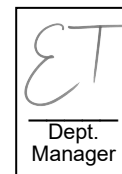


AGENDA INFORMATION	
☐ Regular Meeting	Date: _____
☐ Other:	Date: _____



The District of North Vancouver REPORT TO COUNCIL

July 8, 2026
File: ENGIPG-910695465-885

AUTHOR: Mac Fitzgerald, Senior Transportation Planner

SUBJECT: Digital Advertising Opportunity at Bus Stops

RECOMMENDATION:

THAT Council direct the Municipal Engineer to negotiate and execute an amendment to the existing agreement with Pattison Outdoor Advertising to permit digital advertising at bus stops.

AND THAT Council support the installation of digital advertising at the bus stop locations identified in the report titled “Digital Advertising Opportunity at Bus Stops” dated June 23, 2026, and authorize the Municipal Engineer to approve additional locations in the future where mutually agreed upon with Pattison Outdoor Advertising.

REASON FOR REPORT:

Pattison Outdoor Advertising (“Pattison”) is the District’s provider of bus shelters containing advertising. Pattison has identified an opportunity to introduce digital advertising at select existing bus stops within the District. This report outlines the proposal and seeks Council direction on whether staff should proceed further.

SUMMARY:

Pattison Outdoor Advertising is seeking the District’s agreement to install digital advertising displays at up to seven initial bus shelter locations, subject to site feasibility reviews. Approval would require an amendment to the existing 2015 agreement with Pattison to permit digital advertising.

The proposal includes up to two new bus shelters with digital advertising, as well as retrofitting five existing bus shelters to include digital advertising displays. The proposed digital displays would increase District revenue, enhance emergency notification capabilities, and provide space for municipal messaging at no cost to the District. Council direction is sought on whether to amend the agreement, support the initial seven locations, and authorize the Municipal Engineer to approve additional locations in the future.

EXISTING POLICY:

Pattison is granted an exclusive license to install, operate and maintain bus shelters that contain commercial advertising within the District as outlined in the Agreement between Pattison and the District, dated January 16, 2015.

Advertising signs on bus shelters are exempt from the District Sign Bylaw (7532) with delegated authority granted to the Municipal Engineer, as outlined in Table 1 of the District Sign Bylaw.

BACKGROUND:

Since 2017, Pattison has continued to convert transit shelters from static paper advertising to digital advertising across the Lower Mainland, including in the District of West Vancouver and the Cities of North Vancouver, Burnaby, Surrey, Coquitlam, Maple Ridge and Richmond.

Recently, Pattison approached District staff with interest in deploying digital advertising at select transit shelters. An amendment to the 2015 Agreement with Pattison would be needed to allow for digital advertising, subject to Council approval.

ANALYSIS:

Each digital advertising display cycles through eight advertising spaces on a 64-second loop, with each advertisement displayed for eight seconds. Pattison has proposed offering one of the eight advertising spaces at each shelter for District use, at no cost, to communicate municipal and community messages. This would provide the District with an additional communications channel to convey current or emerging District messaging at these locations.

Digital advertising units support same day and real-time advertising. This versatility allows transit shelters to be integrated into emergency alert systems. Pattison's Network Operations Centre coordinates with the RCMP and the Province to override advertising displays and broadcast critical emergency and AMBER Alert notifications, when needed.

The digital displays are designed to integrate with the existing streetscape and maintain a similar appearance to traditional static bus shelter advertisements. Each unit uses ambient light sensors to automatically adjust screen brightness in real time based on surrounding light conditions, increasing brightness during the day and reducing it at night. This helps maintain lighting levels comparable to those of existing illuminated static bus shelter advertisements.

For several years, Pattison has deployed digital advertising across the region, including on the north shore (City of North Vancouver and District of West Vancouver) and other parts of Metro Vancouver (Surrey, Burnaby, Maple Ridge and Richmond). According to Pattison, no public feedback has been received regarding the digital advertisements. Should public concerns arise, Pattison has indicated that it will work with District staff to review the issues and identify potential measures to address them.

