



City of Port Moody

Report/Recommendation to Council

Date: March 24, 2021
Submitted by: Climate Action Committee
Subject: Digital Billboard Use Opportunities

Purpose

To provide Council with information regarding a resolution passed by the Climate Action Committee regarding the use of the digital billboards to promote City departmental initiatives.

Recommended Resolution

THAT the report dated March 24, 2021 from the Climate Action Committee regarding Digital Billboard Use Opportunities be received for information.

Background

At the March 22, 2021 Climate Action Committee meeting, the Committee discussed public awareness opportunities for environmental education and initiatives. The Committee passed the following resolution:

CAC21/010

THAT each City department be allocated opportunities for use of the digital billboards to promote initiatives;

AND THAT the Community Development Department be provided with the digital billboard to promote Earth Day on April 22, 2021.

Discussion

The Committee was discussing education and outreach opportunities for promoting climate action information and the Climate Action Plan at City-owned locations and agreed that the digital billboards are the ideal platform. The Committee felt that the 10% of digital billboard advertising display time for City use could be allocated to each City department and a calendar could be created to assist staff in planning the advertising content.

The Committee further agreed that the Community Development Department could be granted the use of the first allocation to promote Earth Day on April 22, 2021.

Other Options

1. THAT the report dated March 24, 2021 from the Climate Action Committee regarding Digital Billboard Use Opportunities be referred to staff for information.
2. THAT the report dated March 24, 2021 from the Climate Action Committee regarding Digital Billboard Use Opportunities be referred to staff for action.

Financial Implications

Further information on financial implications would be provided by staff should this report be referred to staff for action.

Communications and Civic Engagement Initiatives

Further information on communication and civic engagement requirements would be provided by staff should this report be referred to staff for action.

Council Strategic Plan Objectives

Providing City departments the opportunity to use the digital billboards aligns with the following 2019-2022 Council Strategic Plan Objectives:

- expand and enhance policies to guide environmental goals and sustainability programs;
and
- provide leadership in climate change by thinking globally and acting locally.

Report Author

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Committee Coordinator

Report Approval Details

Document Title:	Digital Billboard Use Opportunities.docx
Attachments:	
Final Approval Date:	Mar 29, 2021

This report and all of its attachments were approved and signed as outlined below:

Tracey Takahashi, Deputy Corporate Officer - Mar 26, 2021 - 9:45 AM

Dorothy Shermer, Corporate Officer - Mar 26, 2021 - 2:01 PM

Rosemary Lodge, Manager of Communications and Engagement - Mar 28, 2021 - 4:24 PM

Paul Rockwood, General Manager of Finance and Technology - Mar 28, 2021 - 4:29 PM

Tim Savoie, City Manager - Mar 29, 2021 - 4:09 AM