

## (13) SPECIFICATION(S)

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## 13.1. INTRODUCTION

### 13.1.1. Background

Several hundred thousand passenger trips occur on road-based public transport within the Cape Town Metropolitan Area (CMA) every day. While the majority of trips start or end within off-street Public Transport Interchanges (PTIs), a substantial number of people board and alight buses and minibus taxis along public transport routes. The City of Cape Town (CCT) recognises just over 5 000 such locations across the CMA.

With the historic fragmentation of authorities and entities responsible for road-based public transport, a wide range of shelter types have been employed across the City of Cape Town. Under the CCT's Transport Department, the CCT intends to standardise all bus shelters, and plans to make use of only four types of "shelters" to identify and/or provide shelter for public transport passengers at these locations. One type consists of a marker on a pole only, and, therefore, does not provide shelter against the elements.

The CCT desires to engage a Service Provider to supply new, replace existing, erect and maintain about 2 500 of these shelters on its behalf. Instead of payment from its operating budget, the CCT expects the Service Provider to sell advertising space on these shelters to generate the revenue necessary to provide the service. The intention is to contract with the Service Provider that would perform the service at the required standard and generate revenue through advertising.

### 13.1.2. The Employer's Objectives

A Service provider is needed to provide the required services, which, in terms of the Municipal Finance Management Act, 56 of 2003, and the Municipal Supply Chain Management Regulations, 2005, must be procured through a competitive bidding process. The purpose of this document is to invite tenders from suitably qualified and experienced firms for: DESIGNING, SUPPLYING, INSTALLING, RELOCATING, REPLACING, MAINTAINING AND MANAGING OF ADVERTISING ON PUBLIC TRANSPORT SHELTERS, which will be evaluated using an eligibility criterion, financial offer and preferences based system, as described in the tender data.

Work under this Contract shall consist of the following:

- The design and manufacturing of a new suite of Public Transport shelters.
- Their installation, which includes replacement of existing shelters, and the erection of new shelters in new locations.
- The maintenance of all shelters.
- The management of the sale of advertising, installation of advertising materials, and ensuring advertising display space is in a satisfactory condition to meet advertising client expectations.

The specific requirements for this work are detailed below.

This contract will give the successful tenderer the exclusive right to place advertising on a defined number of Public Transport shelters located within the City of Cape Town. In exchange for this right, the successful tenderer is to provide scheduled and unscheduled cleaning and maintenance of all the Public Transport shelters. At the expense of the successful tenderer, new Public Transport shelters are to be installed at a set rate per year throughout the term of the agreement, to accommodate the growing need for customer amenities at Public Transport stops. The tenderer will need to identify, in the Tender Proposal, the exact number of Public Transport shelters that he/she intends to replace per year, with the minimum requirement set at just over 400 in year one, with the remainder in years two to five (see Clause 13.2.4).

The successful tenderer will also obtain the right to generate advertising income from the more than 800 existing MyCiTi-type shelters from about July 2021, when the prevailing contract expires.

## 13.2. SCOPE OF WORKS

### 13.2.1. Existing Shelters and Stops

The jurisdictional boundary of the CCT encompasses approximately 2 500 square kilometres, in which, at present, there are more than 5 000 Public Transport stops. Of these, 623 are the current "Primedia" type Public Transport shelter design, while 768 stops have other full shelter structures. It further includes at least 875 MyCiTi shelters. Existing shelters consist of a variety of material and designs, which range from wood, through metal and plastic

to concrete (see Annexure A for examples). Table 13.1 shows the number and proportion of shelters.

Tenderers are encouraged to review the current locations of the Public Transport stops and “Primedia” stops in use in the Metro (see electronic database provided). Tenderers are to note that, although a minimum total of 2500 shelters are to be provided, a certain proportion of these shelters fall into advertising exclusion zones, where no advertising is permitted (refer to Clause 13.2.5, below).

Table 13.1: Type and Number of Public Transport stops in 2017

Type / Description	No. of Shelters	Minimum No. of Shelters to be replaced/erected under this Contract
Extended feeder	19	19
Full feeder	178	178
Concrete	197	197
Brick	20	20
Primedia	623	623
Elvis	182	182
Cantilever feeder	107	107
Steel	41	41
Timber	3	3
Other	25	25
<b>Sub-Total (legacy shelters)</b>	<b>1395</b>	<b>1395</b>
None (Pole only)	2591	1005
Blank (No infrastructure)	302	100
MyCiTi (Phase 1A, B & N2 shelters)	875	
<b>Sub-Total</b>	<b>3768</b>	<b>1105</b>
<b>Total stops</b>	<b>5163</b>	<b>2500</b>

### 13.2.2. New Shelters and Poles

It is envisaged that only four shelter types will be developed to replace the existing range of legacy shelters and/or stops. Tenderers must provide a conceptual design for each shelter type in terms of the Brand Plan for Transport Department. The four shelter types are described as:

- Pole only: Does not technically provide shelter, but contains a marker on a pole that indicates where a bus must stop to drop or pick up passenger/s. More than one pole type could be provided, or markers could be attached to existing poles, such as street lights.
- Cantilever: Has a roof and back panel only.
- Full: Has a roof, a back panel and side panels on one or two sides.
- Extended: A modular combination of two or more full shelters to meet higher passenger demand.

Tenderers must design and incorporate a suitable foundation sub-structure for the shelter design which needs to be approved by the CCT.

Over the fifteen-year term of the agreement, the successful tenderer will supply and install a minimum of 2 500 shelters and poles at locations identified by the CCT. The Tenderer must specify the rate and mix of shelter types to be installed in each of the first five years of the contract in their tender proposal.

The decision of which shelter type to provide is a function of the number of peak hour and daily passenger demand.

- Pole only: At all stops where a larger shelter is not warranted, including all identified stops where passengers disembark, and not necessarily board at present;
- Full: Where the daily passenger demand is between 50 and 450;
- Cantilever: Where a Full shelter is warranted, but cannot fit in the available space (each case needs approval from the Client);
- Extended: Where the total daily boarding exceeds 450 passengers per day.

Annexure B shows examples of what is meant by the four different types of shelters, using the MyCiTi system's shelters as an example. It is important to note that the information in Annexure B must be used as an EXAMPLE ONLY, and that the successful tenderer may provide an alternative shelter design drawing, which must be approved by the Client prior to implementation. Micro location of the MyCiTi shelter will be determined by the CCT.

Tenderers are to note that new shelter designs, to replace Legacy shelters, do not need to be universally accessible.

Annexure C gives a schematic (not to scale) indication of the sequence of work and advertising opportunities for different shelter types over the life of the contract.

### 13.2.3. Advertising on MyCiTi Shelters

From about July 2021 the advertising at existing and new MyCiTi shelters will be included in the scope of work of this tender. Advertising rights at all shelters, added under future phases of the MyCiTi programme, will be included in this tender. Due to the variable time frames of future phases, the CCT cannot indicate the number of new shelters that will be added during the contract period, nor where they will be provided. For instance, the locations of many shelters to be implemented along the Phase 2 (Lansdowne-Wetton) route over the next 3 to 5 years have already been determined.

It is envisaged that the Tenderer might identify innovative advertising opportunity at unique shelter locations, for which additional approval would be required.

### 13.2.4. Implementation Schedule

In order to assist tenderers to determine the implementation scheduling, the minimum number of shelters to be implemented per annum is as provided in Table 13.2. The first year reduction indicates the reprieve due to the start-up process of finalising designs, preparing the manufacturing facilities, streamlining work processes and obtaining wayleaves. It is a requirement that at least 67% of the Extended shelters be implemented in year one, with the remainder in the first half of year two.

The CCT expects the annual number of shelters to be provided at approximately the same monthly rate in any year. The Tenderers shall provide a schedule showing the range of installations per month. Failure to meet the required number of installations per month shall result in a penalty, as discussed in Section 13.8.

Table 13.2: Existing Advertising Opportunity available from Year 1 and anticipated number of new shelters to be implemented in the first 5 years of the Contract

		Per Annum				
		1	2	3	4	5
<b>Existing Advertising</b>						
MyCiTi (total)	875					
MyCiTi (advertise)	676					
Extended		8				
Full		250				
Cantilever		172				
Pole only		246				
BRT Stations	42	42				
<b>New Shelter types</b>						
Extended	31	21	10			
Full	546	87	115	115	115	115
Cantilever	918	147	193	193	193	193
Pole only	1005	161	211	211	211	211
<b>Total</b>	<b>2500</b>	<b>414</b>	<b>529</b>	<b>519</b>	<b>519</b>	<b>519</b>

All 875 MyCiTi shelters will be available to the successful tenderer from the contract commencement date including all available advertising space within BRT Stations. The distribution of the existing MyCiTi suite of

shelters is as indicated in Table 13.2.

As part of this contract, the successful tenderer will assume responsibility (including maintenance) for all existing “Legacy” shelters and will be entitled to sell advertising space on these shelters during the roll-out period.

The locations for the top 320 priority shelters for the first year will be provided to the successful tenderer. Thereafter the successful tenderer will determine the next priority, in conjunction with the CCT, according to the parameters discussed below. The successful tenderer will have some discretion to select shelters in year one. These should be selected in a manner that improves the efficiency of the implementation process, e.g. in proximity to the 320, to reduce the unit cost on implementation. It may also be necessary to replace, rather than repair, damaged shelters that are not on the priority list.

The list may include shelters that are being replaced under the existing MyCiTi contract, or that have become redundant for other reasons. Such shelters will be taken off the priority list, and will be replaced by others, in conjunction with the Client or his representative.

As part of the roll-out of future phases of the BRT service in the City of Cape Town, additional stops/shelters will be required to be implemented as part of this contract as well.

Annexure E shows a map of clusters around the top priority shelters. It is a requirement to plan the implementation program around clusters to facilitate planning, construction efficiency, communication to the public, as well as supervision by the Client. However, the number and size of clusters, as well as the number of clusters to be implemented at any point in time may vary from the examples shown in Annexure E.

#### 13.2.5. Factors Influencing Revenue Collection

Factors that affect the revenue potential of any advertisement include its size, the number of people from different market segments it is exposed to, and the duration of exposure, amongst other things. Advertising, as governed by the CCT’s Outdoor Advertising and Signage By-law, prohibits or limits on-street advertising in specified parts of the City of Cape town. Such areas, termed “exclusion zones”, include certain scenic routes, close proximity to traffic signals or intersections, and close proximity to certain designated heritage buildings or places.

