

COMMITTEE OF THE WHOLE – OCTOBER 4, 2011

COMMUNICATIONS

Distributed September 23, 2011

C1. Mr. Anthony Alberga, dated September 8, 2011.

Item No.

Presentations and Deputations 8b)

Distributed September 30, 2011

C2. Information for the Committee.

Presentations and Deputations 8b)

C3. Memorandum from the Commissioner of Community Services,
dated September 28, 2011.

16

C4. Memorandum from the Commissioner of Engineering and Public
Works, dated September 29, 2011.

17

Please note there may be further Communications.

From: Abrams, Jeffrey
Sent: Thursday, September 08, 2011 1:22 PM
To: Bellisario, Adelina
Subject: FW: Deputation forOctober4th.

cl
COMMUNICATION
CW - October 4/2011
ITEM # - Presentations & Deputations b)

Jeffrey A. Abrams
City Clerk
City of Vaughan
2141 Major Mackenzie Drive
Vaughan, ON L6A 1T1
Tel: (905) 832-8585 Ext. 8281
Fax:(905) 832-8535
jeffrey.abrams@vaughan.ca



From: Tony Alberga [mailto:aalberga@downingstreet.com]
Sent: September-08-11 11:33 AM
To: Abrams, Jeffrey
Subject: Deputation forOctober4th.

Dear Mr. Abrams:

I have been in contact with Mr. Chiarelli who advised that I should contact the City Clerk's office to request that CabCom Media Inc. make a presentation to the Committee of the Whole on October 4th, 2011.

CabCom is in the business of installing advertising media on Taxis and under your by-law we need to obtain approval for their installation in Vaughan.

We have received approval for the installation of domes in the City of Toronto and currently have 500 domes installed. We hope to increase this number to 1000 domes in the near future. We now have five major taxi brokers under contract in Toronto.

CabCom presently has Passenger Information Monitors and Point of Sale machines under test and we hope to introduce them into taxis as soon as we have successfully completed our tests.

We respectfully request that you allow us to present our Power Point presentation to your Committee of the Whole on October 4th.. The presentation should not take more than 10 minutes. If you require to see the presentation prior to the meeting please advise and I will forward a copy to you.

I look forward to hearing from you.

Yours truly,

9/8/2011

Anthony Alberga

CabCom Media Inc.
www.cabcom.ca

Anthony Alberga
Chairman & CEO
The Downing Street Group
56 Aberfoyle Crescent
Suite 500
Toronto, Ontario, Canada M8X 2W4

Tel: 416.248.6206 ext. 200
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Email: aalberga@downingstreet.com

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9/8/2011

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COMMUNICATION

CW - OCTOBER 4 / 2011

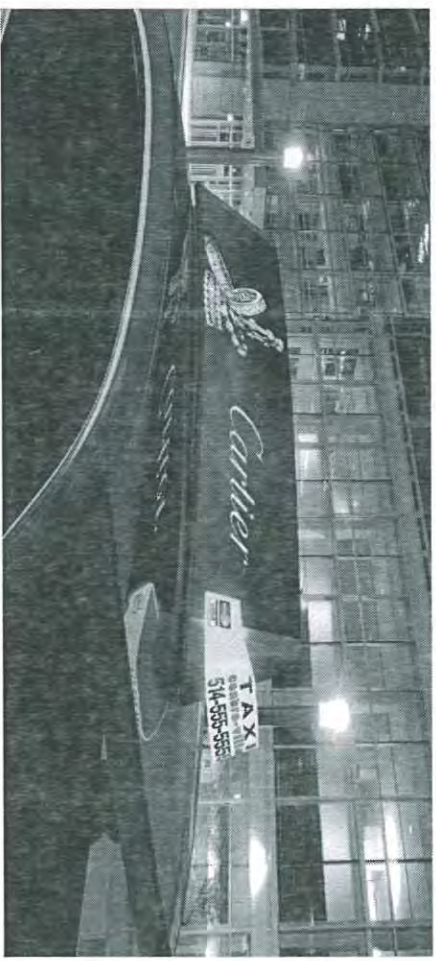
ITEM # - Presentations & Deputations 8b)

CABCCOM

Taxi Advertising Network

A Canadian Company
a Toronto company

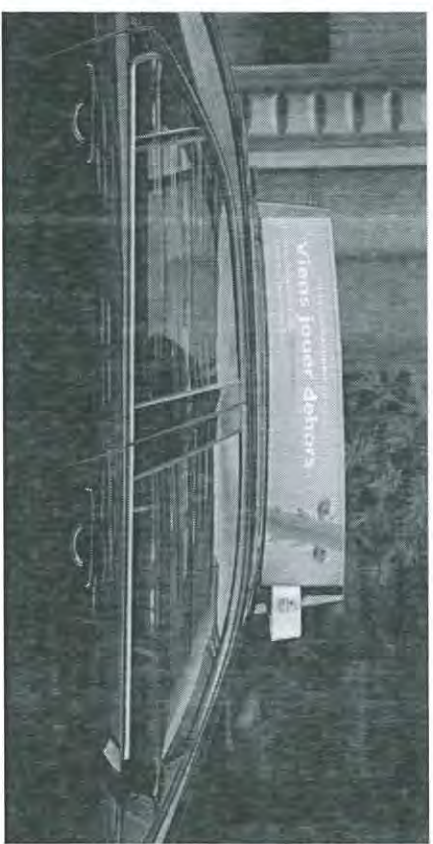
About CABCOM



CABCOM is a visionary new company with a bold strategic vision:

To create a new urban advertising platform to meet the evolving needs of the communication industry, and to help revitalize the taxi industry in Canada.

