

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: July 14, 2010

SUBJECT: PROCUREMENT AUTHORIZATION: FOR ART ON
METROPASSES

ACTION ITEM

RECOMMENDATION

It is recommended that the Commission approve the award of two contracts, at no cost to the Commission, subject to and commencing upon negotiating acceptable terms and conditions, as follows:

1. To the Ontario College of Art and Design to provide Artwork for use in the TTC Art on Metropass Program pilot project for three consecutive months, with an option, at the TTC's sole discretion, to extend the contract for an additional period of up to one year; and
2. To Arts for Children and Youth to provide Artwork for use in the TTC Art on Metropass Program pilot project for three consecutive months following 1 above, with an option, at the TTC's sole discretion, to extend the contract for an additional period of up to one year.

FUNDING

There is no impact on either the TTC's Capital or Operating budgets.

BACKGROUND

Currently the design of the monthly Metropass incorporates a number of features which allow the efficient validation of the fare media by TTC operating personnel. Also included are a number of security features as well as transit related photographs. The design of the Metropass (colour, photographs and security features) varies each month allowing TTC operating personnel to easily determine whether a Metropass is valid for that month.

Although functionality is the first priority in terms of the Metropass design, the TTC also recognizes that its fare media should be pleasing to the eye and reflect the "flavour" of Toronto to the greatest extent possible.

Staff was requested to investigate the implementation of a new Metropass Art Program whereby organizations would provide the TTC with artwork to be used as background imagery on the TTC's monthly Metropass for a specified period of time.

DISCUSSION

A Request for Expressions of Interest (RFI) for the Art on Metropass program was publicly advertised on the TTC website on August 12, 2009. A total of 7 responses were received, 2 from individual artists and 5 from various organizations.

The RFI indicated only 'qualified organizations' would be considered eligible to participate in the Program and set out the requirements that an organization had to possess in order to be considered 'qualified', which included: being a public sector or not-for-profit entity, owning and displaying art in a public venue, having a permanent location/office in the City of Toronto, and the organization's main business activity could not be the sale of artwork.

In addition, the RFI provided criteria regarding artwork to be used in the Metropass Art Program, which included, but is not limited to; the original artwork cannot be listed for sale during its use on the Metropass or 12 months thereafter, the organization providing the artwork will receive no compensation for participating in the Program and cannot charge any fee to an artist for displaying their artwork on the Metropass. Further, the RFI indicated the organization must provide "appropriate artwork" that reflects the "flavour" of Toronto and the determination of "appropriate artwork" and its approval for use in the Program will be made by the TTC, in its sole discretion.

The respondents to the RFI were evaluated by staff, and based on the required criteria as set out in the RFI the following two organizations were considered qualified: Ontario College of Art & Design, and Arts for Children and Youth; whereas the remaining three organizations (Toronto Symphony Orchestra, Loop Gallery, and Clay & Paper Theatre) and the two individual artists were not considered qualified.

The RFI noted should there be sufficient interest generated in the Program, the TTC intended to issue a subsequent RFP. As there were only two qualified organizations, rather than issuing an RFP, staff recommend that a three month pilot project be conducted with each organization to gain experience with each organization and the Program.

Should the pilots prove successful with each organization the contracts could be extended, and the TTC will obtain artwork for Metropasses from the two organizations on a rotating basis.

The planning/printing/production of Metropasses can take up to 6 months, therefore once contracts are negotiated with the two recommended organizations staff anticipates the appearance of artwork onto Metropasses under this pilot project would not occur until the first quarter of 2011.

JUSTIFICATION

Award of the two contracts to the Ontario College of Art & Design and Arts for Children and Youth on a pilot basis will allow the TTC to proceed with a test and learn approach in using artwork on Metropasses during the pilot period. Customer feedback and learning from the pilot will be used to determine if TTC will continue with the artwork program and what program refinements may be necessary.

June 24, 2010
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