

## Report to Community and Protective Services Committee

**To:** Chair and Members  
Community and Protective Services Committee

**From:** Scott Mathers, MPA, P.Eng.  
Deputy City Manager, Planning and Economic Development

**Subject:** Orientation Gateway Markers – Single Source Purchase SS-2022-316

**Date:** January 10, 2023

## Recommendation

That, on the recommendation of the Deputy City Manager, Planning and Economic Development, the following actions **BE TAKEN**:

- a) CPS Administration **BE AUTHORIZED** to enter into a single source agreement for the purchase of additional Orientation Gateway Markers as per Section 14.4(d)(e) of the Procurement of Goods and Services Policy;
- b) The submission from WSISIGN Systems Ltd. and King Architectural, 31 Simpson Road, Bolton, ON L7E 2R6, **BE ACCEPTED**, for the supply, delivery and installation of three (3) 2023 London Gateway Wayfinding Kiosks each consisting of an Illuminated Pylon and LCD Monitor at a total cost of \$132,130 (excl. HST);
- c) Civic Administration **BE AUTHORIZED** to undertake all the administrative acts that are necessary in connection with this purchase;
- d) Approval hereby given **BE CONDITIONAL** upon the Corporation entering into a formal contract or having a purchase order, or contract record relating to the subject matter of this approval; and
- e) That the funding for this purchase **BE APPROVED** as set out in the Source of Financial Report attached hereto as Appendix “A”.

## Executive Summary

The City of London has entered into a funding agreement, following from receipt of a financial contribution made through the Tourism Relief Fund, administered by Minister responsible for Federal Economic Development Agency for Southern Ontario, to implement the “Welcome to the Heart of London” project, developed in consultation with the Downtown London BIA and Tourism London.

One component of the project is enhancement of the existing downtown wayfinding system with the installation of “gateway markers”, described in the funding agreement as digital kiosks, that will direct visitors to services, businesses, and events in the downtown core. Three digital kiosks currently are installed on Dundas Place. Administration is seeking approval to procure three more kiosks for locations beyond Dundas Place, procured through the same supplier as was used on Dundas Place. The single source purchase ensures the City will be able to maintain consistency of aesthetics and uniform ongoing kiosk operations by using the same custom kiosk design. It also is beneficial in being able to meet the project stage completion deadlines cited in the funding agreement for manufacturing and installation.

## Linkage to the Corporate Strategic Plan

### Building a Sustainable City

Improve the quality of pedestrian environments to support healthy and active lifestyles

- Increase pedestrian amenities on streets.

### Growing our Economy

Increase partnerships that promote collaboration, innovation, and investment

- Grow tourism revenues through initiatives that build awareness and interest in London
- Support tourism by facilitating local, provincial, and national stakeholders to encourage community economic development, business partnerships, product development and legacy development for London.

Increase public and private investment in strategic locations

- Revitalize London's downtown and urban areas

## Analysis

### 1.0 Background Information

#### Purpose:

On July 5, 2022, Municipal Council approved a Contribution Agreement to receive \$420,000 of funding from the Government of Canada through the Tourism Relief Fund, administered by FedDev Ontario. This amount represents 75% of the total project with the remaining 25% (\$140,000) contributed by the City of London, for a total of \$560,000. The approved project is called "Welcome to the Heart of London".

Overall, the project is expected to increase visitors to local attractions and businesses; increase the length of stay by visitors in the downtown core; and improve attendance at many of London's downtown core and neighbourhood street festivals. The first and most impactful of three project components is an effort to enhance the existing downtown wayfinding system with the installation of more digital kiosks that will direct visitors to services, businesses, and events in the downtown core. This signage wayfinding infrastructure is being developed to help drivers, cyclists and pedestrians navigate the downtown area and direct them to anchor destinations, businesses, and other tourism points of interest.

The kiosks combine with two other project components; utility/traffic box wraps and customized reusable, mobile and accessible street-segment closure kits. All are visually tied together with a graphic expression that may include imagery or multilingual text that can be scaled for use in digital or physical applications.

The purpose of this report is to provide the context, background, and financial impact of the purchase and provide details of a recommendation seeking approval from Council for a single source procurement. As provided for under section 14.1(b) of the Procurement of Goods and Services Policy, this request seeks to waive the competitive bidding process and purchase three (3) 2023 London Gateway Wayfinding Kiosks as seen in Figure 1.

Figure 1 – Wayfinding Kiosk Located on Dundas Place



## 2.0 Discussion and Considerations

### Locations:

The installation of the kiosks will occur on City property beyond Dundas Place that is accessible to the general public. Installation locations have not been confirmed pending confirmation of local subsurface conditions at short-listed high-profile locations. Consistent with the Contribution Agreement, specifying the digital component of the gateway markers, these locations are being assessed for their feasibility to accommodate utility connections, in addition to siting to avoid view obstructions and other considerations.