Benefits of Taxi Advertising



Taxi advertising delivers one of the lowest cost per thousand (CPM) of any media (newspapers, magazines, television, Web), and generates more daily ad impressions than any form of outdoor advertising.

“Taxi top advertising has an average recall of 97%. ”

Outdoor Advertising Magazine, TACA market research, July/August 2003

“Taxi advertising generates brand recall levels 15 times higher than any form of advertising. ”

Product Acceptance & Research Inc, 2005.

“It has been proven that moving outdoor advertising is the most effective media for influencing buying decisions, driving sales and building awareness. ”

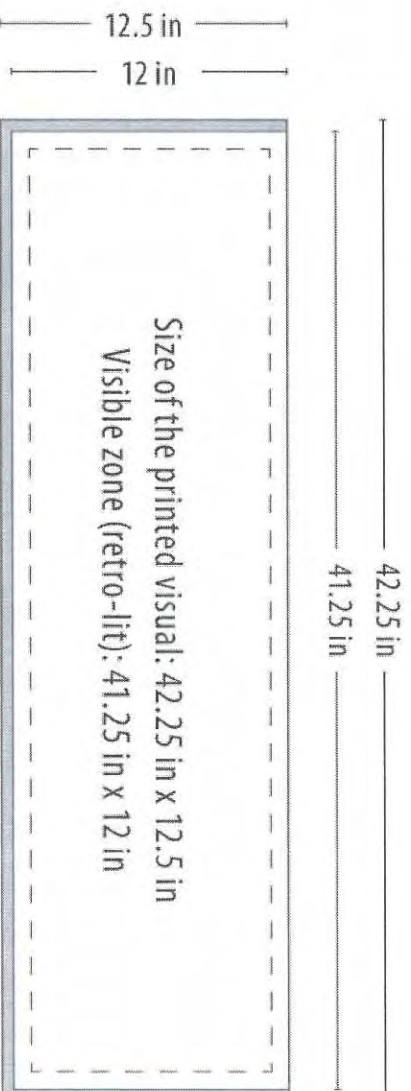
The Point of Purchase Institute, 2006.

CABCOM Dome Description



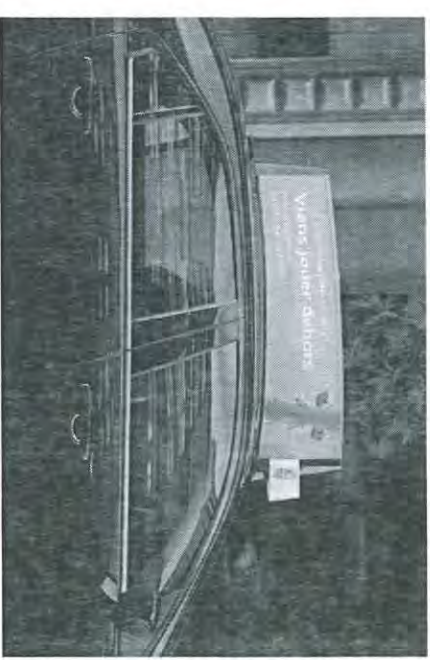
- Measures 42 ^{1/4}" (107.3 cm) x 12 ^{1/2}" (31.75 cm) wide. Approximately 0.3407 square meters in total face area
- Aerodynamic shape for better air flow
- Meets Transport Canada requirements
- Shell made of rotational molded plastic – very resistant to impact
- Illuminated by long-lasting backlit LED lighting
- Separate circuit for front "Taxi" sign to meet vehicles for hire requirements – coordinated with taximeter
- Apart from the front "Taxi" sign the dome is permanently lit when taxi is operational

Product Specifications



Attachment to Taxicab Roof

- The Dome is securely and permanently fastened to the roof of the cab via a screwed plastic fastener at the front of the Dome and two fasteners at the rear of the Dome
- The fastener allows for the passage of the electric wiring between the taxi and the Dome
- The Dome has successfully passed impact tests performed by PMG Technologies to ensure the safety of the installation method (Tests completed April 15, 2010)



Advertising Media



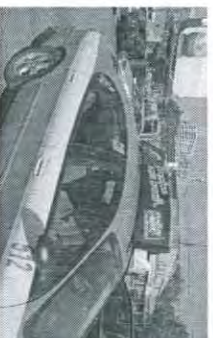
- The advertising media is placed on both sides of the dome
- A reinforced plastic cap securely fastens the media in place
- Easily replaceable by removing 4 screws
- Media printed digitally and will withstand heat and cold
- Advertising provided through established advertising agency

The Canada Operation

- **CABCOM** will enroll Taxi Owners and Brokers to allow **CABCOM** to place domes on their taxis
- The Brokers and Taxi Owners will be paid a participating fee relating to the revenue generated by the advertising placed on the domes
- Taxi Owners will be requested to attend at specific garages to have the domes professionally installed by **CABCOM**
- The media on the domes will be replaced from time to time and Taxi Owners will be requested at specific times and places to have the media replaced
- **CABCOM** will be responsible for replacing any damaged or stolen domes
- The Taxi Owners are required to keep the domes clean at all times