Revenue can therefore not be generated from all shelters and poles, which are required in the public transport system. Even where revenue is possible, it may not always exceed the cost to install or maintain any one shelter or stop over its life. Tenderers should assume that advertising revenue would be collected from at least 70% of the shelters and poles it will provide, maintain and manage. The tender makes provision for reducing the Service Provider’s obligation to the CCT if advertising is not allowed on a greater proportion than 30% of the total required number of shelters for whatever reason (refer to “Tender Price Proposal”).

The CCT acknowledges that it is in the interest of the successful tenderer to prioritise the installation of revenue generating shelters. However, this may not always be in the best interests of the public transport users. The replacement programme is based on prioritising of shelters over a 12-month period according to:

- i) The number of passengers per day, and
- ii) The condition of a shelter.

In the event that the contract period is extended beyond the initial 15-year period, this will be for a minimum duration of 6 months, to ensure viability of advertising contracts.

#### 13.2.6. Description of Services

The CCT approved its Integrated Public Transport Network plan (IPTN) in 2013, which describes the process of improving public transport across the Cape Metropolitan Area (CMA). The rollout of MyCiTi services included the provision of both trunk stations and shelters on feeder routes. These shelters are currently provided under a MyCiTi shelter contract, which expires at the end of June 2021.

This tender will focus on shelters and stops for road-based public transport services that are typically provided by Golden Arrow Bus Services (GABS) and Minibus Taxis, collectively referred to here as legacy stops. It should be noted that both MyCiTi and legacy stops can occur within a local geographic area or even along parts of a road where routes overlap. The number of legacy Public Transport stops (with shelters or poles) is subject to increase or decrease over time. This could be the result of changes to zoning ordinances, land use changes along Public

Transport routes and other impacts to the Public Transport system. The number of legacy stops would also decrease where these are replaced by MyCiTi stops.

The CCT intends, through this contract, to replace all existing legacy shelters with the four newly designed shelter types over a period of no more than fifteen years. The successful tenderer will be able to generate advertising revenue from all existing and new shelters that are not managed by the MyCiTi project (MyCiTi shelters), from the date the tender is awarded, and from all MyCiTi shelters and BRT Stations, as from 1 July 2020. All facilities will be maintained for the full duration of the contract, regardless of whether it has been replaced already.

Upon awarding of the contract, the CCT requires the following from the successful tenderer:

- i) To take control of all shelters not under the control of the MyCiTi shelter contract;
- ii) Assume responsibility for the maintenance and upkeep of all shelters – both existing and new;
- iii) Immediately generate advertising revenue from eligible “legacy” and MyCiTi shelters;
- iv) Finalise the design of the four new shelter types;
- v) Manufacture at least one prototype of each shelter type for inspection and testing by the CCT;
- vi) Finalise an implementation schedule for the first-year priority shelters;
- vii) Apply for wayleaves and arrange other logistical elements necessary for the implementation of the priority schedule;
- viii) Implement the replacement and introduction of (2,500) new shelters according to the schedule;
- ix) Remove and dispose of all materials not forming part of new shelter;
- x) Implement the introduction of new shelters (over and above the 2,500 shelters) according to CCT requirements, as and when required, for the duration of the contract. These would typically include shelters on dedicated BRT feeder bus routes (e.g. Phase 2A).
- xi) Upon expiration of the existing MyCiTi shelter contract (viz. the end of June 2021), also assume responsibility for, and generate advertising revenue from MyCiTi closed and open feeder shelters. The Tenderer will not be responsible for cleaning and maintaining MyCiTi stations, and will only manage the sale of advertising in the space provided.

Although not an employee of the CCT, the successful Tenderer, in performing under this Contract, effectively represents the CCT with regard to the CCT’s Public Transport Shelter Advertising Program. For this reason, while performing under this Contract, the successful tenderer and its employees must present and conduct themselves in a manner that reflects credit upon the CCT and must do nothing that reflects negatively upon the CCT, cause the CCT to be held in disrepute, or subject the CCT to criticism.

### **13.3. OVERVIEW OF THE PROJECT**

#### **13.3.1 General**

Public Transport shelters or poles play a number of key roles in support of improved public transport operations. In the case of conflicting technical specifications, these functional specifications should guide decisions about the provision of a shelter or pole.

- Firstly, it designates the exact location where passenger can board and alight. This encourages passengers to congregate at a single location to reduce the number of stops a vehicle makes.
- Secondly, it confirms to a driver that it is safe to stop at that location, and reduces the need for drivers to stop where it may not be safe, or to continuously look for passengers along a route, which could distract them from the driving task.
- Thirdly, it provides passengers some refuge against the elements while waiting for a vehicle to arrive.
- Fourthly, it could serve as a place of information about the services passengers can expect at that stop, while displaying advertising in the remaining space.

### 13.3.2 Design Criteria and Requirements

With reference to Annexure B, each Public Transport Shelter (excluding "Pole only") must be equipped with at least:

- A roof to provide protection against sun and rain;
- Side panels on one side (cantilever) or two to three sides (full) to protect against wind and rain;
- Spaces for transport information (Public Transport stop name and Public Transport route maps and timetables) that are not exposed to the predominant wind direction;
- Advertisement spaces on both sides of a panel and on the roof, integrated in each Public Transport Shelter which shall be reserved for the Successful Tenderer for commercial advertising;
- Public lighting: All shelters shall serve as public lighting sources, providing similar illumination as the CCT's street lights (refer to Clause 13.4.3, below);
- Each Public Transport shelter or pole must have a unique identification number, which will be recorded on the CCT's asset register;
- Each Public Transport shelter or pole must display the successful tenderers' business name and contact details;
- The structure must be firmly secured into a solid base. A concrete surface bed approved by the CCT may be required in certain instances.
- The area around the shelter shall be tied in with the nearest kerb or building, or be extended for at least 3 meters from the edge of the shelter, using brick paving or suitable alternative. This will provide clean waiting space and/or clear walkway to and from the shelter floor.
- Except in cases where there is an existing Public Transport shelter, the successful tenderer shall be required to supply, erect or remove shelters but only when directed by the CCT. Where the removal of a particular shelter that is part of an existing advertisement campaign is required, the Tenderer bears this risk and will be responsible to negotiate amenable terms with the advertising Client.
- Displaying of advertisement material on any site shall be in terms of the relevant outdoor advertising and signage By-Law and procedures of the CCT (viz. By-Law No. 10518 of 2001).
- Locality plans for each proposed shelter are to be approved by CCT's Environmental Management Department (ERMD). The locality plans are to be professionally prepared design drawings to a scale of 1:100 or larger, showing:
  - a) Existing surface levels relative to an establish benchmark,
  - b) Kerblines, boundary fencing, street furniture, footpaths, driveways, adjoining street intersections and utility services,
  - c) The location of the proposed shelter slab relative to the established benchmark and kerblines, including design levels and distances to any other street furniture or service utilities.
  - d) The extent of shelter roof overhang.
- The successful tenderer has the option to illuminate the Legacy replacement shelter advertising space if approved by the CCT.
- Unless restricted by the CCT with regard to permitted levels of lighting, the successful tenderer must illuminate all new MyCiTi shelters servicing formalised BRT feeder routes (e.g. Phase 2A), including all "Pole only" type stops.
- The use of digital advertising panels is possible, subject to approval by the CCT.
- Passenger seating will be installed in every shelter and will consist of steel bars as identified in the shelter design shown in Annexure B.
- Materials used for the shelter must be according to the design specification as specified in Clause **Error! Reference source not found.**
- Advertising panels shall be integrated into the design of shelters (as indicated in Annexure B).
- Shelters shall not interfere with vehicular, pedestrian and or cycle movement;
- Shelters shall not interfere with sight lines for motorists, or otherwise create a traffic safety risk.

- The maximum dimensions of advertising on Public Transport shelters shall be based on the standard advertising panel size index as specified in the design guidelines.
- No tobacco or liquor advertising will be allowed.
- All advertising must adhere to the Advertising Standards Authority code (ASA code).

### 13.3.3 Universal Access

All new MyCiTi trunk services are constructed to be Universally Accessible (UA). However, the current Golden Arrow Bus Services (GABS) and Minibus-taxi (MBT) fleets are not accessible to all passengers with mobility impairments. It is accepted that the legacy shelters to be replaced under this contract, will be upgraded to provide universal access over time, and in an incremental manner, and will thus not form part of this contract.

- There is a need to replace the current legacy shelters from a dignity point of view;
- This programme to replace the bus shelters and a separate programme for the delivery UA platform;
- The super-structure needs to be so designed such that it can be re-used when the UA platform is built once the stop is formalised as part of a formal BRT service.

Retrofitting - Universal Accessibility of the Broader Public Transport Feeder Fleet:

- Transforming the existing public transport system (GABS and MBT) to be universally accessible system is an incremental approach to be undertaken over a number of years;
- Is subject to receiving the contracting authority for scheduled bus services;
- Re-capitalized buses will need to be refurbished to allow for Universal Accessibility.

### 13.3.4 Type and Location for the Replacement and Installation of Shelters

The new shelters shall consist of a suite or family of shelters that have the same “look and feel” as the current MyCiTi bus shelters. The suite shall consist of four main types viz. extended, full, cantilever or pole only.

Public Transport shelters shall be installed at locations approved and identified by the CCT Any existing CCT Public Transport shelter scheduled to be replaced by the new Public Transport shelter shall be demolished and suitably disposed (it may be re-used or made available to other municipalities / clients) at the expense of the successful tenderer. Existing Public Transport shelters may only be removed, with the approval of the CCT, to coincide with the installation of the new Public Transport shelter structure installation programme.

The CCT has taken the following site selection criteria into account when deciding on the prioritisation and implementation programme for the Public Transport shelter locations:

- Commuter numbers;
- Located on a Public Transport route or a Public Transport stop;
- Commuter requests;
- Location of existing shelters;
- Geographic distribution of stops;
- Adjacent property owners' objections;
- The presence of other structures or sidewalks;
- Priorities as advised by local Public Transport operators and the community.

