

**TO:** CITY MANAGER

1996 MAY 08

**FROM:** DIRECTOR PLANNING AND BUILDING

**SUBJECT:** ADVERTISING-BASED BICYCLE PARKING PROGRAM

**PURPOSE:** To seek Council authority to enter into an agreement for the operation of an advertising-based bicycle parking program in Burnaby.

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**RECOMMENDATION:**

1. **THAT** the City enter into an agreement with Seaboard Advertising Company for the supply, installation and maintenance of advertising-based bicycle racks.
2. **THAT** a copy of this report be forwarded to the Burnaby Bicycle Advisory Committee.

**R E P O R T**

Council, at its meeting of 1995 June 26, adopted a recommendation authorizing staff to pursue implementation of an advertising-based bike rack program for public use, at no cost, at approved locations along public streets and on City property within the commercial and industrial areas of the City.

A proposal call was prepared and circulated to interested companies and each submission was reviewed by staff according to the proposal evaluation criteria listed in the terms of reference.

Based on this review, it is recommended that Seaboard Advertising Company be selected to operate Burnaby's Advertising-Based Bicycle Parking Program. The Director Engineering and Director Finance concur with this recommendation.

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Seaboard Advertising Company's proposal includes an attractive and functional bike rack design and the company has a proven record in their operation of the bus shelter program in Burnaby. Estimated annual revenues to the City from Seaboard will be \$4500 for 150 bike racks based on a fee of \$30 per rack. No funds will be expended by the City. The term of the proposed agreement will be for five years, with assessment after one year of operation.



D.G. Stenson  
DIRECTOR PLANNING AND BUILDING

TDA:gk

cc. City Solicitor  
Director Engineering  
Director Finance  
City Clerk