Toronto Operation

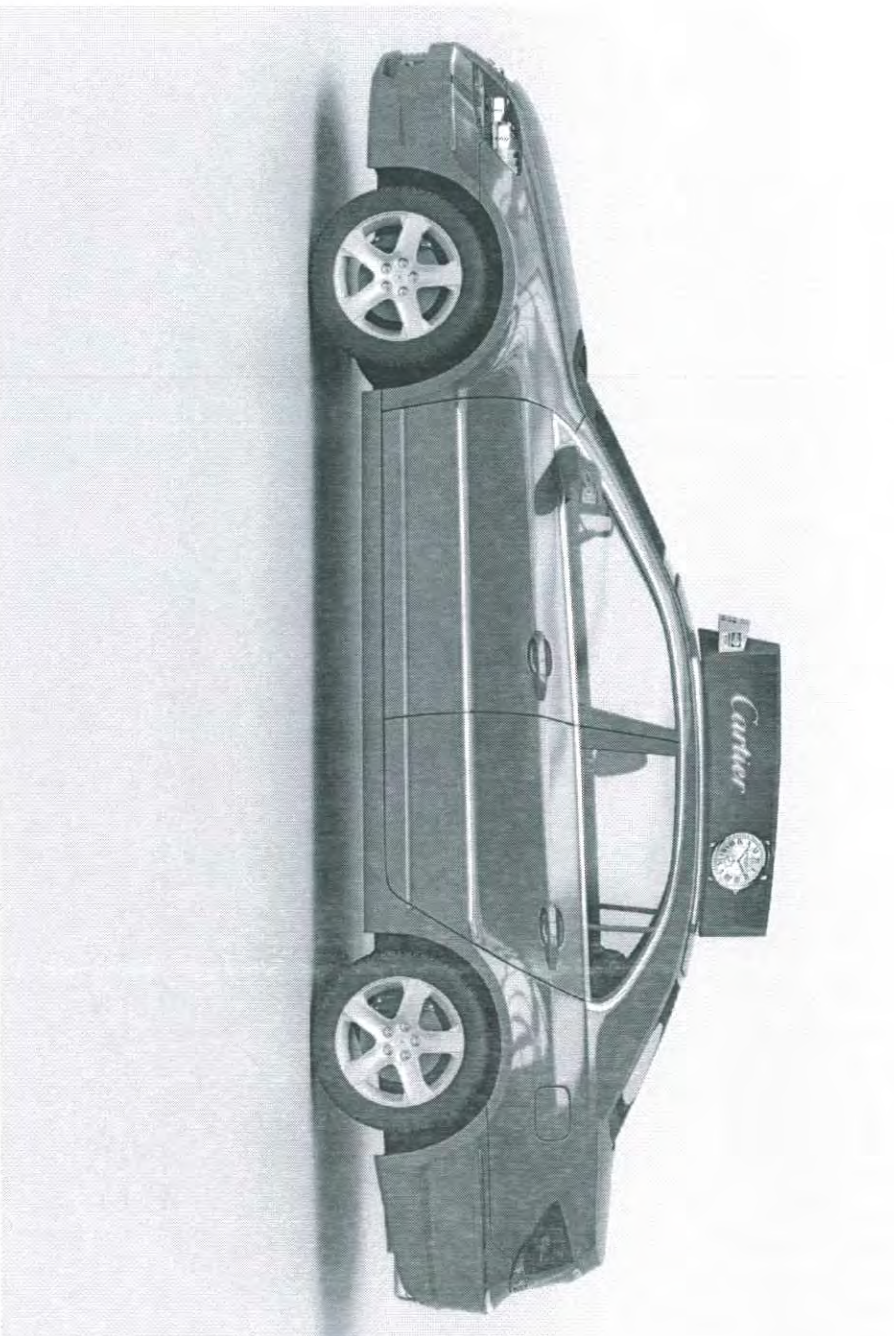
- CABCOM has agreements with 5 taxi brokers in the City of Toronto
 - Co-op Cabs
 - City Taxi
 - Maple Leaf Taxi
 - Kingsboro Taxi
 - Diamond Taxi
- Fully approved by the City of Toronto
- 500 Taxis with domes already installed