In general, Public Transport shelters shall be installed to allow a minimum clear path width of 1.8 m on the sidewalk between the shelter and the roadside kerb. However, a reduced clearance may be approved by the CCT if it is considered that there is a compelling reason for a Public Transport shelter at the nominated location in the public interest. Under no circumstances shall a shelter be allowed where the clearance would be reduced to less than 1.6 m. The clearance for a shelter may include the area covered by the shelter roof overhang, provided such overhang is a minimum of 2.25 m high. Adequate lines of sight from adjoining driveways and intersecting roads to approaching vehicles, traffic signals, traffic management signs and pedestrians, shall be considered when locating Public Transport shelters. Sight lines shall provide adequate stopping distance in accordance with CCT By-Laws.

### 13.3.5 Phasing of Implementation

The proposed implementation program must ensure joint implementation of all shelter types within a geographic area (cluster), regardless of the revenue potential per type.



### 13.3.6 Disposal of Expired Shelters

The CCT subscribes to the sustainable practice of Reduce, Reuse, Recycle. Disposal to landfill should be seen as a last resort. The Tenderer will over the first five years remove a large number of legacy shelters. In some instances (e.g. concrete shelters) the dismantling process will result in rubble to be removed to landfill. In other instances material should be recycled via proper agencies.

Where shelters (e.g. Primedia-type) are in a condition to be re-used, these must be offered to local communities first. The successful tenderer must, via the CCT's project officials, inform local councillors or community members (schools etc.) of the imminent removal of shelters in their area (another reason for working in geographic clusters). Parties showing interest to obtain these must identify a location where the successful tender will remove these to, after which it becomes the responsibility of the recipient.

If no such interest is shown, the successful tenderer may offer shelters to any other party, or alternatively dispose of them in a responsible manner. Disposal specifically excludes its installation along a public road within the Cape Town municipal area.

## 13.4 TECHNICAL SPECIFICATIONS

### 13.4.1 Site Preparations

Removing existing and preparing the site for the new shelter is viewed as construction related work to prepare the site. It is the CCT's intention and desire to reduce the cost of shelters, and the time taken to install these to minimise the disruption to all users of the road system. Preparing the site for a new shelter would include:

- i) Securing the site by demarcating the work zone to prevent public access;
- ii) Removing existing shelters, if applicable;
- iii) Preparing the foundation for placement of the top structure;
- iv) Preparing an electricity connection (optional for legacy replacement shelters BUT mandatory for formalised BRT feeder shelters);

The roll-out provides for the provision of Shelters only, with a concrete raft footing (slab) and an electricity supply for lighting. The concrete footing should be of an acceptable prefabricated design placed on a prepared surface area. Apart from the formalised BRT shelter stops, no other major civil works will be required at stops. To be clear, embayments, work on the road, block paving around the shelters (only tie-ins with the surrounding kerbs or existing edges within about 3m), Kassel kerbs, tactile paving, etc. will not be required for the legacy replacement locations.

It is the responsibility of the successful tenderer to obtain information about the presence of utilities (water, electricity, etc.) at the site, and ensure that these are not damaged during preparation of the site. The successful tenderer will be responsible to obtain the necessary wayleaves before commencing work at any site.

Any other street furniture in the direct vicinity of the site shall be temporarily removed and either stored on site (within the demarcated work space), or kept off-site if there is a risk that it may be removed by other parties. Where it is not practically possible to accommodate safely the movement of people past the demarcated space, provision must be made to guide them along a viable alternative route.

Where the works interfere with the normal Public Transport stop location, temporary arrangements, including appropriate temporary signage shall be provided. The relevant Public Transport service providers and CCT's Traffic Department may need to be consulted in this regard.

### 13.4.2 Materials Specifications

Both the footing and super-structure of the shelter should be manufactured to ensure safe operation for its 15-year design life. Any proposal for new types of shelter shall comply with all National Regulations, all planning legislation, environmental laws, the relevant South African National Standards (SANS), and it must honour any international Treaty to which the Republic of South Africa is a signatory.

The Service Provider shall take cognisance of, and adhere to the aforementioned in the execution of his own work and when compiling specifications for construction works. International standards should only be used where no national standards exist, or where it is the norm to use or refer to international standards.

The relevant SANS include:

1200 GE	-	Precast concrete (structural)
1200 H	-	Structural steelwork
1200 HA	-	Structural steelwork (sundry items)
1200 HB	-	Cladding and sheeting
1200 HC	-	Corrosion protection of structural steelwork
1200 HE	-	Structural aluminium work

#### 13.4.3 Illumination Requirements of the Shelter and Advertising Panels

Strip lighting is required to illuminate system information. advertising panels should be backlit to provide additional lighting. Restrictions may apply to the level of lighting, particularly in residential areas. The Totem light serves to highlight the position of the bus shelter to the bus driver within the street environment.

Whilst all formal BRT feeder shelter stops are to be illuminated, Legacy replacement shelters may be illuminated to improve visibility for passengers and advertising. The maximum luminance permitted on Public Transport shelters should not exceed the appropriate levels as specified in the CCT By-Laws. Illuminated advertising shall be displayed and located in a manner that does not cause glare; or otherwise dazzle or distract drivers of vehicles; or adversely affect the amenity of the surrounding area.

Approval for electricity supply to illuminate shelters should be obtained from the CCT's Electricity Department. The Tenderer will remain responsible for the electricity connection between the shelter and the point where access is taken. Electricity will be paid on an average consumption rate as charged by the CCT's Electricity department. This cost will form part of the expenses covered by the successful tenderer. Efficient use of energy is not only a CCT objective, but would also result in a financial benefit to both the successful tenderer and the CCT.

#### Lighting

High efficiency LED's, Cree or Osram, or equivalent, (> 100 lumens/watt: absolute photometry) and CRI > 70, shall be used. Colour temperature shall be neutral white (4000K). The Route Map, AD Box and Pole LED Engines shall draw no more than a combined total of 60mA.

- Corrosion Resistance: Lighting fixtures should be corrosion resistant in terms of coastal environmental exposure ratings;
- Vandal \ theft resistance: Lighting fixtures should be low maintenance and vandal \ theft resistant;
- Efficiency and durability: Lighting fixtures should be energy efficient and durable – current LED lighting units consume less than 20 kWh / month / shelter and carry a three year Osram factory warranty;
- Electrical supply: Bus shelters are supplied from the nearest street lighting column, the supply of which is controlled by an area based photocell;
- Electrical reticulation: The maintenance liability of the supply cable between the street column and the bus shelter shall rest with the successful tenderer;
- Application for Electrical supply: The successful tenderer shall be responsible for applying to local electricity authority for the provision of an unmetered electrical supply.

#### 13.4.4 Typical Installation

##### Signposts

Any existing road signs or Public Transport stop signs shall be relocated from within the area between the shelter and the kerb. Road signs can only be relocated following consultation with CCT's Traffic Engineer. Public Transport stop signs shall be relocated to 1.5 m past the departure side of the shelter.

##### Other Street Furniture

Any other street furniture, such as bins or seats shall be located so as not to impede pedestrian and wheelchair movements around the new shelter in accordance with the clearance requirements described in Subsection **Error! Reference source not found.**

### Public Transport Shelter Installation

All applicable building policies must be complied with in the manufacture of the shelter and permits, development consents etc., obtained from the relevant authorities at the successful tenderer's expense to facilitate their installation. Quality workmanship must be employed at all stages of the construction and installation process and local manufacture is encouraged.

Pre-manufactured shelters, including their foundation slabs (for legacy shelter replacement locations only), shall be delivered and installed directly onto the final location of the prepared site, where it shall be connected to the electricity supply. Thereafter, any street furniture that was temporarily removed must be replaced, the surrounding pavement be reinstated to be flush with the floor of the top structure. Installation shall be complete upon the removal of any excess materials from the site, and clearing the barriers to allow public access to the shelter.

During the term of the contract, the CCT may instruct the successful tenderer in writing to remove, replace or relocate shelters as necessary to accommodate changing needs (including relocation of the Public Transport shelter), to enable construction, maintenance or repairs to public utilities, public works etc. or to address security concerns. The physical cost of removal of structures not being replaced or relocated shall be the responsibility of the appointed Service Provider.

#### 13.4.5 Design Documentation

All design documentation that provides evidence that the installations will adhere to the functional requirement specified above, shall be submitted as part of the proposal. The CCT will review and adopt the design specifications when it is satisfied that it would achieve the desired quality of the final product. The CCT will then use these designs to perform the quality control of all installations.

#### 13.4.6 Quality

Specifications for all construction works shall adhere to the relevant SANS standards, and all construction works shall be constructed strictly according to details shown on Detail Design drawings, signed off by a Professionally Registered Structural Engineer.

### **13.5 CONSTRUCTION MONITORING AND SUPERVISION**

In order to ensure that the implemented MyCiTi bus shelters are constructed in accordance with the approved design and standard, the CCT will appoint (through a separate third party consulting appointment) an agent to monitor the construction of the bus shelter and related works. All shelters will require a completion certificate to the satisfaction of the CCT's agent prior to hand-over to the successful tenderer before advertising can be permitted on that particular shelter.

### **13.6 MAINTENANCE OF SHELTERS**

The successful tenderer will be responsible for the complete maintenance of all new Public Transport shelters for the entire term of the contract. Cleaning of Public Transport shelter structures shall be the responsibility of the successful tenderer, including cleaning the pavement within and 3.0m around Public Transport shelters. Maintenance of the structures shall include regular inspecting; repairing, cleaning and removing of graffiti from the structures to ensure public safety and aesthetic appearance. Repairs that are necessary to ensure public safety, as determined by the CCT, shall be performed within 24 hours of written notification by the Manager responsible for Public Transport shelters. The CCT Public Transport Shelter Manager will have the right to inspect Public Transport shelter structures and sites to ensure compliance with installation, maintenance and repair requirements.

The successful tenderer must during the term of the contract, regularly clean, maintain and repair the Public Transport shelters to the satisfaction of the CCT and comply with the following minimum maintenance performance requirements:

- Cleaning, including the removal of stickers and graffiti from the structures;
- Repairing and replacing any damaged parts (including all lighting components);
- Removing and replacing any damaged pieces of the advertising Public Transport shelters that cannot be repaired on site;
- Inspecting the advertising on Public Transport shelters as necessary.

Tenderers must submit as part of their Proposal:

- A program for preventive and curative interventions on all the Public Transport shelters including response time for typical and emergency maintenance and repair tasks;
- A description of operational and maintenance methodology and organisation proposed;
- A description of the human and material resources dedicated to the performance of the contract.

