

Lucy Wyn-Griffiths

From: Bill Fredericks <bill@actuatecommunications.com>
Sent: Tuesday, December 29, 2020 1:12 PM
To: corporate
Cc: Martin Sprenkels
Subject: To Mayor and Council

To Mayor and Council,

I recently read the following news article regarding the state of bus shelters/transit infrastructure in Whistler and wanted to reach out to initiate a discussion on the subject.

<https://www.piquenewsmagazine.com/local-news/whistler-begging-for-bus-shelters-3211077>

Our company, Actuate Communications Ltd, initiated a similar project here in Squamish where we provided 15 new, solar powered, bus shelters with backlit advertising boxes. This project has been running successfully for 3 years.

We would be interested in discussing a proposal where Actuate Communications would not only provide the shelters but also pay for a portion of the capital costs as well as share advertising revenue.

We have found this project in Squamish to be a true win, win, win situation, as we help ease the financial burden of capital costs, provide a much better, modular, shelter design that are easier to maintain and keep clear of vandalism while contributing revenue back to the Municipality to continue to build out the transit infrastructure.

I look forward to discussing the partnership model and potential maintenance options.

Sincerely,

Bill Fredericks
Partner

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