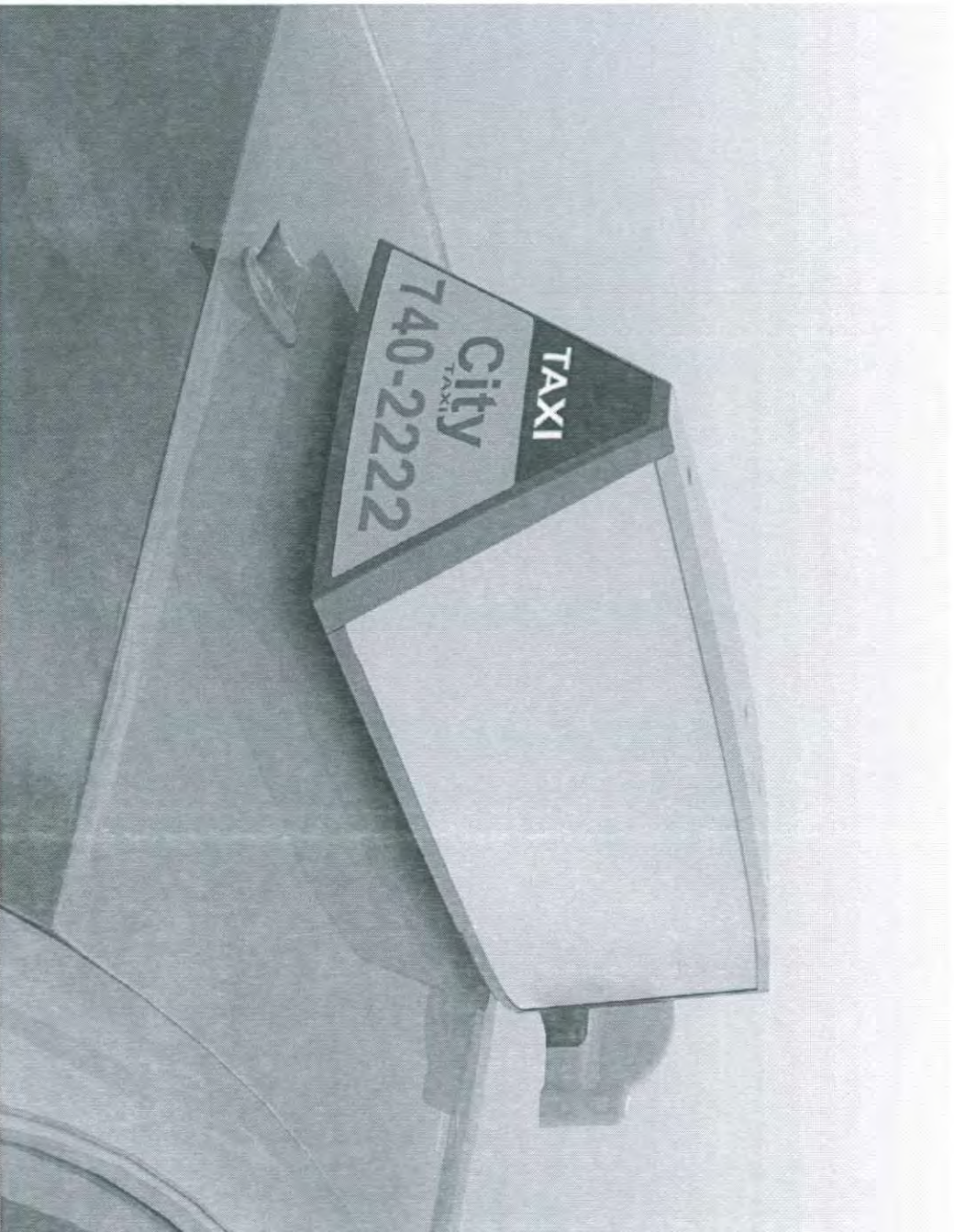
CABCOM Benefits

- Provides additional income to taxi owners by sharing advertising revenue
- Makes taxis more easily identifiable to passengers - domes are lit throughout the day and night
- Accepted form of advertising in other major North American cities (e.g. Toronto, Montreal, New York)
- Financed by a local Toronto company well-positioned to operate an ongoing successful company
- Improves the aesthetics of the taxi industry

