

Report Overview

This report is to seek council approval to enter into a new agreement with Creative Outdoor Advertising, up to a maximum of 10 years, to continue to maintain the existing garbage receptacles throughout the Municipality, and to potentially add more units as determined by staff.

1. Background

- 1.1 Creative Outdoor Advertising (COA) was the successful bidder to RFP2014-1 which requested bids to supply, maintain and provide advertising on garbage and recycling units throughout the municipality.
- 1.2 Subsequently in 2014, the Municipality entered into a lease agreement with COA for the supply and installation of a minimum of 53 receptacles.
- 1.3 The 2014 agreement expired on June 30, 2024, and a new agreement is required.
- 1.4 At the October 7, 2024, General Government Committee, Resolution #GG-160-24 was passed which speaks to receptacles in the downtown core specifically:

Whereas there have been a growing number of complaints from residents and businesses concerning the amount of litter in the downtown core and the downtown core is a major driver of economic activity and current trash receptacles may be insufficient to address the growing challenge;

Therefore, be it resolved that staff be directed to study the feasibility and cost of adding receptacles – or replacing existing receptacles – to better address this challenge.

2. Discussion

- 2.1 The lease with COA is for the supply of garbage receptacles on local roads under the jurisdiction of Clarington. The vendor is responsible for installation, maintenance and repair of the receptacles, and the vendor earns income by selling advertising space on the outside surfaces of the receptacles.
- 2.2 The lease provides that the advertising placed by COA shall be in accordance with the regulations and standards set by the Canadian Advertising Council and the Corporation of the Municipality of Clarington. All advertising installed by COA will be of high moral standard, non-political and not contrary to public order and taste as determined by the Municipality.

- 2.3 The Municipality is paid by COA a variable per receptacle amount for each unit located on municipal property. As of February 2025, there are 82 receptacles servicing Clarington, yielding an annual profit of approximately \$1,800 to the Municipality. Of far greater value than this rental income, is that the vendor is responsible for removing and disposing of the garbage that is collected.
- 2.4 Under the terms of the lease, the garbage receptacles will be located within the boundaries of Clarington taking into account the following; a) the convenience and safety of pedestrians; b) the safety of vehicular traffic; and c) the potential exposure and visibility available for advertising on the units. In general, however, garbage receptacles will be placed near intersections, parking lots, bus stops, Community Centres, and Parks.
- 2.5 Given the previous direction by Council to increase the number of garbage collection points in downtown Bowmanville, Staff are proposing to add four locations at King St. and Silver St., King St. and Temperance St., King St. and Division St. and King St. east of Division St. at the bus stop.
- 2.6 The exact number and location of the new garbage receptacles will be finalized with the vendor and Staff will make provision for further expansion of the program during the term of the Lease Agreement if and when it is needed. COA has expressed willingness to expand the number of locations in a new lease.
- 2.7 Staff surveyed the marketplace to obtain best value. It was determined that there are no other companies that would likely bid in an open competition and that all comparison municipalities investigated used COA for this service. As a result, staff propose to negotiate a new lease directly with COA. Direct negotiation with the vendor for a lease of this type is authorized by Municipality's Procurement By-law 2024-052.

3. Financial Considerations

- 3.1 The lease agreement with COA is income generating, there is no cost to the Municipality. The existing lease agreement results in annual revenue of approximately \$1,800 to the Municipality. With the addition of further locations in the next lease agreement, it is anticipated that this revenue will increase.

4. Strategic Plan

To be a leader in the delivery of efficient, effective and meaningful municipal services that maintain, protect and invest in municipal infrastructure and assets.

5. Climate Change

Not Applicable.

6. Concurrence

This report has been reviewed by the Deputy CAO/Public Services and Director of Public Works who concur with the recommendations.

7. Conclusion

It is respectfully recommended that Council approve the municipality continue their relationship with Creative Outdoor Advertising by entering into a new Lease Agreement for up to 10 years with the option to add more receptacles as determined by staff.

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Attachments:

Not Applicable

Interested Parties:

There are no interested parties to be notified of Council's decision.