### Procurement Process:

This recommendation is in compliance with our Procurement of Goods and Services Policy as per Section 14.4 Single Source, clauses d and e:

*d. “There is a need for compatibility with goods and/or services previously acquired or the required goods and/or services will be additional to similar goods and/or services being supplied under and existing contract. (i.e., contract extension or renewal);”*

*e. “The required goods and/or services are to be supplied by a particular supplier(s) having special knowledge, skills, expertise or experience;”*

Approval is being requested as per Section 14.5 (a) (ii) of the Procurement of Goods and Services Policy:

- a. Awards which qualify to be considered as a Single Source or Sole Source process require the following approval:
  - ii. Committee and City Council must approve an award greater than \$50,000, unless otherwise permitted by this Policy.

### Supplier:

The existing Dundas Place Gateway Marker kiosks were procured through the capital construction contract. Through it, WSISIGN Systems Ltd. And King Architectural was the successful supplier through a request for quotation process to build and install these

custom-designed pieces. Administration was satisfied with its experience in the services rendered by this supplier for quality of the product and its installation and remaining within budget. Following from a request made by Administration, the firm submitted a quote in early December 2022 for the supply and installation of additional Gateway Marker kiosks of the same detailed design and installation specifications.

### **Project Timetable:**

The timetable cited in the Tourism Relief Fund Contribution Agreement sets March 31, 2023, as the deadline for delivery and installation of the Gateway Marker kiosks. The recommended supplier requires a City purchase order in January 2023 in order to have sufficient time to complete manufacturing of the items.

### **3.0 Financial Impact**

The quote submitted by the supplier for the supply and installation of additional Gateway Marker kiosks provides the opportunity to purchase three additional units and remain within project funding.

The cost for this project component is covered within the funding approved for the "Welcome to The Heart of London" project through the Tourism Relief Fund.

## **Conclusion**

Administration recommends that the single source agreement be approved, and negotiations proceed consistent with the December 2022 quotation submitted by WSISIGN Systems Ltd. and King Architectural, for the purchase and installation of additional Gateway Markers kiosks at downtown locations beyond Dundas Place.

**Prepared by:** Jim Yanchula, MCIP, RPP  
Manager, Core Area and Urban Regeneration, Economic Services and Supports

**Reviewed by:** Stephen Thompson, MAES, RPP, MCIP, Ec.D.(F), CEcD  
Director, Economic Services and Supports

**Recommended by:** Scott Mathers, MPA, P.Eng.  
Deputy City Manager, Planning and Economic Development

cc: Alan Dunbar, CPA, CGA, Manager III, Financial Planning and Policy, Finance Supports  
Steve Mollon, CSCMP, CPIM, Senior Manager, Procurement and Supply, Finance Supports  
Peter Kokkoros, P.Eng., B.A. (Econ), Director, Building and Chief Building Official  
Adam Salton, Manager, Zoning and Public Property Compliance, Planning and Economic Development

## Appendix "A"

#23004

January 10, 2023

Chair and Members  
Community and Protective Services Committee

RE: Orientation Gateway Markers - Single Source Purchase SS-2022-316  
(Subledger RD220015)  
Capital Project PD1010 - Tourism Relief Fund  
WSISIGN Systems Ltd. and King Architectural - \$132,130 (excluding HST)

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### Finance Supports Report on the Sources of Financing:

Finance Supports confirms that the cost of this project can be accommodated within the financing available for it in the Capital Budget and that, subject to the approval of the recommendation of the Deputy City Manager, Planning and Economic Development, the detailed source of financing is:

<b>Estimated Expenditures</b>	<b>Approved Budget</b>	<b>This Submission</b>	<b>Total</b>
Engineering	50,000	0	50,000
Construction	375,000	134,456	240,544
Vehicles & Equipment	135,000	0	135,000
<b>Total Expenditures</b>	<b>\$560,000</b>	<b>\$134,456</b>	<b>\$425,544</b>

### Sources of Financing

Capital Levy	100,000	24,010	75,990
Drawdown from Transportation Renewal Reserve Fund	40,000	9,604	30,396
Other Provincial Grant	420,000	100,842	319,158
<b>Total Financing</b>	<b>\$560,000</b>	<b>\$134,456</b>	<b>\$425,544</b>

### Financial Note:

Contract Price	\$132,130
Add: HST @13%	17,177
Total Contract Price Including Taxes	149,307
Less: HST Rebate	-14,851
Net Contract Price	\$134,456

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Jason Davies

Manager of Financial Planning and Policy

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