Timing/Approval Process:

Pattison is currently contemplating up to seven initial locations, identified in Table 1. The identified locations were shortlisted by Pattison and District staff as high traffic areas, with available power supply, as well as sufficient road right-of-way for a new shelter, where applicable. The proposed locations are subject to further on-site feasibility review by Pattison prior to construction. Subject to Council direction, the initial set of digital shelter locations is envisioned for implementation in late 2026/ early 2027.

Table 1: Potential sites for shelters with digital advertising

Address	Bus Stop	Status
Eastbound Mt Seymour Pkwy @ Seymour Blvd*	54029	Future Shelter
Westbound Mt Seymour Pkwy @ Seymour Blvd	54076	Existing Shelter
Southbound Mountain Hwy @ Lynn Valley Rd*	54002	Future Shelter
Westbound Marine Dr @ Capilano Rd	60376	Existing Shelter
Eastbound Marine Dr @ Capilano Rd	54413	Existing Shelter
Westbound Dollarton Hwy @ Amherst Ave	58532	Existing Shelter
Eastbound Dollarton Hwy @ Amherst Ave	58531	Existing Shelter

Additional shelter locations may be identified in the future through mutual agreement between Pattison and the District under the authority of the municipal engineer, consistent with the existing 2015 agreement. New shelters are typically located in high traffic areas, with minimal impact to residents. Future shelter locations will continue to be carefully evaluated by both Pattison and District staff to minimize impacts on adjacent properties and resident views.

Financial Impacts:

Per the current terms of the January 2015 Agreement, Pattison covers the cost to install, operate and maintain bus shelters that contain advertising messages.

Digital advertising could significantly increase bus shelter revenues. Pattison has proposed that the District receive 25% of net revenues for each digital shelter. Future net revenue estimates from Pattison to the District are approximately \$13,700 annually for a one-sided digital advertising unit and approximately \$20,400 annually for a two-sided unit. At these values, assuming all seven proposed locations are implemented, this could generate new annual revenue for the District in the range of approximately \$95,900 to \$142,800, subject to advertiser demand. The exact revenue sharing model would need to be finalized as part of the updated legal agreement.

Options:

THAT Council direct the Municipal Engineer to negotiate and execute an amendment to the existing agreement with Pattison Outdoor Advertising to permit digital advertising at bus stops **(recommended by staff)**.

AND THAT Council support the installation of digital advertising at the bus stop locations identified in the report titled “Digital Advertising Opportunity at Bus Stops” dated June 23, 2026, and authorize the Municipal Engineer to approve additional locations in the future where mutually agreed with Pattison Outdoor Advertising **(recommended by staff)**.

OR

THAT Council direct staff not to pursue digital advertising opportunities with Pattison Outdoor Advertising at this time **(not recommended by staff)**.

Respectfully submitted,



Mac Fitzgerald
Senior Transportation Planner

REVIEWED WITH:			
☐ Business and Economic	_____	☒ Finance	<u>EI</u>
☐ Bylaw Services	_____	☐ Fire Services	_____
☐ Clerk's Office	_____	☐ GIS	_____
☐ Climate and Biodiversity	_____	☐ Human Resources	_____
☒ Communications	<u>CG</u>	☐ Integrated Planning	_____
☐ Community Planning	_____	☐ ITS	_____
☐ Development Engineering	_____	☐ Parks	_____
☐ Development Planning	_____	☐ Real Estate	<u>JR</u>
☐ Engineering Operations	_____	☐ Review and Compliance	_____
☐ Environment	_____	☒ Solicitor	<u>HG</u>
☐ Facilities	_____	☐ Utilities	_____
		External Agencies:	
		☐ Library Board	_____
		☐ Museum and Archives	_____
		☐ NSEM	_____
		☐ NS Health	_____
		☐ NVRC	_____
		☐ RCMP	_____
		☐ Other:	_____