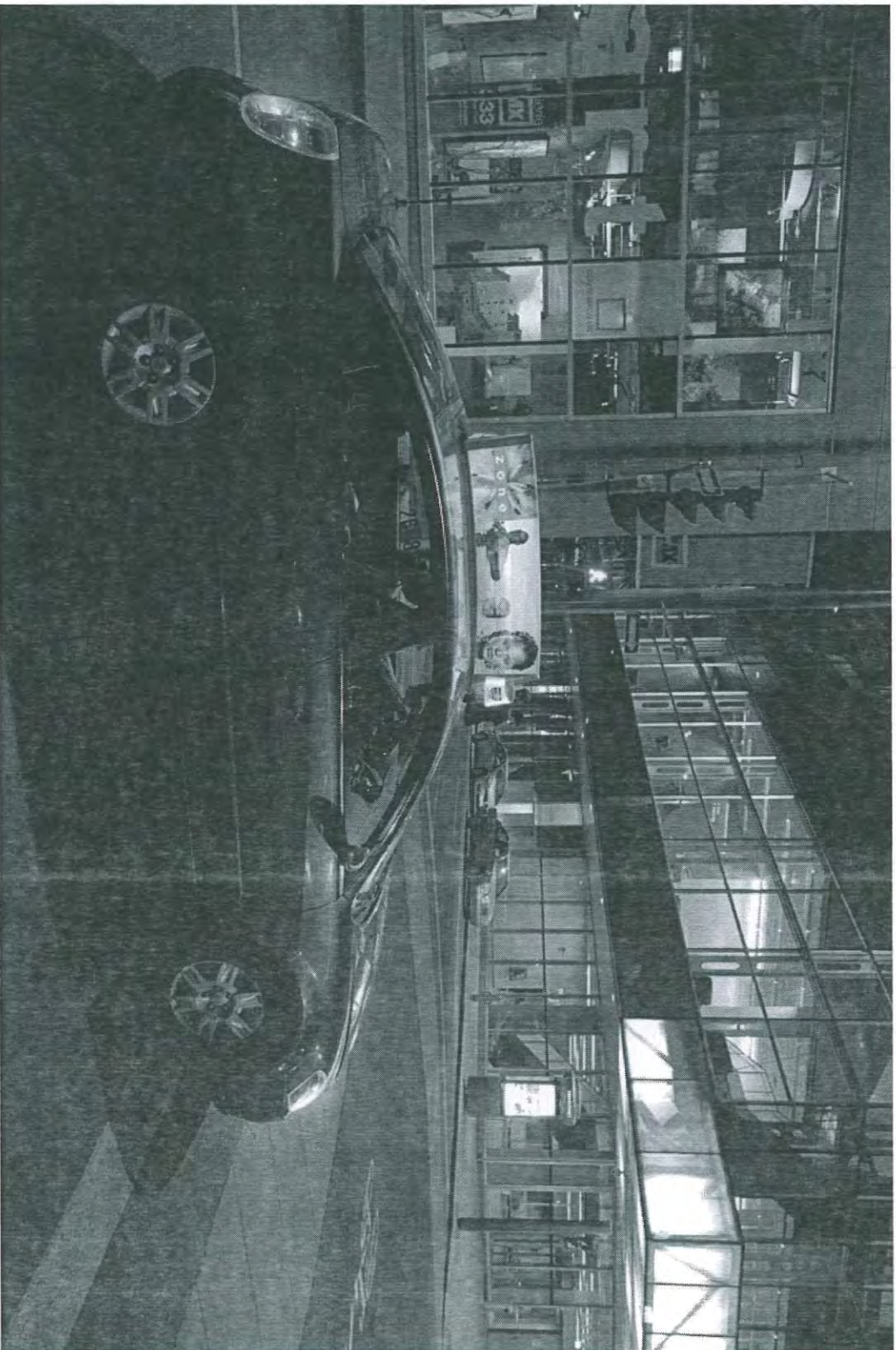
CABCOM Toronto



CABCOM Toronto



CABCOM Toronto



CABCOM
Taxi Advertising Network

Other CabCom Products

- Advertising Display Units
- Headrest Signs
- Wraps
- Interactive Advertising Monitors



Passenger Information Monitor (PIM)



PIM with Headrest Holder



Next Step

CABCOM respectfully requests the approval of the City of Vaughn for the display of advertisements in or on taxicabs in the City of Vaughn including the domes to display advertising as described herein.

CABCOM

Taxi Advertising Network

CabCom Media Ontario Inc..
56 Aberfoyle Crescent, Suite 500
Toronto ON M8X 2W4
T. 647 340 4000
F. 416 248 6209
www.cabcom.ca

DATE: September 28, 2011

TO: Mayor Bevilacqua and Members of Council

FROM: Marlon Kallideen, Commissioner of Community Services

COPY: Clayton Harris, City Manager
Jeffrey Abrams, City Clerk
Jeff Peyton, Director of Building and Facilities

RE: **COMMUNICATION**
Committee of the Whole Meeting – October 4, 2011 – Report No. 43, Item No. 16 –
Award of Tender T11-160, Construction of the New Fitness Expansion to the
Vellore Village Community Centre, 1 Villa Royale Road, Vaughan, Ontario – Ward 3

<p><u>C 3</u> COMMUNICATION CW - <u>OCTOBER 4/11</u> ITEM - <u>16</u></p>

The tendered price noted in Item 16, Committee of the Whole, October 4, 2011 includes the HST. The following reflects the tendered price excluding HST.

Recommendation:

That the recommendation contained in the report of the Commissioner of Community Services, dated October 4, 2011 be replaced with the following:

1. That T11-160, Construction of the new fitness expansion to the Vellore Village Community Centre be awarded to Jasper Construction Corporation for the amount of \$3,197,000.00, plus administration fees;
2. That a contingency in the amount of \$319,700.00, plus administration fees, be approved within which the Director of Building and Facilities is authorized to approve amendments to the contract; and,
3. That a bylaw be enacted authorizing the Mayor and the City Clerk to sign the necessary documents.

Economic Impact

The following economic impact replaces the original from the report.

Capital project BF-8286-10, Addition of the new Fitness expansion to the Vellore Village Community Centre funding was approved in the 2010 budget. An annual operating cost of \$500,000 is required to operate this fitness center addition once completed, and is included in Building and Facilities and Recreation and Culture Operating Budgets, with anticipated revenues of approximately \$375,000.

Background – Analysis:

The following two sections replace the original from the report.

<u>Contractor</u>	<u>Total Tendered Price (Excluding HST)</u>
Jasper Construction Corporation. Concord, Ontario	\$3,197,000.00
Steelcore Construction Ltd. Scarborough, Ontario	\$3,612,610.00

Financial Summary

VELLORE VILLAGE CC -ADDITION OF NEW FITNESS CENTER	
Financial summary BF-8286	
Tender cost T-11-160	\$3,197,000.00
Contingency allowance-10%	\$319,700.00
Sub-Total	\$3,516,700.00
Committed to Date -Architectural fee and sub-consultant	\$385,000.00
Sub-Total	\$3,901,700.00
HST (100% ITC)	Full Rebate
Sub-Total	\$3,901,700.00
Administration Fee (3%)	\$117,051.00
Total cost (rounded)	\$4,018,751.00
Original Budget	\$4,238,000.00

Conclusion

Staff has reviewed the bid submissions and has determined that the lowest compliant bid from Jasper Construction Corporation meets the requirements of the contract. The bid is within the approved capital budget for project BF- 8286-10, including contingency.

