

City of Mississauga Corporate Report



Date: September 28, 2020

To: Chair and Members of General Committee

From: Geoff Wright, P.Eng, MBA, Commissioner of
Transportation and Works

Originator's files:

Meeting date:
October 7, 2020

Subject

Cost Sharing Agreement - Branding, Marketing and Launch Events for the Hurontario Light Rail Transit Project

Recommendation

1. That the Corporate Report from the Commissioner of Transportation and Works dated September 28, 2020 entitled "Cost Sharing Agreement - Branding, Marketing and Launch Events for the Hurontario Light Rail Transit Project" be received.
2. That a by-law be enacted to authorize the City Manager or designate to execute a cost sharing agreement between The Corporation of the City of Mississauga and The Corporation of the City of Brampton for Branding, Marketing and Launch Events for the Hurontario Light Rail Transit Project, including any amending agreements and ancillary documents, in a form satisfactory to Legal Services.

Background

On April 21, 2015, the Ontario government announced a capital funding commitment for the Hurontario Light Rail Transit (HuLRT) project. Metrolinx is managing the implementation of project along with Infrastructure Ontario through their Alternative Financing and Procurement model. This procurement model includes the design, build, finance, operations and maintenance of the light rail system for a 30-year concession period. Furthermore, Metrolinx identified that they would ultimately retain ownership and control of the project assets. The Cities of Mississauga and Brampton (the "Cities"), and the Region of Peel, are active partners in HuLRT.

On October 21, 2019, Infrastructure Ontario and Metrolinx announced that Mobilinx, a consortium of local and international companies, had been awarded the contract for the HuLRT project. Major construction works by Mobilinx began in spring 2020. The HuLRT project has a completion date of fall 2024.

Metrolinx has committed to providing 100 per cent of the capital costs in addition to ongoing system lifecycle costs, while the municipalities would be responsible for funding operations and maintenance including managing day-to-day oversight, fare enforcement, safety/security of passengers, customer service and marketing of the service. This was established in a report titled, “Hurontario Light Rail Transit Project Update and Negotiating Project Agreements with Metrolinx”, dated June 10, 2019. In the report titled, “Hurontario Light Rail Transit Project Update,” dated July 8, 2020, the HuLRT Project Office indicated it would be embarking on a branding and marketing exercise with the City of Brampton to seek a consultant to support the development of the name, logo and branding and marketing strategies ahead of the launch of Hurontario LRT. The name and logo are foundational elements to this project that will be in use for at least 30 years, the length of the contract with Mobilinx. The project teams of both Cities will be bringing an option for approval by their Councils in the future.

Comments

The LRT will be a unique system – one that is owned by the province, and once operational, paid for by the Cities of Mississauga and Brampton - municipalities that already have their own distinct transit agencies and respective brands. The LRT will have to provide a seamless customer experience for transit users who already make this one of the busiest corridors for both transit agencies. As fares will be collected by the Cities, it is important to create an identity and experience that is engaging and not confusing as part of the customer experience. This exercise needs to begin in order to provide Metrolinx and Mobilinx with the deliverables to include in the implementation of the project in the upcoming years ahead of the anticipated completion in fall 2024.

The Cities intend to collaborate on a joint competitive procurement pursuant to a Co-operative Acquisition under the City’s Purchasing By-law 374-06 Section 20,(1)(b)(c) The City may participate with a Public Body in Co-operative Acquisition initiatives where it is in the best interest of the City to do so and where (b) operational costs would be contained or reduced; and (c) the Acquisition and Commitment are in substantial compliance with the provisions of this by-law: to select a Consultant to provide branding, marketing and launch events support for the LRT. Specifically, a joint team from the two Cities have created a scope of work that involves multiple phases over the remaining years of construction to support the creation of a single name for the system, logo, colour for mapping/placemaking and joint route number, as well as marketing and launch event strategies (the “Branding Works”) that would encourage ridership of the LRT. The Branding Works will fit within the ecosystem of MiWay, Brampton Transit and Metrolinx, as well as the infrastructure design provided by Mobilinx.

The Cities have agreed that the City of Brampton will initiate the procurement on behalf of the City of Mississauga.

Staff have determined that it would be appropriate to set out Mississauga’s and Brampton’s

respective funding obligations towards the Branding Works in a cost sharing agreement (the “Agreement”) between the Cities. The Cities are currently finalizing the terms of the Agreement, which will include the following:

- At the conclusion of the procurement, each City will execute individual Consultant contracts, which set out the terms for the payment and use of the Branding Works;
- The Cities will share equally (contribute 50 percent) the cost of the Branding Works; and
- The Cities will jointly own and have equal right to use the Branding Works.

This report is seeking Council authority to enter into the Agreement.

Financial Impact

The estimated cost for the scope of the Branding Works established by the two Cities spanning multiple years is up to \$600,000 inclusive of taxes, of which both parties shall equally contribute 50 percent or \$300,000. Funding is available in the City’s Hurontario LRT Project Office budget. As the Cities are collecting the fares generated from the LRT, it is important to create effective foundational components and a customer experience that encourages ridership.

Conclusion

In order to initiate the joint competitive procurement in collaboration with the City of Brampton, the Agreement must be executed between the City of Mississauga and the City of Brampton to set out the respective funding obligations for the Branding Works. This report is seeking Council approval to authorize the City Manager or designate to execute the Agreement.



Geoff Wright, P.Eng, MBA, Commissioner of Transportation and Works

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