



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

COUNCIL POLICY

TITLE: Advertising on Municipal Solid Waste Vehicles

NO. E&PW - 05

POLICY:

Municipal solid waste collection units may display advertising that promotes Township of Esquimalt events, news and notifications. This advertising may come from the Township or other entities.

PROCEDURE:

1. *Eligible Advertisers*

- a) Subject to space and time limitations, opportunity to advertise may be extended to:
 - Parties that are non-profit in nature that have received funding or support from the Township for the event or activity
 - Parties that are non-profit in nature that are holding events or providing services within the boundaries of the Township of Esquimalt
 - The Township in order to promote Township related activities
 - Preference will be given to local organizations and events within the local community
- b) Opportunity to advertise will not extend to the following:
 - Individuals who want to convey a particular message
 - Private entities
 - For profit entities
 - Political parties

2. *Content*

- a) Advertisements must meet specific criteria to ensure that the message is relevant to the event or activity, as well as meet the standards and quality as outlined below:
 - Must comply with the laws, statutes, regulations and bylaws in force in the Province of British Columbia and the Township of Esquimalt
 - Shall be free of any demeaning, derogatory, exploitative or unfair comments or representations of any person or group of persons, or any such comments or representations based on race, colour, ancestry, place of origin, religious affiliation, sex, sexual orientation, disability, age, marital or family status
 - Shall not contain any sponsorship messaging or symbols from other third parties
- b) The Township reserves the right to reject any advertisement that it considers to be in any way offensive in the style, content or method of presentation, or which is likely, in the light of prevailing community standards, to cause offence to any person or group of persons.

EFFECTIVE DATE: May 01, 2017	APPROVED BY: Council	REFERENCE: EPW-17-017	AMENDS: Original	PAGE 1 OF 2
--	--------------------------------	---------------------------------	----------------------------	--------------------

TITLE: Advertising on Municipal Solid Waste Vehicles**NO. E&PW - 05**

- c) The advertiser shall be responsible for the design and messaging of the signs.
- d) All proposed wording for advertisements must be duly reviewed and approved by the Director of Engineering and Public Works and the Director of Corporate Services.
- e) If the proposed wording or advertising proof is not approved, the advertiser may redesign and resubmit the proposed wording or proof for further review by staff.
- f) An advertiser wishing to appeal a staff decision is provided an opportunity to bring the matter before the Township of Esquimalt Council for final decision by appearing as delegation at a regularly scheduled Council meeting.

3. Schedule

- a) Requests for advertising space will be received by a date that is set by the Township after the approval of local grants by the Township Council.
- b) The available advertising time will be 365 days from the date of approval of local grants. Requests received after this date will be scheduled into available time frames and will be on a first come basis.
- c) The maximum time frame for any advertisement will be two weeks. If the advertiser wishes to extend this period, they can request such an extension. The extension will be granted if no other advertiser is scheduled for the requested extension period.
- d) There will be a period of time that no external advertising will be available in order for the Township to advertise messages related to Township operations or events.
- e) A minimum of two weeks prior to the start of an advertising period, the advertiser will be responsible for the submission of an advertising proof of the proposed sign for review by the Township. If this requirement is not met, the advertiser will forfeit their advertising period.

4. Signs

- a) The signs shall meet the specific size specifications, type of materials and numbers required by the Township.
- b) The advertiser will be responsible for the delivery of the signs prior to the advertising period and the pickup of the signs after the end of the advertising period. Signs that are left with the Township a week after the end of the advertising period will be disposed of by the Township with no compensation to the advertiser.
- c) If a sign becomes unusable during the advertising period, the advertiser will be notified to supply a replacement sign at their cost. If the advertiser does not supply a sign, the unusable sign will be removed and the advertising space will remain unused for the remainder of the advertising period or the Township, at its discretion, may award the remainder of the advertising period to another advertiser.
- d) The advertiser shall be responsible for the full cost of the signs and their replacement if necessary.