This project will commence immediately, after Council approval and the completion of the necessary documents.



memorandum

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'M. Kallideen', with a long horizontal flourish extending to the right.

Marlon Kallideen
Commissioner of Community Services

DATE: September 29, 2011
TO: Mayor and Members of Council
RE: COMMITTEE OF THE WHOLE – OCTOBER 4, 2011
STOPPING PROHIBITION REVIEW
EAGLE ROCK WAY
WARD 4

C 4
COMMUNICATION
CW - October 4/11
ITEM - 17

Recommendation

The Commissioner of Engineering and Public Works recommends:

That By-law 1-96, the Consolidated Parking By-law, be amended to add “No Parking” Anytime prohibition and a “No Stopping” prohibition from 4:00pm to 7:00pm, Monday to Friday, on Eagle Rock Way, within the cul-de-sac and along the south side approaching the designated bus stop and beyond the designated bus stop to a point 85 metres east of the westerly end of the cul-de-sac.

Contribution to Sustainability

The installation of the “No Parking” and “No Stopping” prohibitions on either side of the existing designated bus stop on Eagle Rock Way will improve traffic flow and pedestrian safety in this area while ensuring appropriate levels of service are achieved by York Region Transit (YRT) and GO Transit. The installation of the “No Parking” and “No Stopping” prohibitions is consistent with Green Directions Vaughan Goal #3: “To ensure that Vaughan is a City that is easy to get around with a low environmental impact.” More particularly, this installation would advance Objective 3.2: “To develop and sustain a network of roads that supports efficient and accessible public and private transit.”

Economic Impact

Sufficient funding for installation of the “No Parking” Anytime prohibition and “No Stopping” prohibition from 4:00pm to 7:00pm, Monday to Friday, signs has been included in the 2011 Operating Budget. The on-going costs to maintain the signs would be incorporated in future years Operating Budgets.

Communication Plan

YRT has been notified that the report will be submitted for the Committee of the Whole Meeting, on October 4, 2011. Staff will contact both YRT and GO Transit and advise them on the outcome of Council’s decision on this matter.

Purpose

To respond to a request from YRT to assist in improving service for Vaughan residents using local and commuter transit services to access the GO Train station.

Background - Analysis and Options

Engineering Services staff received a request from York Region Transit regarding safety concerns within the cul-de-sac at the westerly terminus of Eagle Rock Way. The radius of the cul-de-sac on Eagle Rock Way is 17.0 metres. There exists a bus stop with a passenger interface to the adjacent GO Station along the southern curb of the cul-de-sac on Eagle Rock Way. Parking is currently prohibited within 6 metres of a point designated as a bus stop under By-law 1-96. YRT buses utilize the cul-de-sac to turn, and stop at the bus stop to pick-up and drop-off passengers. The largest bus servicing this location is 13.7 metres long, with a turning radius of 14 metres. It has been brought to the City's attention that bus drivers are experiencing difficulty maneuvering within the cul-de-sac when other vehicles are parked in this general area.

This issue identified by YRT highlighted a safety concern for bus users, vehicle drivers and GO Transit passengers, that resulted in the need to review the operational activities in and around Maple GO Station.

At the meeting held on September 13, 2011, the Committee of the Whole recommended that consideration of this matter be deferred to the allow staff to review the matter with GO Transit.

Staff have contacted both York Region Transit and GO Transit regarding the proposed prohibitions and how it would affect their customers and operations.

GO Transit

There are 10 trains that access the Maple GO station, 5 in the morning, and 5 in the afternoon/evening. GO Transit advised that they support the stopping and parking prohibition as it would improve their bus operation on Eagle Rock Way. The implementation of the prohibition on Eagle Rock Way would have no direct impact on operations at Maple GO station.

York Region Transit

Currently, there is one YRT route that services the Eagle Rock Way bus stop, and it has 22 trips a day, during weekdays. The frequency of these buses are: AM peak 30 minutes, midday 90 minutes and PM peak 30 minutes. YRT also supports the implementation of the stopping and parking prohibitions as it will improve their bus operation on Eagle Rock Way.

Maple GO Station Improvements

Recently the intersection of Major Mackenzie Drive and Hill Street has been signalized. This signalization will significantly improve access to Maple GO station for its patrons. The facility currently provides accommodation for 896 parking spaces as well as a Kiss & Ride passenger drop-off. In addition, GO Transit is carrying out expansion to provide additional parking to the north of the station, along with additional access to McNaughton Road. This project has a tentative completion date in early 2012.

Customer Impact

Staff have observed that drop-off activities on Eagle Rock Way, are very short in duration in the morning, whereas vehicles stopped to pick-up in the afternoon/evening are significantly longer. As a result, a "No Stopping" prohibition from 4:00pm to 7:00pm, Monday to Friday, is being recommended in addition to the "No Parking" anytime prohibition.

