
City of Kelowna

MEMORANDUM

DATE: June 12, 2006
FILE: 8501-06
TO: City Manager
FROM: Financial Planning Manager
RE: **TRANSIT SHELTER PROJECT**

RECOMMENDATION:

THAT staff be approved to prepare and sign an agreement which will permit Project OnBoard to construct, install and maintain up to three transit shelters on regional transit routes in the City.

BACKGROUND:

Students from Okanagan Mission Secondary School approached the City with an offer for the design, construction and installation of an artistic transit shelter. This began as a school project that is to be financed through the sale of advertising on the shelter. Project OnBoard hopes to attract large Okanagan companies to create custom made, artistic shelters that will be enjoyable to look at and useful in the protection of transit users. The hopes of Project OnBoard are "to attract new transit users and improve their experience while promoting local businesses through creative and innovative advertising techniques".

Project OnBoard will be responsible for all aspects of the shelter development, installation and ongoing maintenance. City staff will work with the group to ensure the site for the shelter is appropriate and the design meets all the necessary standards. This is an opportunity for the City of Kelowna's transit service to receive some unique facilities at no cost and also provide for the enjoyment of transit patrons. Ongoing maintenance is to be provided through a monthly advertising fee that will be collected by Project OnBoard.

The existing transit advertising contractor has provided their support to this project.

Keith Grayston, CGA

Approved for inclusion

☐

Paul Macklem, CMA
Director of Financial Services

Attach.

cc. Transportation Manager



Project OnBoard is a marketing-advertising company which designs and produces customized bus shelters for local businesses and is intended to encourage the use of transit systems by creating a welcoming environment. Incorporated as an entrepreneur project by students at Okanagan Mission Secondary, Project OnBoard offers a unique solution to the problems commonly faced by the transit industry. The project would entail designing unique shelters also serving as advertisements for local businesses. Our hopes are to attract new transit users and improve their experience while promoting local businesses through creative and innovative advertising techniques.

The artistic shelters would be custom made, 3-D art pieces that would be useful in the protection from extreme weather elements, and comforting with the use of internal lighting. The design would be made to suit the company's needs and advertise their area of goods or services. There will be protection from graffiti and services to reduce graffiti on these bus stops in order for them to maintain the aesthetics of the city.

The key targets for Project OnBoard are large companies based in the Okanagan. We will approach those businesses that are large enough to allow us the comfort of knowing they will still be afloat in 5 years. Ideally, the companies would be branches of much larger businesses that could easily include this type of advertisement into their budget.

Project OnBoard is targeting existing transit users, in addition to prospective new users such as business people commuting to work downtown. The idea should be encouraging to all transit users, as it will offer more security and safety with the unique designs intended to reduce the amount of crime in covered areas. The lighting will offer a safer atmosphere allowing the transit riders to read bus schedules and observe the area in and around the bus shelter.

We are hopeful that our idea will promote transit use, helping with ongoing environmental issues. By increasing public transit, we can limit the amount of vehicle emissions that contribute to the greenhouse effect. With more attractive bus shelters, and a safer environment, the improved transit rider numbers can also reduce traffic congestion and the quality of Kelowna's roads.

Another improvement to the transit experience will be cleaner shelters. We will guarantee that the shelters can be cleaned at the first sign of graffiti and on a regular schedule. The initial hope was for the unique functional art pieces to minimize vandalism. The improved cleanliness of the shelters will increase satisfaction amongst transit patrons.

The team behind Project OnBoard is a small group of dedicated individuals who believe strongly in improving the transit experience. Our team was originally backed by a large umbrella corporation, Mission Enterprises, which has already invested in the idea. The rest of the finances expect to be earned from the sponsors of the bus stops. An initial fee, incurred by the investing company, will cover the manufacturing costs. There are two options for the shelter's electricity. Some will be using solar panels; they will not be subject to monthly charges. The cost of any additional expenses, such as power, will be covered by the sponsor company as part of the monthly advertising fee. Maintenance will be the responsibility of Project OnBoard.

Each shelter will be contracted out to a company for five-year terms. The life expectancy of each shelter is approximately 15 years. Contract renewals will be given priority over new sponsors when it comes to finding new investors. Any occurring fees for replacing shelters will be covered by Project OnBoard.

Project OnBoard is an innovative approach to the improvement of the city's transit system and the experience it provides. Overall, Project OnBoard will benefit many areas of city life, from supporting local businesses to improving travel for Kelowna's residents and tourists, and providing functional artwork to enhance the city's beauty.