Vandalism

- In the event that damage to shelters occur more than twice in a period of three months, which can be ascribed to vandalism, the successful tenderer should suspend the general repair and maintenance regime until such time that the risk of further vandalism is substantially reduced. It is in the best interest of the Service Provider that innovative “vandal proof” materials be considered for the shelter structure.

### 13.7 MANAGEMENT OF THE SALE OF ADVERTISING

Advertising panels are to be designed as an integral part of the Public Transport shelter structure and are not to detract from the aesthetics of the structure as depicted in Annexure B. They must not physically or visually obscure or impede the functionality of the service being provided by the structure. Public and user safety must not be adversely impacted by the location or size of advertising panels. Audio advertising will not be permitted. The display of tobacco and alcohol advertising will also not be permitted. Any type of advertising which is false or misleading, which promotes unlawful or illegal goods, services or activities or which is otherwise unlawful, offensive or obscene as determined by the Contract Manager shall also be prohibited. In accordance with the CCT outdoor advertising By-Laws, the successful tenderer must submit a signage plan to the CCT’s Environmental Department for approval.

The maximum allowable advertising space under the contract for advertising panels for Public Transport shelters shall be four portrait sides (4 x 1.44m x 0.9m) and a back-landscape panel (1 x 0.9m x 1.44m) for the current A-type “Primedia” type shelter and two portrait sides (2 x 1.77m x 1.15m), a back landscape panel (1 x 0.9m x 1.44m) and a weather strip (1 x 1.7m x 0.31m) for the 6-sheet shelter types. The Double 6-sheet type shelter advertising area incorporates an additional back landscape panel to the standard 6-sheet Public Transport shelter type.

The successful tenderer will assume responsibility for the sale of advertising space on all the Public Transport shelters and shall have the exclusive right only to the advertising display spaces on CCT’s Public Transport shelters as defined above.

The successful tenderer shall have the following primary responsibilities:

- 1) Be solely responsible for the sale of all advertising space for all Public Transport shelters under this contract, including soliciting placement, administering and management of advertising for the Public Transport shelters.
- 2) Be solely responsible for all costs associated with keeping the Public Transport shelters in a satisfactory condition as necessary to meet the expectations of the CCT. It is anticipated that this work would include, but not be limited to: production, installation and removal of advertisements; and replacement of all transparent protective coverings on advertising panels cleaning of advertising surfaces, and providing poster clips for posters.

- 3) The CCT will not accept responsibility for accidental damages to advertising display panels or associated advertisements except in the case of negligence by CCT employees or other Contractors employed by the CCT.
- 4) Ensure that all the advertisement poster material is of quality sufficiently appropriate to endure the physical environment of Cape Town. All advertisements shall be in a clean and attractive condition acceptable to the CCT.
- 5) Ensure that advertising does not interfere with the normal operations of the CCT's Public Transport system.
- 6) Ensure that worksites are kept clean of all rubbish and debris generated by the work involved, and perform all work such that no damage is incurred to private or CCT property, and shall be responsible for any damage caused to such property.
- 7) All work performed within the Cape Metropolitan Area shall adhere to the policies and regulations of CCT.

A detailed inventory of all existing Public Transport shelters and stops owned by the CCT will be provided electronically. The successful tenderer must accept the existing 623 "Primedia" shelters in their present condition.

The successful tenderer will be obliged to enter into a binding contract with the CCT on the conditions expressly or by implication embodied in this contract, immediately upon notification to the Tenderer of the acceptance of the submitted tender by the CCT. The term of the contract shall be fifteen (15) years from the date of signature of the contract. The successful tenderer must commence delivery of the required services immediately upon notification of acceptance of the tender by the CCT. During the term of the contract, the successful tenderer will be required to install a minimum of 2 500 Public Transport Shelters and Poles (or more as stipulated in the bid submission) in the designated areas as indicated by the CCT.

### **13.8 PENALTIES**

Penalties will be enacted by the CCT against the Advertising Contractor should there be any dereliction of obligation. These penalties have been set out in the Penalty Schedule which is included as Annexure F. Included in Annexure F is a clause that makes it incumbent on the Advertising Contractor to report timeously and accurately on advertising space utilised as per the schedule of the available space provided by the CCT. Should the CCT identify that there has been inaccurate reporting, it may levy a fine of an additional 10% of the advertising revenue legitimately due to the CCT for that month.

The CCT shall be entitled to impose Penalties on the Advertising Contractor according to the Penalty Schedule. Subject to the remaining provisions of this Clause, without limiting the CCT's right to impose Penalties in accordance with the Penalty Schedule, the following shall apply in relation to Penalties as a result of:

A breach of the provisions for cleaning of shelters:

- where the Advertising Contractor has notified the CCT of any repair or maintenance required to any of the Advertising Sites, such notification has been provided to the CCT, the Advertising Contractor shall be afforded a period of 10 Business Days to effect such repairs or maintenance from the date of such notification;
- where the Advertising Contractor fails to notify the CCT timeously as contemplated in the clause above and the CCT identifies repairs or maintenance required to any of the Advertising Sites and notifies the Advertising Contractor in writing accordingly, the Advertising Contractor shall then be obliged to effect such repairs or maintenance within 3 (three) Business Days from the date of such notification;

Failure by the Advertising Contractor to comply with the aforesaid provisions within the stipulated time periods, shall attract Penalties in accordance with the Penalty Schedule attached in Annexure F.

Where the rate of installation falls below the agreed monthly schedule, a penalty of twice the monthly revenue offered in Item 2 of Section 4, Price Schedule, for each unfinished shelter, shall be payable to the CCT.

### **13.9 CCT ADVERTISING BY-LAW**

The CCT reserves the right, from time to time, to suspend, modify, or review the Outdoor Advertising and Signage

By-Law (By-Law no. 5801, First amendment by-law 2013) as it deems necessary to comply with legal mandates or to facilitate its primary transportation function. The successful tenderer is expected to apply those standards to all advertisements submitted by their clients.

If the successful tenderer is in breach of any of the provisions of the CCT by-law, a fine will be imposed in terms of the provisions of the CCT's relevant by-law.

The successful tenderer shall be responsible for the content of all advertising to be displayed on the Public Transport shelters and shall use the CCT's By-Law as a basis for accepting advertising content for posting.

The successful tenderer shall indemnify the CCT from all litigation regarding the sale of advertising and the acceptability of advertising content. The CCT is furthermore indemnified from litigation resulting from rejecting advertising applications because of content.

It is the intention of the CCT that all Public Transport advertising panels are to be set aside for commercial advertisements or for Public Transport information, as provided by the CCT. As previously indicated, the primary purpose for the Public Transport advertising panels is to generate revenue and, in so doing, improve and expand the Public Transport facilities provided.

The CCT reserves the right to require the successful tenderer to remove within twenty-four (24) hours of a written notice by the CCT and, at their own expense, any advertisement which is unsightly in appearance or is in violation of the CCT advertising standards.

### **13.10 SHELTER ADVERTISING AGREEMENT**

The successful tenderer must acknowledge that the CCT is the owner of all intellectual property rights in respect of any designs, specifications or methodologies and techniques utilized in respect of the display of the advertising on the Public Transport shelters or the construction and erection thereof.

All Public Transport Shelters and Poles will remain the sole property of the CCT after the term of this contract.

The CCT shall grant the successful tenderer the exclusive right to supply, install and manage advertising on Public Transport shelters on CCT owned land for the duration of the fifteen-year contract. In order to preserve the environment and, in particular, to avoid the excessive cluttering of public land, the CCT shall not install, or permit to be installed within 100 meters of Public Transport shelters referred to under the present contract, any advertising infrastructure which the successful tenderer could consider as possibility affecting and/or prejudicing the aesthetic or commercial advertising value, particularly the visibility of the shelter.

The shelters shall remain the property of the CCT until they are disposed of in terms of the relevant asset management procedures. It is expected of the Service Provider to maintain the Shelters in accordance with the required standards until the end of the contract period.

### **13.11 LEGAL REQUIREMENTS**

In terms of the Second Hand Goods Act, Act no 6 of 2009, no person shall deal in second hand goods, except if a certificate is granted to him or her in terms of the Act. Scrap metal such as any ferrous metal, lead, copper, tin, aluminium, brass or zinc or any article or substance consisting wholly or principally of one or more of these metals, are deemed to be goods in terms of the Act. Any goods that have previously been used in the Republic are deemed to be second hand goods. Scrap metal would fall into the latter category.

### **13.12 OCCUPATIONAL HEALTH AND SAFETY**

The successful tenderer shall comply with all relevant requirements of the Occupational Health and Safety Act (Act No. 85 of 1993), as amended, and as amplified by the Construction Regulations, 2014, and including any later revisions in order to comply with COVID-19 regulations.

The project will be carried out in areas freely accessible to the general public and public traffic, both pedestrian and vehicular. The successful tenderer shall take all necessary steps to ensure that the safety of the public is maintained at all times, and that all the requirements of the relevant Occupational Health and Safety legislation are complied with.

**13.13 TRADE NAMES OR PROPRIETARY PRODUCTS**

Bid specifications may not make any reference to any particular trade mark, name, patent, design, type, specific origin or producer, unless there is no other sufficiently precise or intelligible way of describing the characteristics of the work, in which case such reference must be accompanied by the words “or equivalent”.

**TENDERERS MUST NOTE THAT WHEREVER THIS DOCUMENT REFERS TO ANY PARTICULAR TRADE MARK, NAME, PATENT, DESIGN, TYPE, SPECIFIC ORIGIN OR PRODUCER, SUCH REFERENCE SHALL BE DEEMED TO BE ACCOMPANIED BY THE WORDS ‘OR EQUIVALENT’**

**13.14 EMPLOYMENT OF SECURITY PERSONNEL**

All security staff employed by the supplier on behalf of the CCT or at any CCT property must be registered with Private Security Industry Regulatory Authority (PSiRA). Proof of such registration must be made available to the CCT’s agent upon request.

ANNEXURE A

Examples of current range of shelter in use across the Metro.

Typical Yellow & Blue “Primedia-type” Shelter



Typical Concrete Shelter



Typical Elvis Shelter



Typical Steel Shelter





Typical Custom Shelter



Typical Pole only



Typical Brick Shelter

No Image available.