With the proposed restrictions in place, in order to continue pick-ups and drop-offs on Eagle Rock Way, drivers could continue to stop their vehicles east of the Eagle Rock Way cul-de-sac on the north side, or 30m east of the bus stop on the south side. Alternatively, drivers could continue to access the GO Transit facilities provided at the Maple GO station. The implementation of the prohibitions on Eagle Rock Way would result in walking distances increasing only by an estimated 50 to 60 metres, and the elimination of five on-street parking spots. Vehicles could continue to use the cul-de-sac for maneuvering.

It is anticipated that the impact to GO Transit customers will be minimal, however, staff will continue to monitor activity in the vicinity of the Maple GO station, and work with both GO Transit and YRT staff to discuss alternatives, as appropriate.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the recommendations of this report will assist in meeting the City's objectives to:

- Enhance and Ensure Community Safety, Health and Wellness; and
- Lead and Promote to Environmental Sustainability

This report is consistent with the priorities previously set by Council.

Regional Implications

The implementation of "No Parking" Anytime prohibition and the "No Stopping" prohibition from 4:00pm to 7:00pm, Monday to Friday on Eagle Rock Way within the cul-de-sac and on either side of the existing bus stop, will improve safety of all users, including that of the bus patrons and of the passengers being dropped off or picked up by private vehicles, in this area.

Conclusion

Based on Engineering Services staff's review, it is recommended that a "No Parking" Anytime prohibition and "No Stopping" prohibition from 4:00pm to 7:00pm, Monday to Friday, be implemented on Eagle Rock Way, within the cul-de-sac, and along the south side approaching the designated bus stop, and beyond the designated bus stop to a point 85 metres east of the westerly end of the cul-de-sac

Attachments

1. Location Map
2. Stopping/Parking Prohibition Detail

Report prepared by:

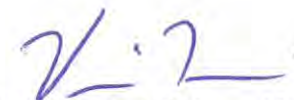
David Fan, Traffic Analyst, Ext. 8444
Mike Dokman, Supervisor Traffic Engineering, Ext. 8745

Respectfully submitted,



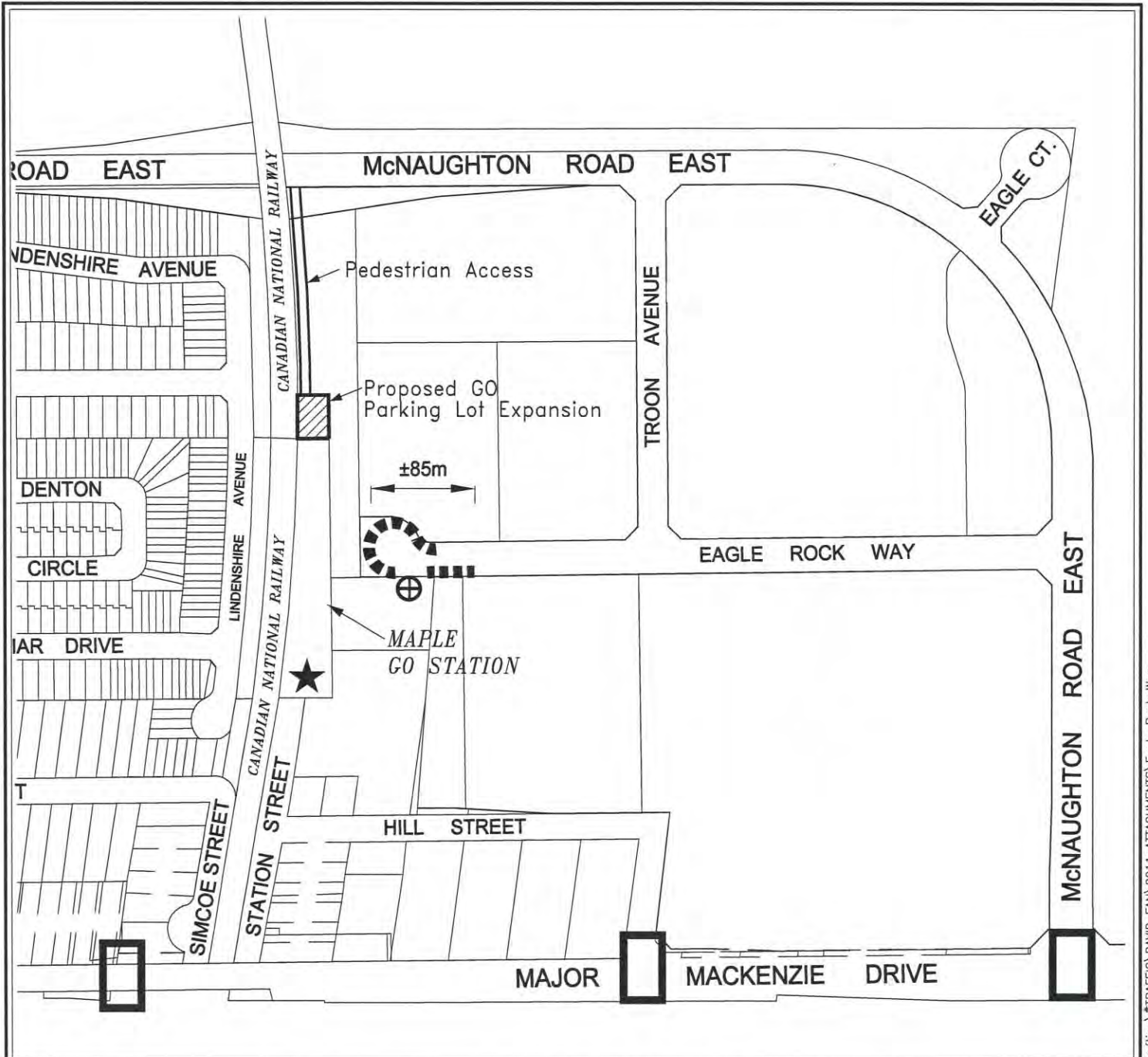
Paul Jankowski, P. Eng.
Commissioner of Engineering and Public Works

