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YORK REGION MEDIA GROUP CONTRACT

The Transportation Services Committee recommends the adoption of the recommendation contained in the following report dated June 1, 2011, from the Commissioner of Transportation Services.

1. RECOMMENDATION

It is recommended that:

1. Council approve an increase to the 2010 York Region Media Group advertising contract with York Region Transit by \$4,400.23 excluding tax.

2. PURPOSE

This report seeks Council approval to increase the 2010 York Region Media Group advertising contract (#00011332), with York Region Transit (YRT/Viva), from \$128,571.42 to \$132,971.65 (or by \$4,400.23).

3. BACKGROUND

As the only vendor who sells advertising space in York Region community newspapers, the York Region Media Group was sole sourced a \$100,000.00 contract with YRT/Viva in 2009

This contract is used to advertise service changes and announcements, promotions and advertising campaigns in York Region community newspapers. A summary of the 2010 YRT/Viva advertisements is shown in *Attachment 1*. The York Region Media Group is the only vendor who sells advertising space in the community newspapers of York Region.

In December 2009, the contract value was increased by using the scope of work and contingency allocations, and the contract expiration date was extended. The contract expiration date was then extended two additional times in 2010, with the contract finally ending on December 31, 2010 with \$3,307.52, excluding tax, remaining.

In February 2011, YRT/Viva was advised by York Region Media Group that the November 2010 invoices totalling \$7,707.75 net were outstanding.

The November invoices were not identified as outstanding in the 2010 YRT/Viva year-end process. This report outlines the steps recommended to pay the outstanding invoices and the steps taken administratively to ensure all invoices are identified at year end.

4. ANALYSIS AND OPTIONS

To pay the November 2010 invoices, YRT/Viva needs Council authorization to increase the York Region Media Group advertising contract by \$4,400.23

The outstanding 2010 invoices need to be paid. York Region Supplies and Services have been consulted on this matter and have advised YRT/Viva that Council authorization is required to increase the 2010 contract by \$4,400.23, bringing the contract over the 15% contingency allocation, and 20% scope of work by approximately 3%.

To better manage this account going forward, both YRT/Viva staff and the York Region Media Group advertising representative have established a procedure to electronically track the account to ensure invoices are not excluded again. In addition, an annual contract will be set up and expire on the original expiration date. Contract extensions will not be used.

After the November 2010 invoices have been paid, the 2010 contract will be closed.

5. FINANCIAL IMPLICATIONS

The funds required to pay the final 2010 invoices will be allocated out of the 2011 YRT/Viva Marketing budget.

6. LOCAL MUNICIPAL IMPACT

There is no municipal impact.

7. CONCLUSION

It is recommended that Regional Council approve the increase in funds to the York Region Media Group advertising contract by \$4,400.23 so the final 2010 invoices can be paid.

For more information on this report, please contact Christine Terin, Marketing Supervisor at Ext. 5835.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause is attached to this report.)

2010 YRT/Viva Advertisements Summary

Board Period Advertisements • Advertisements were placed in community newspapers across York Region to advertise service changes affecting each municipality. • Approximately 110 advertisements regarding service changes were placed during the months of February, April, June, September, November and December, across the nine municipalities.
Street Furniture Program Advertisements • Advertisements were placed in community newspapers to advertise Public Information Centres and solicit public feedback about YRT/Viva's new street furniture program. • Approximately 32 advertisements were placed during the months of January, February and March, across the nine municipalities.
Technology Campaign Advertisements • Advertisements were placed in community newspapers to advertise YRT/Viva's new RideNow technology. • Approximately 71 Technology Campaign advertisements were placed during the months of January and February, across the nine municipalities.
Safety Campaign Advertisements • Advertisements were placed in community newspapers to educate customers about safety around YRT/Viva buses. • Approximately 52 Safety Campaign advertisements were placed during the months of June, July, August and September, across the nine municipalities.
Fare Evasion Campaign Advertisements • Advertisements were placed in select community newspapers to educate customers about the consequences of fare evasion. • Approximately seven Fare Evasion Campaign advertisements were placed during the months of October and November.