Typical Timber Shelter

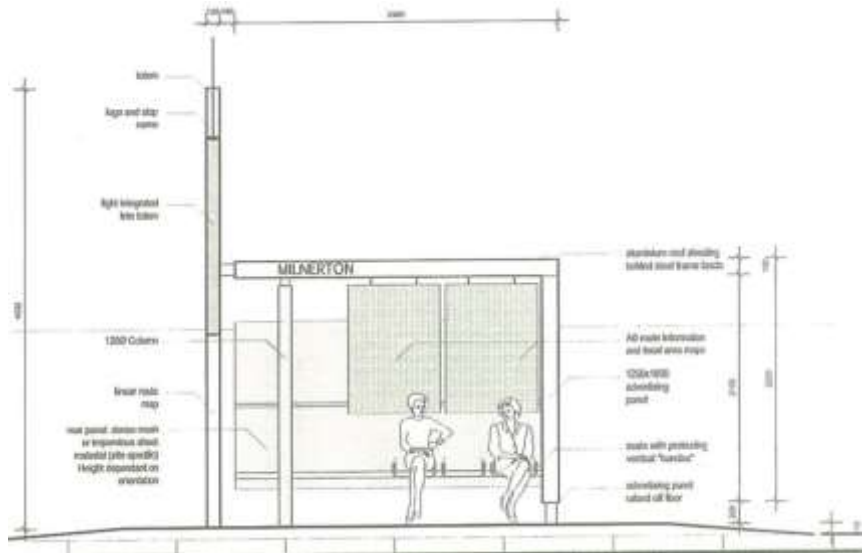
No Image available

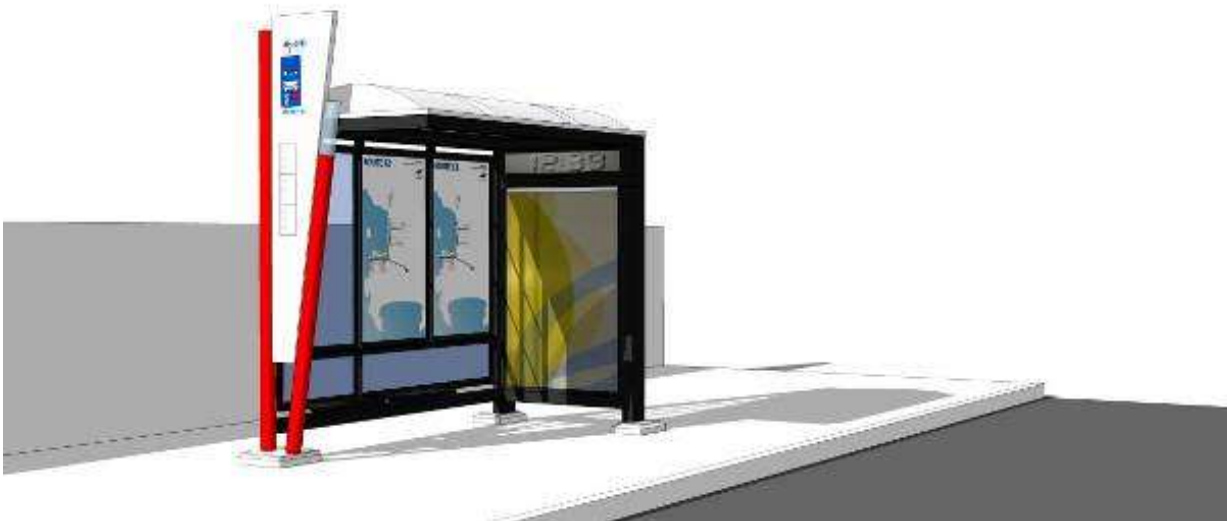
ANNEXURE B

Examples of what is meant by the four different types of shelters.

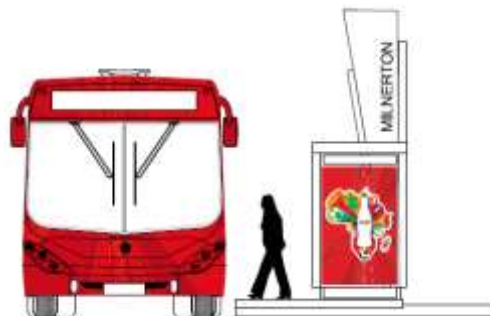
Full shelter

Architectural drawings and an artist's impression of the open feeder stop (full shelter) appear below, with the space available for advertising shown in yellow:



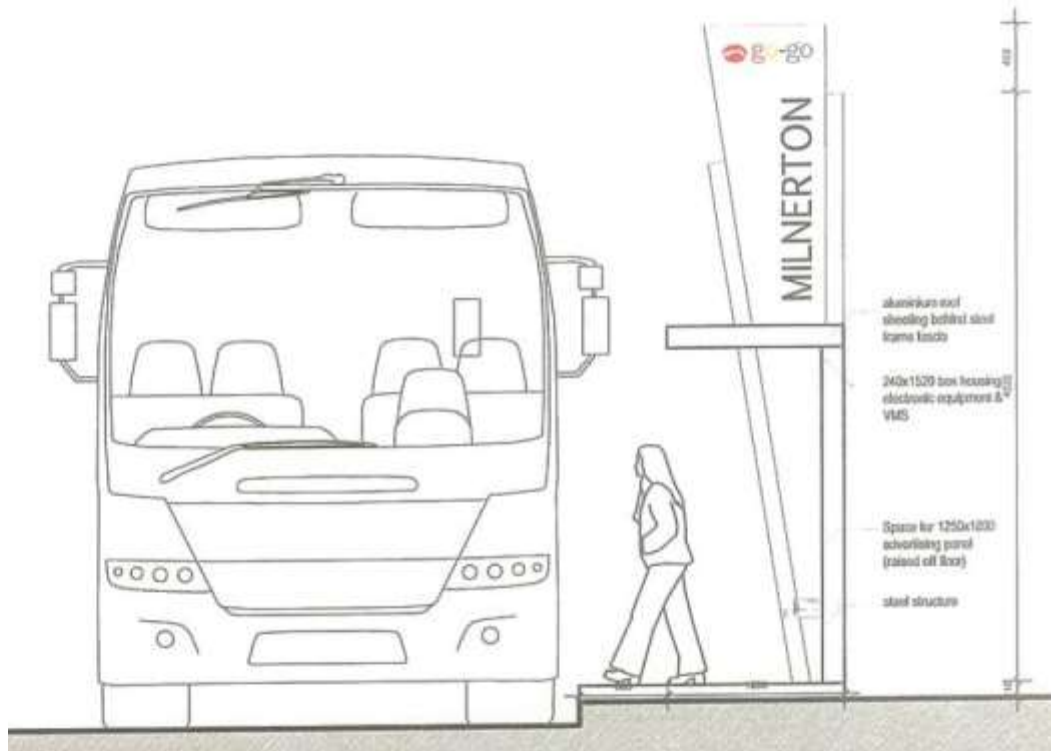
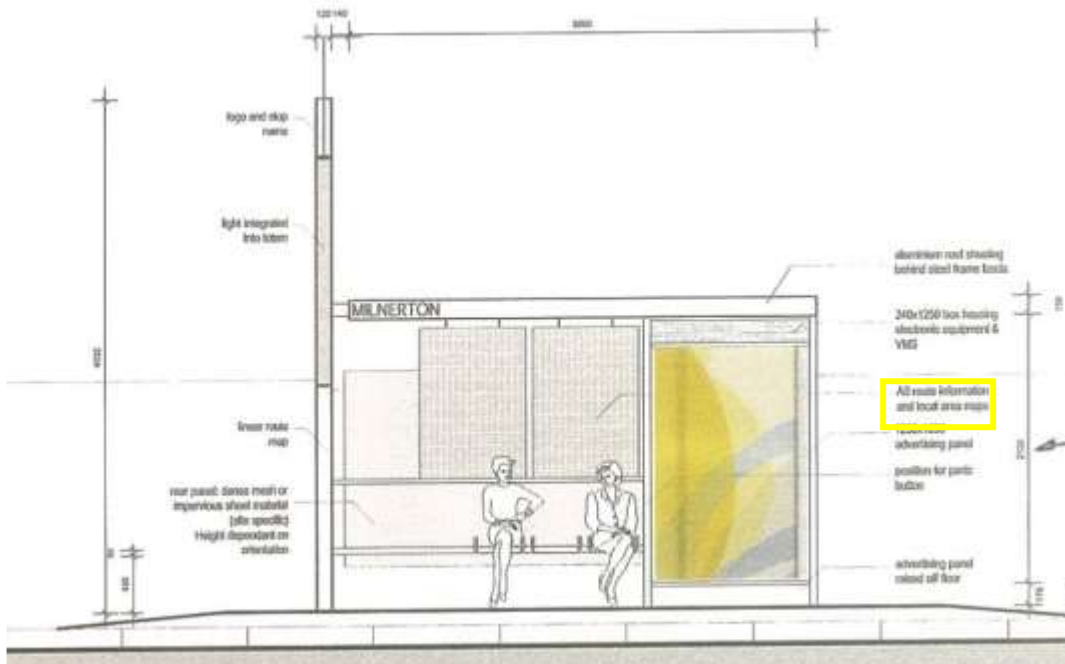


