

REPORT
Regular Council Meeting
1991 October 07

THE CORPORATION OF THE DISTRICT OF BURNABY
COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

HIS WORSHIP, THE MAYOR
AND ALDERMEN

RE: METROTOWN CENTRE INFORMATION KIOSK

RECOMMENDATION:

1. THAT Council authorize staff to commence operation of the Metrotown information kiosk as outlined in Section 3.0 in the attached report.

R E P O R T

The Community Issues and Social Planning Committee, at its meeting held 1991 September 25 received and adopted the attached staff report outlining operational details of an interim plan for use of the information kiosk to be provided to the Municipality by Metrotown Centre.

The Committee therefore submits the details of the interim plan to Council for endorsement.

Respectfully submitted,

Alderman E. Nikolai
Chair

Alderman J. Young
Vice Chair

Alderman D. Evans
Member

Alderman D. Lawson
Member

Alderman C. Redman
Member

<u>INTERNAL DISTRIBUTION:</u>	
: AGENDA -	1991 OCTOBER 07
: COPY	- MUNICIPAL MANAGER
	- DIRECTOR ADMIN. & COMM. SERVICES
	- DIRECTOR ENGINEERING
	- DIRECTOR FINANCE
	- DIRECTOR PLANNING & BUILDING INSP.
	- DIRECTOR REC. & CULT. SERVICES

TO: CHAIRMAN & MEMBERS 1991 September 17
 COMMUNITY ISSUES &
 SOCIAL PLANNING COMMITTEE Our File: 17.822

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: METROTOWN CENTRE INFORMATION KIOSK

PURPOSE: To outline operational details of an interim plan for use of the information kiosk to be provided to the Municipality by Metrotown Centre.

=====

RECOMMENDATIONS:

1. THAT Council be requested to authorize staff to commence operation of the Metrotown information kiosk as outlined in Section 3.0 of this report.

R E P O R T

1.0 BACKGROUND

At its meeting of 1990 October 15, Council considered recommendations from the Community Issues & Social Planning Committee regarding the design and operation of an information kiosk to be provided to the Municipality by Metrotown Centre. The recommendations, which included Municipal staffing of the kiosk, were adopted subject to budgetary considerations. The 1991 Municipal budget was unable to accommodate staffing for the kiosk.

At its meeting of 1991 July 8, Council authorized staff to pursue arrangements for the interim use of the Metrotown Centre information kiosk by community groups and Municipal departments on a short-term, by-reservation basis for promotional purposes. Staff were directed to determine potential interest in the scheme among community groups and Municipal departments. If interest was deemed sufficient, staff was to report back to Council on the final details of the reservation scheme prior to commencing operation of the kiosk.

This report responds to that directive from Council.

2.0 VIABILITY OF THE RESERVATION SCHEME

Staff contacted the management of Metrotown Centre to determine whether a reservation scheme for the Metrotown Centre kiosk would have a negative impact on the Centre's efforts to rent display space in the mall. Metrotown Centre's General Manager indicated that the proposed scheme would be welcome given that Metrotown Centre can accommodate only one non-profit group per month but receives requests from many more for display space.

Staff approached a sample of five community agencies to assess the potential utility of the reservation scheme to their needs: Burnaby Information Services, Burnaby Multicultural Society, Burnaby Volunteer Centre, the Red Cross Society and the Burnaby YMCA. Four of the five agencies indicated a keen interest in reserving the kiosk for promotional purposes. One noted that since Burnaby Inter-Agency Council was involved in identifying the need for such a kiosk, the reservation scheme would likely enjoy the support of other agencies as well.

Staff also canvassed Municipal Departments regarding the proposed reservation scheme. Responses were received from the Directors of Engineering and Administrative and Community Services, several components of the Parks and Recreation Department, the Chief Librarian, the R.C.M.P., the Fire Department and the Burnaby Village Museum. All respondents indicated a keen interest in using the kiosk.

To date, through word-of-mouth advertising, nineteen requests have been received for kiosk reservations. Seven of those requests are from community groups; twelve are from Municipal departments. Once a construction completion date for the kiosk has been confirmed, a more formal kiosk promotional campaign targeted to community groups, Municipal departments and the public will be launched.

