston Street BIA
4. Rideau BIA
5. Somerset Heights BIA
6. Somerset Village BIA
7. Sparks Street Mall Management Board
8. Westboro BIA

### BIA RESPONSES

Of the eight BIAs, comments were received from three: By-ward Market BIA, Somerset Heights BIA and Rideau BIA. Their comments are summarized below. Copies of their responses are attached.

#### ByWard Market BIA

The BIA felt that given the amalgamation of the municipalities non January 1, 2001, that this issue would be best put forward next year rather than implementing a trial program this year.

#### Rideau BIA

The BIA supports the recycling bins, but not at the sake of selling off surface area in the BIA. Its main concerns are that the bins may create visual proliferation, provide an additional surface for graffiti vandalism, and/or create obstructions to pedestrian movements and visibility of storefronts. As well, the BIA is concerned that the motivation for the location of the bins will be more for advertising visibility rather than ease of intended service. The BIA also raised the concern that there are design guidelines for Rideau Street that the proposed product does not meet.

The BIA also expressed that it would expect to be the recipient of any revenue-sharing agreement with the supplier of the bins.

### Somerset Heights BIA

The BIA expressed tentative support for the bins and provided positive comments with respect to the bins being enclosed at the top and for the recycling proposal. As well, the BIA expressed similar concerns about visual blight and the potential for graffiti on the bins. A concern was also raised with respect to the allowable number of bins that would be permitted per block.

### STAFF RESPONSE

#### Visual Blight

Staff agree that there will be additional blight resulting from the advertising aspect of the proposal. However, we cannot expect a private sector partner to commit funds to providing litter/recycling bins without some opportunity to recover its costs. This is always the dilemma with such proposals. The alternative to the proposal would be for the taxpayers to fund the replacement of the City's inventory of waste receptacles and the additional cost for the recycling component if desired.

#### Graffiti

Removal of graffiti from the litter/recycling bins would be the responsibility of the supplier of the bins. Graffiti not removed from the bins in a timely manner would be removed by the City and charged back to the supplier. Furthermore, it would not be in the best interest of the supplier to not keep the bins clean and free of graffiti and/or signs and posters as this would detract from its ability to sell advertising to potential customers.

#### Location of Bins

Final approval for the location of the bins would rest with the City. The City's major criteria for locating the bins will not be revenue generation but rather for providing convenient locations to dispose of litter and recyclables. The current locations of the City's waste receptacles will be the primary targets for these bins. However, there are other locations that the department would like to place bins which have been unable to due to budget cuts in this area.

#### Revenues

The department is of the opinion that any revenues generated from this proposal should be returned to the City to offset and/or enhance the City's cost for litter control.



By Ward Market  
Marché By

Business  
Improvement Area

Zone  
d'améliorations  
commerciales

May 1, 2000

A.B. Garnett  
Director of Operations  
City of Ottawa  
111 Sussex Drive  
Ottawa, Ontario  
K1N 5A1

Dear Mr. Garnett,

Thank you for the opportunity to comment on the draft report on Litter/Recycling Bins with Advertising Component.

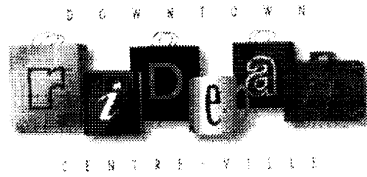
The board of management of the ByWard Market BIA considered the report at its April 17 meeting.

It was felt by the board, given the amalgamation of municipalities on January 1, 2001, that this issue would best be put forward next year rather than implementing a trial program this year.

If you require additional information, please contact the BIA's executive director, Jantine Van Kregten, at 562-3325.

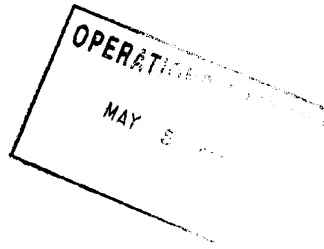
Sincerely,

Phil Wasserman  
Chair  
ByWard Market BIA



May 4, 2000

Mr. A. B. Garnett  
Director of Operations  
Department of Urban Planning and Public Works  
City of Ottawa  
111 Sussex Drive  
Ottawa, ON, K1N 5A1



**SUBJECT: Litter/Recycling Bins with Advertising Component**

*Dear Mr. Garnett:*

I apologize for the delay in responding to the above noted subject's public consultation. We received the information the week of April 24 and I have only now just found the time to respond.