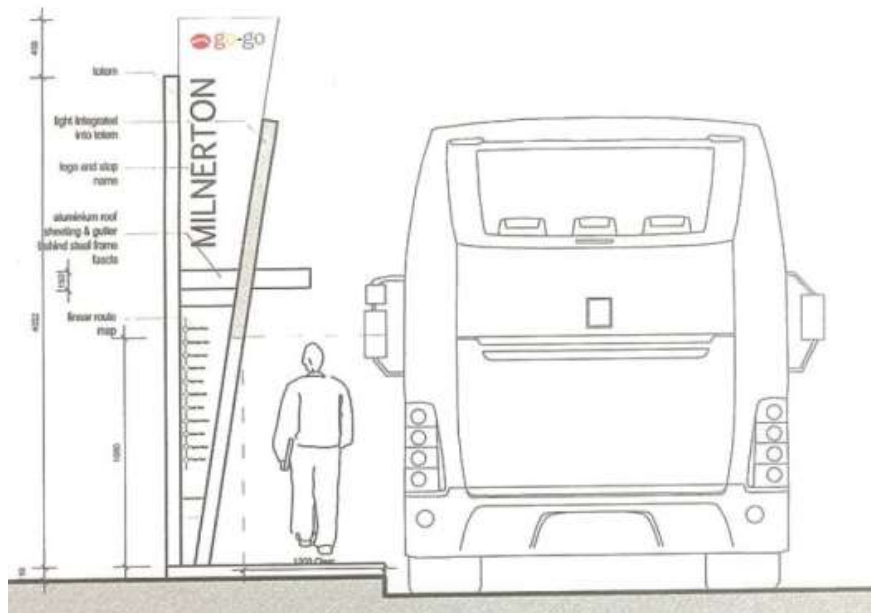
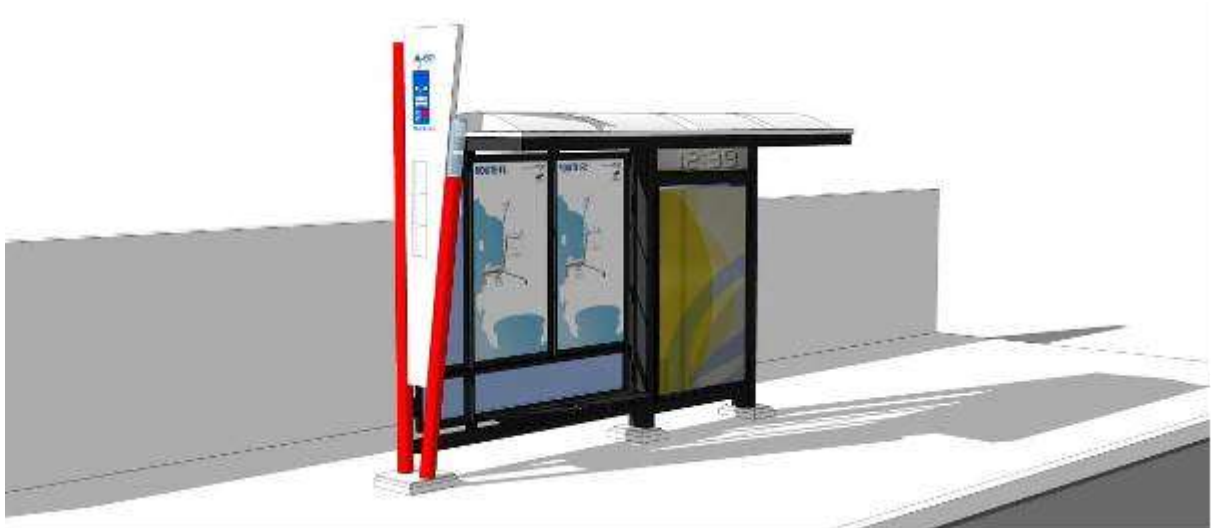
The advertising panel that is available is best seen from the side elevations. It is 1250 x 1850 and advertising can appear on both sides. It could be backlit or not.



Cantilever shelter

Architectural drawings and artist's impression of the cantilever shelter are shown below, with the advertising space shown in yellow:



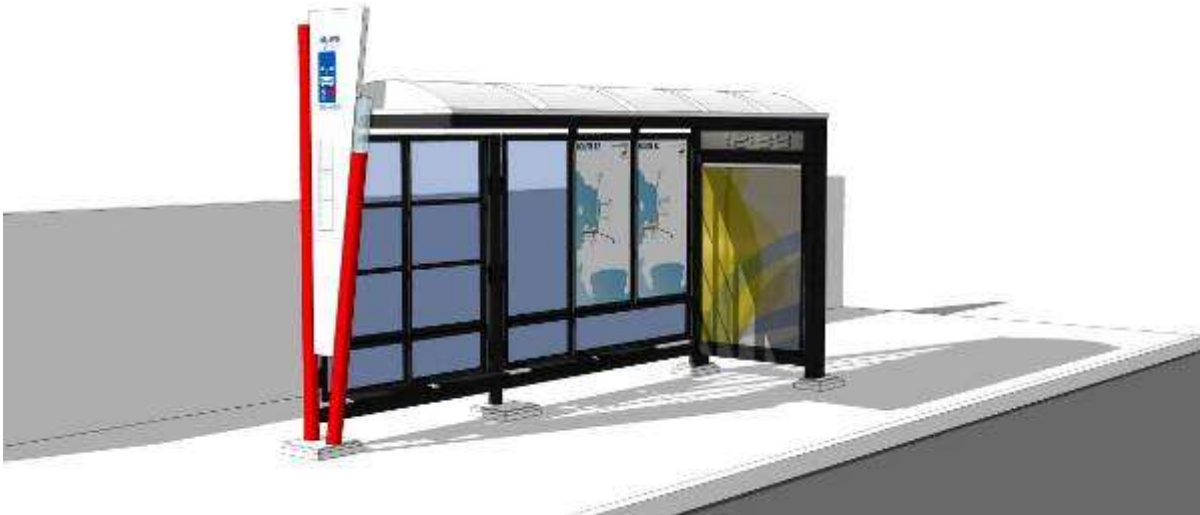


Here the 1250 x 1890 advertising panel faces the road so there is only one panel available.



Extended shelter

The extended shelter is an extended version of the full shelter as shown in the artist's impression below:



So the advertising space is exactly the same as it is for the full shelter.



#### Totems and reduced totems

The remainder of the bus stops are either a 'Totem' or a 'Reduced Totem'. No advertising currently exists on these stops, but an opportunity has been identified to add an additional info bubble (known as a Mafia Box) purely for advertising purposes.

TOTEM:



REDUCED TOTEM:

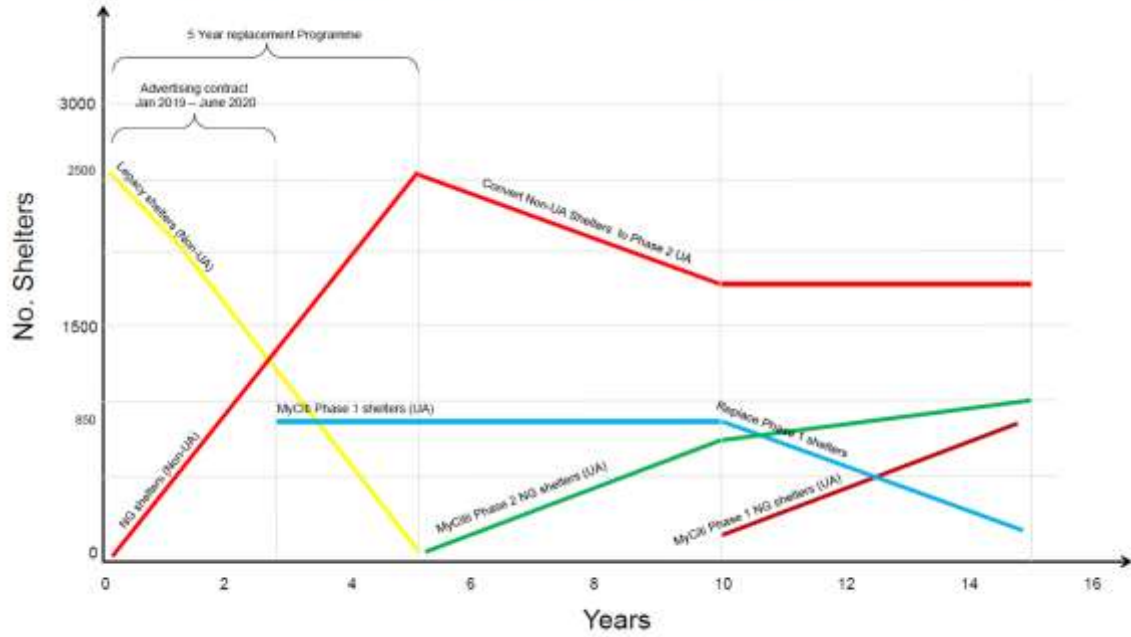


The Tenderer must demonstrate how they will utilise this space.

ANNEXURE C

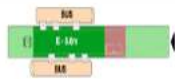

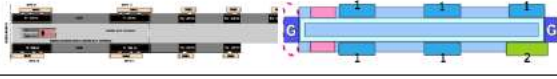
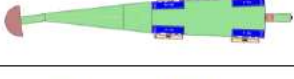

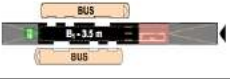
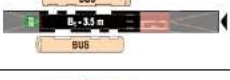





Schematic indication of advertising opportunities for different shelter types of the contract period.

Contract Proposal: Programme roll-out (10-15 Years)



ANNEXURE D

Existing Bus Stations, to show context of different designs

IRT STATION MATRIX at JANUARY 2016			
Station Name	ICON	High floor / Low floor	Station type
Granger Bay		High	E <sub>2</sub>
Airport		High	0
Civic Centre - Zone1/2/3		Both	H
Stadium		High	K
Table View		Both	C <sub>1</sub>
Sunset Beach		High	B <sub>1</sub>
Racecourse		High	B <sub>1</sub>
Milnerton		High	B <sub>1</sub>
Woodbridge		High	B <sub>1</sub>
Lagoon Beach		High	B <sub>1</sub>
Zoarvlei		High	B <sub>1</sub>
Vrystaat		High	A



Station Name	ICON	High floor / Low floor	Station type
Section		High	A
Neptune		High	A
Paarden Eiland		High	A
Woodstock		High	G
Thibault Square		High	C2
Gardens - Closed Feeder		Low	N
Wood		High	F <sub>4</sub>
Janssens		High	F <sub>4</sub>
Grey		High	F <sub>4</sub>
Queens Beach		Low	Q
Omuramba - Trunk & Closed Feeder		Both	T
Ascot		High	B <sub>4</sub>
Sandown		High	B <sub>4</sub>
Sunningdale		High	B <sub>4</sub>
Atlantis Trunk & Closed Feeder		Both	U
Melkbosstrand - Trunk & Closed Feeder		Both	D2
Waterfront (Trunk )		High	V
Adderley - Closed Feeder		Low	L

Station Name	ICON	High floor / Low floor	Station type
Usasaza (Doornbach)		High	E <sub>3</sub>
Dunoon		High	E <sub>3</sub>
Killarney		High	B <sub>4</sub>
Potsdam		High	E <sub>3</sub>
Circle East (Boy De Goede)		High	F <sub>4</sub>
Century City		Both	C <sub>4</sub>
Sanddrift		High	B <sub>4</sub>
Pheonix		High	E <sub>3</sub>
Turf Club		High	B <sub>4</sub>
Montague Gardens		Both	B <sub>5</sub>
Refinery		High	B <sub>4</sub>
Mitchells Plain		Low	