3.0 OPERATION OF THE KIOSK

The 80 square foot kiosk, which will be located in the pedestrian link between Metrotown Centre and Eaton Centre, is expected to be constructed and ready for operation by mid- to late October, 1991. Insurance coverage for the kiosk will be provided under the Municipality's existing policy.

Given its mandate for public affairs, the Municipal Clerk's Office has accepted responsibility for administering the kiosk. In this capacity, the Clerk's Office will:

- a. provide basic supplies and minimal furnishings for the kiosk;
- b. develop a kiosk promotional campaign which will include canvassing community groups and Municipal departments for brochures to stock the kiosk's exterior brochure pockets;
- c. co-ordinate reservations, which will include the development of an appeal process. Informal discussions have taken place with the Licence Office regarding Licence Inspectors assisting with monitoring;
- d. develop a strategy for monitoring applicant compliance with kiosk usage guidelines;
- e. handle day-to-day administrative details such as key pick-up and return, damage deposit collection and return, stocking of exterior brochure pockets; and
- f. monitor kiosk cleaning and maintenance needs.


A set of usage guidelines for community groups or departments wishing to reserve the kiosk have been developed. (See Appendix 1, attached.) The guidelines outline eligibility requirements, usage costs, reservation procedures, and expectations of applicants regarding standards of conduct, format and content of display materials, staffing and kiosk maintenance. A waiver and a reservation application form are attached as Appendices 2 and 3.

4.0 CONCLUSION

Initial discussions with Municipal departments and a sample of community groups suggest a high degree of interest in using the Metrotown Centre information kiosk on a short-term, by-reservation basis for promotional purposes.

The Municipal Clerk's Office has agreed to assume responsibility for administering the kiosk. Details of the reservation scheme, including usage guidelines, a reservation application form and a waiver have been developed by staff. Kiosk construction is expected to be completed by mid- to late-October 1991, with kiosk operation commencing shortly thereafter.

Unless directed otherwise, staff propose to evaluate the reservation scheme in autumn 1992 with a view to advising Council on whether to continue with the scheme or include funding for Municipal staffing of the kiosk in the 1993 Municipal budget.


A.L. Parr, Director
PLANNING AND BUILDING

JLS/jp

- cc: Municipal Clerk
- Director Engineering
- Director Finance
- Director Admin. & Community Services
- Director Recreation and Cultural Services
- Municipal Solicitor
- Medical Health Officer
- Officer-in-Charge, RCMP

APPENDIX 1

USAGE GUIDELINES

MUNICIPAL INFORMATION KIOSK - METROTOWN CENTRE

1. Eligibility

- a. The information kiosk is available on a reservation basis to:
 - i. Municipal departments and other public sector organizations for direct and indirect Municipal uses.
 - ii. not-for-profit community based groups and service providers.
- b. The Municipality reserves the right to refuse any applicant access to the kiosk. An appeal process is available to applicants through the Municipal Clerk's Office.

2. Usage Costs

- a. The kiosk is provided to applicants free of charge. Community groups and service providers are required to provide a \$100.00 deposit. The deposit is refundable when:
 - i. it has been determined by Municipal staff that the applicant has not caused wilfull damage to the kiosk.
 - ii. kiosk keys have been returned by the applicant to the Municipal Clerk's Office.
- b. Applicants are responsible for picking up and returning kiosk keys to the Municipal Clerk's Office. Keys will be returned within twenty-four hours of the end of the applicant's reservation.

3. Reservation Procedure

- a. Applicants may reserve the kiosk for a maximum of seven days in one reservation, although the term may be extended if the kiosk has not been reserved by another applicant. Hours are limited to shopping centre hours.
- b. The reservation scheme is based on two calendar half-years, beginning in January and July. Applicants may reserve for the current and the next half-year reservation period. Reservations are allocated on a first-come, first-served basis for an applicant's first three requests in a calendar half-year. Additional requests for reservations will be confirmed by the Municipal Clerk's Office three weeks prior to the requested time slot.