DF:mm







FOR: Jack Graziosi, P. Eng., M. Eng.
Director of Engineering Services

ATTACHMENT No. 1



STOPPING/PARKING PROHIBITION REVIEW EAGLE ROCK WAY

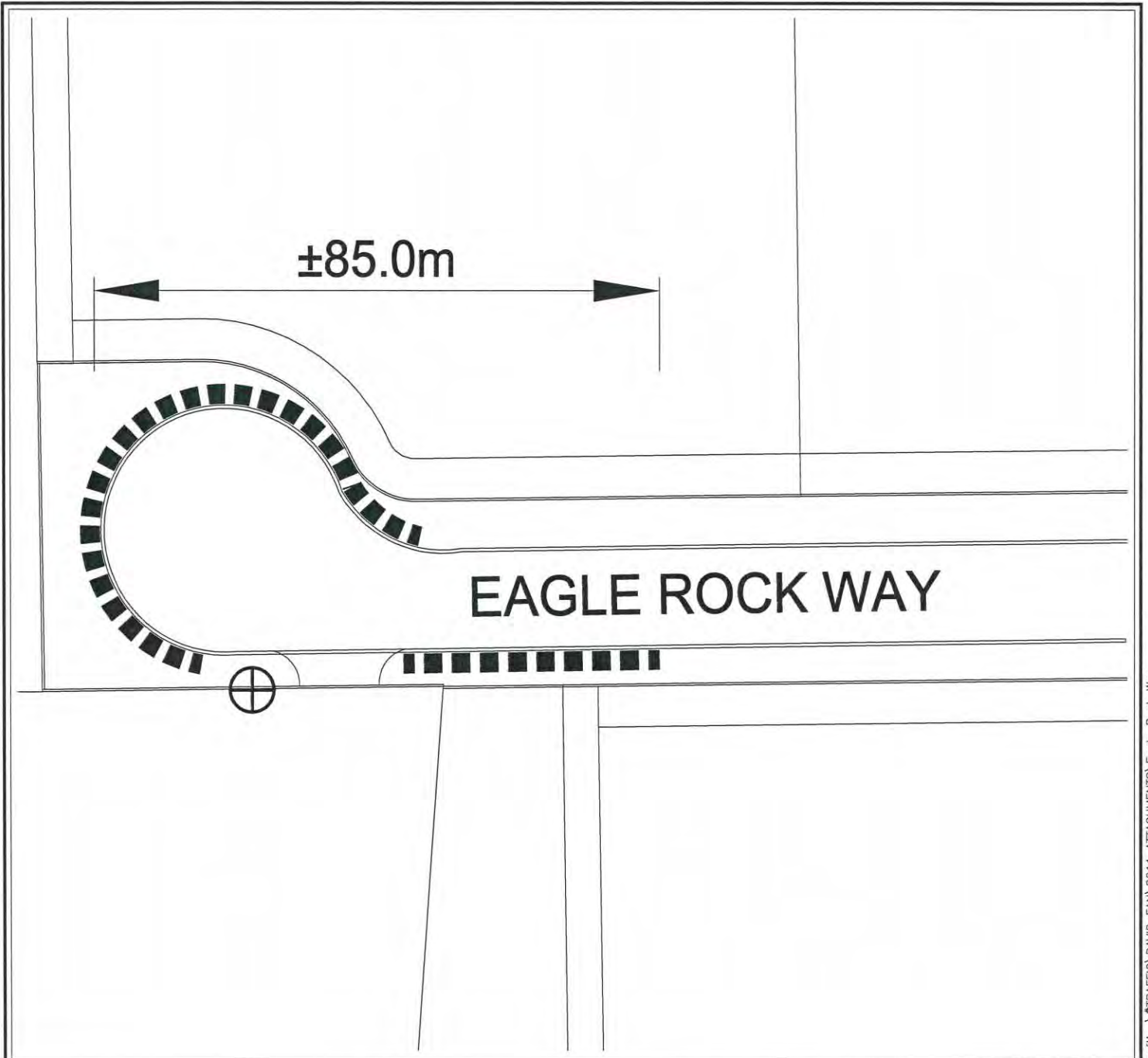
LEGEND

-  PROPOSED "NO STOPPING ANYTIME" PROHIBITION
-  EXISTING TRAFFIC SIGNAL
-  GO AND YRT BUS STOP
-  EXISTING PICK-UP/DROP-OFF LOCATION



NOT TO SCALE

ATTACHMENT No. 2



STOPPING/PARKING PROHIBITION DETAIL EAGLE ROCK WAY

LEGEND



PROPOSED "NO STOPPING ANYTIME" PROHIBITION



GO AND YRT BUS STOP



NOT TO SCALE