ANNEXURE E

Map of clusters that include top priority shelters



## ANNEXURE F

## PUBLIC TRANSPORT ADVERTISING CONTRACT – PENALTY SCHEDULE

No.	Service level expected	Description	Rectification Timeline	Fine
Approval Related Penalties				
1	Submitting an application with the Department of Environmental Resource Management within the 7 (seven) Day timeframe	Failure to lodge an application within the timeframe allowed.	Immediately	R13 500 per calendar day
Maintenance and Cleaning Related Penalties				
1	Executing repairs or maintenance within the timeframe allowed, as set out in Clause 7.4.1 (e.g. 3 Days if reported by the City; 10 Days if reported by the Contractor).	Not executing repairs or maintenance within the timeframe allowed.	Timeframe as indicated in Clause 7.4.1	R500 per calendar day
2	Graffiti should be removed / painted over within period indicated	Failure to remove / paint over graffiti within period indicated	Within 7 Business Days of occurrence	R1213 per calendar day
3	Workmanship should be of a high quality, recognising the standards of material, equipment and fit. On completion of cleaning tasks, surfaces should be clean with no smudge marks or residual dirt.	Poor Workmanship in executing work (Cleaning/Maintenance)  Inferior quality parts/materials used. Actual workmanship, fit and finish of poor quality	Immediately	R 360 per calendar day per instance
4	Safe work practices (adequate signage, cordoning off of area, correct use of ladders, equipment safe etc.)	Unsafe work practices Work areas and execution of work poses a risk to workers, and public in general	Immediately	R5000 per occurrence and for every hour after receiving the notice add R500
5	Cleaning up on completion of work	Not cleaning up on completion of work	Immediately	R 360 per calendar day per instance
6	No disruption of CCT Public Transport Services. No block of doorways, bus routes or any other CCT Public Transport Services that will result in the service being delayed or not executed	Disruption of TDA Public Transport Services	Immediately	R13 500 for all instances at all shelters and R27 000 for extended shelters per instance
7	Keeping and submitting of records of maintenance and cleaning at Bus Stops being executed and having this available for the CCT's authorised representative to check	Lack of proof of work being carried out (Maintenance and Cleaning Registers)	Proof being provided within 7 Business Days of date that work was required to be done	R500 for the first day, thereafter interest will apply
8	Accurately report on maintenance work cleaning, damage to Bus Stops or any other reports as may be required from time to time.	Falsifying statement in report	Immediately	R50 000 per instance
9	Maintenance and Cleaning to be carried out in accordance to an agreed plan stating the days and locations where the work will be done.	Maintenance/Cleaning not executed on time. Work not done on date as indicated on roster	Immediately	R 360 per calendar day per instance
10	Stock of panels, seats, posters or any other stock issued by the CCT to be managed and records kept of use and issue.	Inadequate control of CCT stock and materials	Immediately	Cost of the issued stock plus interest per day until the stock is found or replaced
11	All work should be done in such a manner as to minimise damage or risk of damage to CCT Assets	Damage to CCT Assets due to lack of care when executing maintenance, cleaning and installations	"Engineer will give the contractor a ""friendly warning"", hereafter the contractor has 5 calendar days to repair the damage. If the contractor	Cost determined by the engineer and interest until the damage is repair or the asset is replaced

TENDER NO: 183S/2020/21

No.	Service level expected	Description	Rectification Timeline	Fine
			fails to do so the engineer will assess the damage and the contractor will pay the fine until such damage is repaired."	
12	Ensure that applicable authorisation is in place before using CCT Assets, e.g. permits to drive in bus lanes.	Unauthorised use of CCT Assets (Driving in bus lane without permit, etc.)	Immediately	R1 500
13	Obtain required approvals as set out in Contract, prior to erection of any Advertising Signs	Erecting / displaying Advertising Signs without required approval	Immediately	R5000 per occurrence.
14	Removal of signs from a date as indicated in approval, or as notified (if any)	Failure to remove signs	Immediately	R5000 per occurrence and for every hour after receiving the notice add R500
15	Advertising Signs remain in good repair	Replacing / maintaining Advertising Signs that are vandalised, damaged or become defective	Within 3 Business Days of occurrence	R500 for the first day, thereafter interest is applied.
16	Compliance with all reasonable Protocols issued by the CCT, the CCT having given reasonable notice of such Protocols.	Non-compliance with such Protocols.	Immediately	R5000 per offence
17	All contractor staff should at all times behave appropriately and only interact in a professional manner with commuters and the public.	Bad behaviour / language or harassment of commuters. (Complaints from public in writing to the CCT)	For bad behaviour the contractor will first receive a warning and the second time the penalty will apply.	Bad behaviour and language: R100 Harassment: R500
18	Access and time of access to stations and buses should be pre-arranged with the relevant third parties in order not to disrupt services as regulated by a protocol	No or inadequate arrangements are made resulting in disruptions or unapproved costs	Immediately	Depending on the station type:  Pole/Full and Cantilever Stations= R1140 per hour  Extended shelter = R 2250 per hour

**(14) FORMS FOR CONTRACT ADMINISTRATION**

## (14.1) Monthly Project Labour Report (Example)

### ANNEX 1

### CITY OF CAPE TOWN MONTHLY PROJECT LABOUR REPORT



#### Instructions for completing and submitting forms

##### General

- 1 The Monthly Project Labour Reports must be completed in full, using typed, proper case characters; alternatively, should a computer not be available, handwritten in black ink.
- 2 Incomplete / incorrect / illegible forms will not be accepted.
- 3 Any conditions relating to targeted labour stipulated in the Contract (in the case of contracted out services or works) shall apply to the completion and submission of these forms.
- 4 This document is available in Microsoft Excel format upon request from the City's EPWP office, tel 021 400 9406, email EPWPLR@capetown.gov.za.

##### Project Details

- 5 If a field is not applicable insert the letters: NA
- 6 Only the Project Number supplied by the Corporate EPWP Office must be inserted. The Project Number can be obtained from the Coordinator or Project Manager or from the e-mail address in point 4 above.
- 7 On completion of the contract or works project the anticipated end date must be updated to reflect the actual end date.

##### Beneficiary Details and Work Information

- 8 Care must be taken to ensure that beneficiary details correspond accurately with the beneficiary's ID document.

- 9 A new beneficiary is one in respect of which a new employment contract is signed in the current month. A certified ID copy must accompany this labour report on submission.
- 10 Was the beneficiary sourced from the City's job seeker database?
- 11 The contract end date as stated in the beneficiary's employment contract.
- 12 Where a beneficiary has not worked in a particular month, the beneficiary's name shall not be reflected on this form at all for the month in question.
- 13 Training will be recorded separately from normal working days and together shall not exceed the maximum of 23 days per month
- 14 Workers earning more than the maximum daily rate (currently R450 excluding any benefits) shall not be reflected on this form at all.

##### Submission of Forms

- 15 Signed hardcopy forms must be scanned and submitted to the City's project manager in electronic (.pdf) format, together with the completed form in Microsoft Excel format.
- 16 Scanned copies of all applicable supporting documentation must be submitted along with each monthly project labour report. Copies of employment contracts and ID documents are only required in respect of new beneficiaries.
- 17 If a computer is not available hardcopy forms and supporting documentation will be accepted.

### PROJECT DETAILS

Numbers in cells below e.g (6) refer to the relevant instruction above for completing and submitting forms

CONTRACT OR WORKS PROJECT NAME: (6)	EPWP SUPPLIED PROJECT NUMBER: (6)																	
DIRECTORATE:	DEPARTMENT:																	
CONTRACTOR OR VENDOR NAME:	CONTRACTOR OR VENDOR E-MAIL ADDRESS:																	
CONTRACTOR OR VENDOR CONTACT PERSON:	CONTRACTOR OR VENDOR TEL. NUMBER:	CELL WORK																
PROJECT LABOUR REPORT CURRENT MONTH (mark with "X")																		
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR						

ACTUAL START DATE (yyyy/mm/dd)	ANTICIPATED / ACTUAL END DATE (yyyy/mm/dd) (7)
TOTAL PROJECT EXPENDITURE / VALUE OF WORK DONE TO-DATE (INCLUDING ALL COSTS, BUT EXCLUDING VAT)	
R	

ANNEX 1 (continued)

MONTHLY PROJECT LABOUR REPORT



BENEFICIARY DETAILS AND WORK INFORMATION

CONTRACT OR WORKS PROJECT NUMBER:
-----------------------------------

Year	Month

Sheet		
1	of	

No.	(8) First name	(8) Surname	(8) ID number	(9) New Beneficiary (Y/N)	Gender (M/F)	Disabled (Y/N)	(10) Job seeker database (Y/N)	Contract start date (DDMMYY)	(11) Contract end date (DDMMYY)	(12) No. days worked this month (excl. training)	(13) Training days	(14) Rate of pay per day (R - c)
1												
2												
3												
4												
5												
6												
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Declared by Contractor or Vendor to be true and correct:	Name		Signature	
	Date			

Received by Employer's Agent / Representative:	Name		Signature	
	Date			



## (14.2) BBBEE Sub-Contract Expenditure Report (Pro Forma)

TENDER NO. AND DESCRIPTION: .....

SUPPLIER: .....

### B-BBEE SUB-CONTRACT EXPENDITURE REPORT

Rand Value of the contract (as defined in Schedule 4: Preference Schedule) (P*)	R
---	---

B-BBEE Status Level of Prime Supplier	
---------------------------------------	--

Name of Sub-contractor (list all)	B-BBEE Status Level of supplier <sup>1</sup>	Total value of Sub-contract (excl. VAT) <sup>1</sup>	Value of Sub-contract work to date (excl. VAT) <sup>1</sup>	Value of Sub-contract work to Sub-contractors with a lower B-BBEE Status Level than supplier
Sub-contractor A		R	R	R
Sub-contractor B		R	R	R
Sub-contractor C		R	R	R

<sup>1</sup>Documentary evidence to be provided

Total:	R
Expressed as a percentage of P*	%

**Signatures**

Declared by supplier to be true and correct: \_\_\_\_\_

Date: .....

Verified by CCT Project Manager: \_\_\_\_\_

Date: .....

**(14.3) Partnership/ Joint Venture (JV) / Consortium/ Expenditure Report (Pro Forma)**

TENDER NO. AND DESCRIPTION: .....

SUPPLIER: .....