EFFECTIVE DATE: May 01, 2017	APPROVED BY: Council	REFERENCE: EPW-17-017	AMENDS: Original	PAGE 2 OF 2
--	--------------------------------	---------------------------------	----------------------------	--------------------



Advertising on Municipal Solid Waste Vehicles Application

Applicant Details			
Organization Name:			
Contact Name:			
Address:			
Phone Number:		Email:	
Declaration			
<p>I have obtained a copy of Council Policy E&PW-05 and understand that failure to comply with these guidelines may result in the withdrawal of permission to advertise on municipal solid waste vehicles. I agree to abide by the Terms and Conditions attached.</p>			
Name (print)		Signature	Date
Advertising Options (select the preferred options)			
Time Period:	<input type="checkbox"/> One week	<input type="checkbox"/> Two weeks	<input type="checkbox"/> Extension
Preferred Dates:	Commencement Date:	End Date:	Alternative Date:
Supporting Documentation			
<p>Please provide the following supporting documentation when submitting this Application:</p> <p><input type="checkbox"/> Artwork / Proposed Message (as per specifications outlined in the Terms and Conditions attached)</p>			

PERSONAL INFORMATION: Personal information you provide in this form is collected under the authority of the Community Charter and will be used only for purposes related to your application. Questions about the collection of your personal information may be directed to the Corporate Officer, Township of Esquimalt, 1229 Esquimalt Road, Esquimalt, BC V9A 3P1, 250-414-7135

OFFICE USE ONLY	Director of Engineering & Public Works Corporate Officer	Signature: Signature:	Date: Date:
--------------------------------	---	------------------------------	--------------------

TERMS AND CONDITIONS

Advertising on Municipal Solid Waste Vehicles Application Form

1. Definitions and Interpretations – in these terms and conditions:
“Advertising Time Period” means the advertising time period selected by the Applicant and approved by TOE.
“Applicant” is the person or entity making the Application.
“Application” means TOE’s Application for Advertising on Municipal Solid Waste Vehicles.
“TOE” means Township of Esquimalt
“Solid Waste Vehicle” means TOE general solid waste collection vehicles.
2. The agreement is between TOE and the Applicant and comprises:
 - a) These Terms and Conditions – Advertising on Municipal Solid Waste Vehicles; and
 - b) Council Policy E&PW-05 – Advertising on Municipal Solid Waste Vehicles
3. The Applicant agrees as follows:
 - a) Any costs associated with the design and messaging of the advertising signage will be the Applicant’s responsibility.
 - b) To submit the proposed advertisement proof for approval by TOE.
 - c) TOE is not responsible for reasonable wear and tear of the advertisement.
 - d) Any costs associated with submission of a revised advertisement will be the Applicant’s responsibility.
 - e) After approval of the advertisement proof by TOE, to provide TOE with two (2) Plastic Poster Board signs each measuring: Width 1524 mm; Height 1219 mm; Maximum Depth 6.4 mm.
4. The Applicant acknowledges that TOE does not guarantee the:
 - a) Route of the Solid Waste Vehicle;
 - b) Side of the Solid Waste Vehicle on which the advertisement will be featured;
 - c) Time the Solid Waste Vehicle is on the road;
 - d) Amount of time the Solid Waste Vehicle remains in view of the public; or
 - e) Time the Solid Waste Vehicle will be out of service for scheduled and unscheduled maintenance and repair during the Advertising Time Period.
5. The Applicant warrants to TOE that nothing in the advertising material infringes any Federal or Provincial Law or the rights of any other person.
6. The Applicant indemnifies TOE against all costs, expenses, claims, demands, damages and loss of any kind wholly or partly attributable to or rising out of acceptance or publication of any advertising material or a breach of these terms and conditions by the Applicant.
7. The Applicant acknowledges and agrees that is not relying on any TOE proposal or promotional material connected to advertising on the Solid Waste Vehicles. The Applicant acknowledges and agrees that TOE is not liable to compensate the Applicant for any costs or expenses incurred in connection with advertising on the Solid Waste Vehicles.
8. The Advertising Time Period commences on a date approved by TOE (‘Commencement Date’) and ends on the last day of the Advertising Time Period (‘End Date’).
9. The Applicant is responsible for pick up of the advertisement after the End Date. Advertisements that are left with TOE one week after the End Date will be disposed of with no compensation to the Applicant.