4. Kiosk Protocol

- a. Information which is distributed and displayed, either during an applicant's reservation period or at other times in the exterior brochure pockets, must not be inconsistent with Municipal policies and community values. Information of a religious, political, sensitive moral/ethical, and tourist nature (other than maps of the Municipality) will not be displayed or distributed. Applicants may be requested to submit display material for Municipal approval prior to being granted a reservation.
- b. Commercial activities of a profit-making nature will not be conducted from the kiosk. Program registrations and the sale of program and service-oriented literature will be permitted from the kiosk.
- c. Kiosk equipment will be used only for purposes specified in the application.
- d. Food and alcoholic beverages will not be brought into the kiosk.
- e. Applicants will not allow other groups or individuals to use or share the kiosk during their reservation period.

5. Display Format

- a. Applicants are responsible for providing their own signage to identify their organization and programs.
- b. Applicants are responsible for providing their own display and promotional materials, writing supplies and display mounting supplies. Applicants are encouraged, if possible, to provide materials in other languages in addition to English.
- c. Display space is limited to counter tops, the back bulletin board and side panels of the rear columns. Poster type signs will have a maximum width of two feet to coincide with column width. Sandwich type signs for the counter top will have a maximum height of one foot.

6. Kiosk Staffing

- a. Applicants must staff the kiosk for a minimum of 2/3 of the reservation period, with the exact hours for staffing to be decided by the applicant. Applicants will inform the Municipal Clerk's Office in writing of the hours the kiosk will be staffed at least one day in advance of the commencement of the reservation period.
- b. A maximum of three people will staff the kiosk at any one time. At least one kiosk staff person must be 18 years of age or older and willing to take responsibility for the kiosk during the reservation period.
- c. Applicants will serve the public in a courteous and co-operative manner.

7. Kiosk Maintenance

- a. Applicants are responsible on a daily basis for cleaning up kiosk-related litter in the pedestrian link and for tidying and restocking the brochure racks if brochure supplies are available. Counters will be kept clean and tidy.
- b. Applicants will be responsible at the end of the reservation period for wiping and cleaning the counters and for removing their own display materials. Any materials not removed, other than brochures for the brochure rack, will be discarded.
- c. Applicants are responsible for informing the Municipal Clerk's Office of anything in the kiosk which is broken or non-functional.

Applicants are expected to comply with these guidelines. Failure to do so may result in removal of the applicant from the kiosk during the reservation period or in reduced future access to the kiosk.

For more information or to reserve the kiosk, please contact:

Municipal Clerk's Office
 Corporation of the District of Burnaby
 4949 Canada Way
 Burnaby, B.C. V5G 1M2
 Tele: 294-7290

17/9/91

APPENDIX 2

METROTOWN KIOSK APPLICATION FORM

DATE _____

NAME OF ORGANIZATION _____

MANDATE _____

ADDRESS _____

TELEPHONE NUMBER _____ (W) _____ (H)

CONTACT PERSON _____

DATE(S) REQUESTED _____

PURPOSE OF RESERVATION _____

HAVE YOU PREVIOUSLY APPLIED FOR USE OF THIS KIOSK? _____ YES _____ NO

IF YES, WHEN? _____

WHAT HOURS OF THE DAY WILL THE KIOSK BE STAFFED? _____

HOW MANY PEOPLE WILL BE STAFFING THE KIOSK? _____

DATE SUBMITTED _____

KEYS PICKED UP BY _____

I HAVE READ AND AGREE TO COMPLY WITH THE METROTOWN INFORMATION KIOSK USAGE GUIDELINES.

SIGNATURE OF APPLICANT _____

_____ FOR OFFICE USE ONLY

DEPOSIT RECEIVED BY _____ DATE _____

DEPOSIT REFUNDED BY _____ DATE _____

DAMAGE INSPECTION DONE BY _____ DATE _____

COMMENTS: _____

APPENDIX 3

WAIVER

The individual(s) or organization using the kiosk agree to indemnify and save harmless the Corporation of the District of Burnaby from and against all claims, costs, damages, proceedings, actions and demands arising in any way whatsoever from use of the kiosk.

The group or individual(s) assume all risk of injury (including death) to any person and damage to this property arising out of or in connection with the use of the kiosk.