It has been the policy of the Rideau BIA not to support such initiatives in our boundary. You may recall this was our position with the previously proposed parking meter, telephone booth and transit bench advertising programs. While one could argue that this most recent city revenue generating initiative is an actual benefit to the community, it still poses many of the same concerns that we object to with regard to these programs. Such as:

- visual proliferation
- another surface that can be vandalized and covered with graffiti
- location of fixture will be advertising visibility driven rather than ease of use of intended service
- obstruction to pedestrian movements and visibility of storefronts

The Rideau BIA has over six years experience managing this type of supplier in public space. It is a constant point of frustration for us in trying to ensure these suppliers adhere to the terms of their contract and keep their property in acceptable order and condition. Revenue collection is extremely difficult to receive in a timely fashion and there is always an excuse as to why their product is not reaching the estimated full advertising revenue sharing potential. Unless the city is prepared to ensure strict supervision and penalty for failure to adhere to the terms of the contract of such a program, we would suggest you refrain from pursuing this initiative in the City of Ottawa and especially the Rideau BIA.

Aside from this practical advice, there are design guidelines for Rideau Street that this product does not meet. Also, if there is to be any revenue-sharing agreement reached for any such product in the Rideau BIA, then we would expect to be the recipients of such income — as much of a frustration as it is to deal with.

This is necessary to offset the costs we are subsidizing to increase the level of service we are receiving of standard municipal services that have been continually cut back in the past six years. We would also insist on location approval of such fixtures. Given that Rideau Street is already overburdened with other suppliers, there is very little room left to consider. Our boulevard areas are primarily wall-to-wall fixtures/furniture and the magnitude of buses and trucks in our area would make it nearly impossible to notice this kind of advertising anyway.

Referring specifically to this particular product -- I recently returned from Toronto where I saw it placed throughout the downtown, as well as read an article in today's Toronto Star that noted the product is coming to Ottawa. My opinion of witnessing the product first hand is that it is designed to showcase advertising and is located to benefit as such. They are cold looking structures that do not enhance the space they occupy and are not located conveniently, i.e. in front of a convenience store, coffee shop, bus stop, etc. These locations are important to note given that Ottawa has gone no smoking. This forces people into the public space to smoke and they generally go where they can buy a coffee or juice to wash down their cigarette. We have seen a significant increase in litter and garbage since the no smoking bylaw was established.

To be clear, the Rideau BIA supports recycling bins, but not at the sake of selling off surfaces in our BIA. These suppliers will prefer to only supply high density and traffic areas. Whereas, there is likely to be a need for the service outside of what they perceive as profitable to them -- who will then provide that service? To give you an example: our bike rack supplier wants all his advertising racks in front of Rideau Centre, yet we have a need for racks further east on Rideau Street, but because this is less profitable for him, we have to argue to get him to place racks there.

As always, we thank you for the opportunity to comment through this process and welcome any questions you may have on our experience in this area.

Sincerely,  
DOWNTOWN RIDEAU BOARD OF MANAGEMENT

  
Peggy DuCharme  
Executive Director

cc: D. Holtom, Rideau BIA Chair  
City Community Services & Operations Committee  
Ottawa BIAs

*Recycling Bins*

Somerset Heights BIA  
638 Somerset Street W.  
Ottawa, ON  
K1R 5K4  
Tel: 230-4707  
Fax: 230-8261

April 27, 2000

A. B. Garnet  
Director of Operations  
Department of Planning and  
Public Works  
111 Sussex Drive  
Ottawa, ON  
K1N 5A1

Re: **Trash/Recycling Bins with Advertising Component**

Dear Mr. Garnet,

Somerset Heights BIA offers tentative support for the proposed trash bins with advertising. There are several positive features such as trash bins being enclosed and the recycle component of the unit.

The advertising component does concern the BIA since it contributes to the visual blight that already plagues the downtown. There is the potential for the new bins to become canvases for graffiti. Newspaper boxes companies for example are very slow to remove graffiti from existing boxes and what guarantees will be put in place to ensure that any defacing is immediately removed. As well will there be limits placed on the number of units per street block face, or will there be a tendency by the company to generate more funds through the placement of more bins?

The trash bin proposal has merit, however, the BIA is cautious based on our experience with other such ventures.

Sincerely,

*Gwen Toop*

Gwen Toop  
Executive Director  
Somerset Heights BIA

c.c. Councillor Elisabeth Arnold