**PARTNERSHIP/ JOINT VENTURE (JV)/ CONSORTIUM EXPENDITURE REPORT**

Rand value of the contract (as defined in Schedule 4: Preference Schedule) (P*)	R	B-BBEE Status Level of Partnership/ Joint Venture (JV)/ Consortium	
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Name of partners to the Partnership/ JV / Consortium (list all)	B-BBEE Status Level of each partner at contract award	Percentage contribution of each partner as per the Partnership/ JV/ Consortium Agreement <sup>1</sup> A	Total value of partner's contribution (excl. VAT) <sup>1</sup> B = A% x P*	Value of partner's contribution to date (excl. VAT) <sup>1</sup> C	Value of partner's contribution as a percentage of the work executed to date D = C/P*x100
Partner A		%	R	R	%
Partner B		%	R	R	%
Partner C		%	R	R	%

<sup>1</sup>Documentary evidence to be provided

**Signatures**

Declared by supplier to be true and correct: \_\_\_\_\_

Date: \_\_\_\_\_

Verified by CCT Project Manager: \_\_\_\_\_

Date: \_\_\_\_\_

**(15) APPENDICES**

**(15.1) APPENDIX A : PUBLIC TRANSPORT ADVERTISING  
GUIDELINES**

# **GUIDELINES FOR ADVERTISING ON THE CITY OF CAPE TOWN'S PUBLIC TRANSPORT INFRASTRUCTURE**

**Transport Directorate**

April 2020



**CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD**

*Making progress possible. Together.*

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# 1. INTRODUCTION

South Africa's advertising industry is governed by a professional Code of Advertising Practice and an organised industry body both of which ensure a high level of self-regulation on the part of the industry.

This provides a solid basis on which to contract with advertisers to place commercial advertising on public infrastructure, but cannot absolve the City of Cape Town of its responsibility to provide vigilant oversight of the content displayed on its infrastructure by third parties. Therefore, all proposed advertising artwork must be submitted to the *Head: Integrated Transport Communication* for consideration before the approved artwork may be affixed to City owned public transport infrastructure. All advertising artwork will be evaluated against the advertising checklist in section 9.

This document provides an overview of government and industry policy in this regard, discusses the industry guidelines that currently exist, and provides a checklist that will be applied when assessing the suitability of proposed advertising content for public transport infrastructure.

# 2. APPLICATION

The City of Cape Town owns and maintains a wide variety of public transport infrastructure. This includes fixed assets that are part of the road network, such as:

- public transport interchanges
- bus shelters currently used by various scheduled bus services
- MyCiTi bus stops and shelters
- Stations (currently MyCiTi but might in future include rail as well)

It also includes mobile assets, such as the MyCiTi bus fleet, which is at the heart of the MyCiTi service.

All scheduled public transport services in South Africa requires a prudent financial approach in order to provide quality services and expand these over time, without generating an unsustainable deficit. Approved advertising is allowed on City owned public transport infrastructure, to support the provision and upkeep of public transport in Cape Town.

These advertising guidelines apply to all City owned public transport infrastructure where advertising space has been approved by the City's Environmental Management and the Network Management Departments.

### **3. GUIDING POLICY AND BY-LAW**

As a public institution the City of Cape Town has an elevated duty of care when it comes to the use of its infrastructure by third parties for advertising and commercial purposes.

In order to uphold this duty, the City of Cape Town's Transport Directorate has developed advertising guidelines based on industry practice, and the specific responsibilities of the municipality to its citizens, residents and visitors. These guidelines draw on the following law and policies:

- Constitution of the Republic of South Africa, Act 108 of 1996
- Province of Western Cape, Provincial Gazette. City of Cape Town Outdoor Advertising and Signage By-law, No 10518: 5 December 2001
- City of Cape Town. Outdoor Advertising and Signage Policy (policy number 12513), Approved by Council: 28 August 2013
- Advertising Standards Authority of South Africa. Advertising Code of Practice (<https://asasa.org.za/codes/advertising-code-of-practice>)
- Government Communication and Information Service. Government Communication Policy, Approved by Cabinet: 22 August 2018

The relevance of each of these for the City of Cape Town's decisions to accept or decline advertisements is discussed in the sections that follow.

### **4. CONSTITUTION**

In terms of South Africa's Constitution, the responsibility for regulating outdoor signage and advertising rests with municipalities. This is stipulated in Schedule 5, Part B of the Constitution.

### **5. CITY OF CAPE TOWN OUTDOOR ADVERTISING AND SIGNAGE BY-LAW**

The aim of the City of Cape Town's Outdoor Advertising and Signage By-law, published in the Western Cape Provincial Gazette in 2001 is:

"To provide a set of regulations governing the use of land and buildings for outdoor advertising and signage and for matters incidental thereto."

The by-law deals primarily with the physical manifestation of outdoor advertising. It is designed to facilitate the achievement of a balance between commercial expression, in the form of advertising, and Cape Town's unique natural, heritage and built environments. The by-law is thus the primary regulatory instrument for outdoor signage control in Cape Town.



The content of the advertising and messaging that appears on this outdoor signage, however, is not regulated by the by-law. The only prohibitions on the content of advertising relates to political content.

### **5.1. Prohibition of political content**

Schedule 16, section b of the by-law, dealing with signs on municipal land and buildings: sponsored signs, states in section 2.2 that "Signs with a political content will not be permitted."

### **5.2. Prohibition of signs for non-profits**

Schedule 17, dealing with signs erected by or for the benefit of non-profit bodies contains the same prohibition.

## **6. CITY OF CAPE TOWN OUTDOOR ADVERTISING AND SIGNAGE POLICY**

The City of Cape Town's Outdoor Advertising and Signage Policy of 2013 was drafted to complement the related Outdoor Advertising and Signage By-law of 2001. It notes that the by-law has been in place for some years and has been legally tested with several court challenges, which it has withstood. This makes the by-law a robust policy instrument that provides clear guidance to the industry. The signage policy provides further guidance with respect to areas that are not covered in the by-law.

Like the by-law the policy is primarily concerned with the impact of outdoor signage on the City's built and natural environment as highlighted in this excerpt from page 3 of the policy, which sets out its purpose:

"The proliferation of commercial advertising within the City, if unchecked, could have a negative impact on the visual environment. This raises particular concerns for the conservation of the characteristics of sensitive environmental, heritage and tourist areas which are often precisely the most alluring sites for outdoor advertiser. From a tourism perspective, the City will protect tourism resources and should not "kill the goose that lays the golden egg". Furthermore, the distraction of drivers caused by advertising ... can have potentially dangerous disastrous consequences for traffic flow as well as road and pedestrian safety."

As such the policy deals primarily with the physical manifestation of outdoor advertising on the built and natural environment in which:

"The City seeks to strike a balance between outdoor advertising opportunities and economic development on the one hand, and the visual, tourist, traffic safety, environmental and heritage characteristics, together with the broader public interests, of the City on the other hand" (page 7).

The policy does not deal with the content of advertising or communication which is contained on outdoor signage save for section 9.9.4. This states that “The City will discourage the use of offensive words and language on headline posters” (page 15), in reference to posters affixed to lampposts by newspaper titles.

## 7. CODE OF ADVERTISING PRACTICE

### 7.1. About the Code of Advertising Practice

The Code of Advertising Practice is the guiding document of the Advertising Standards Authority (ASA).

The Advertising Standards Authority of South Africa is an independent body set up and paid for by the marketing communication industry. The ASA works to ensure that the marketing communication industry is self-regulating and operates in the public interest.

South Africa's Code of Advertising Practice is based on the International Code of Advertising Practice. The code is drawn up by the ASA with the participation of representatives of the marketing and communication industry, and is amended from time to time to meet the changing needs both of the industry and of society.

The code is also supplemented by individual codes, determined by the ASA's various member organisations or negotiated with government institutions. The individual codes each conform to the general principles laid down in the primary code (see <https://asasa.org.za/codes/advertising-code-of-practice/preface>). These codes, which are annexures to the primary code, deal with:

- Alcohol advertising
- Advertising of cosmetics
- Direct marketing advertising
- Advertising for slimming
- Advertising of breast milk substitutes etc.
- Advertising of timesharing
- Advertising containing environmental claims
- Advertising of collective investments
- Pet food advertising
- Food and beverage code

In addition to these sector codes the primary code covers a number of others areas providing guidance for the development of ethical and appropriate advertising in South Africa. In section III, guidelines for specific categories of advertising are set out, namely:

- Antiperspirants and deodorants
- Antiseptics, germicides and disinfectants
- Betting tipsters
- Charitable causes
- Over-the-counter medicines
- Commemorative and other items produced in limited editions
- Collectibles and limited editions
- Competitions
- Cosmetics
- Educational courses
- Financial advertising
- Franchise schemes
- Furniture advertising
- Hair and scalp product
- Imported products
- Inclusive tours
- Mail order advertising
- Motor vehicle advertising
- Property advertising
- Protein claims
- Slimming
- Smoking deterrents
- Standards and research bodies
- Stock remedies
- Toothpastes and other similar products
- Television sets and other domestic appliances on rental
- Water diviners
- Exploitation of superstition or beliefs
- Cellular telephones

## **7.2. Advertising as a service to the public**

The high level emphasis of the Code of Advertising Practice is summarised here, setting out the key principles that the industry must adhere to in commercial and other advertising.

The ASA asserts that: "Advertising is a service to the public and, as such, should be informative, factual, honest, decent and its content should not violate any of the laws of the country. All entities bound by the Code shall neither prepare nor accept any advertising which conflicts with the Code and shall withdraw any advertising which has subsequently been deemed to be unacceptable."

See <https://asasa.org.za/codes/advertising-code-of-practice/procedural-guide>

### **7.3. Advertising should be legal, decent, honest and truthful**

Section I of the code states that:

- All advertisements should be legal, decent, honest and truthful.
- All advertisements should be prepared with a sense of responsibility to the consumer.
- All advertisements should conform to the principles of fair competition in business.
- No advertisement should bring advertising into disrepute or reduce confidence in advertising as a service to industry and to the public.

### **7.4. Advertising should not be offensive**

Section II of the code, dealing with general principals, states that:

- No advertising may offend against good taste or decency or be offensive to public or sectoral values and sensitivities, unless the advertising is reasonable and justifiable in an open and democratic society based on human dignity, equality and freedom.
- Advertisements should contain nothing that is likely to cause serious or wide- spread or sectoral offence.
- Advertisements should not be framed to abuse the trust of the consumer or exploit their lack of experience or knowledge.

### **7.5. Unacceptable advertising: violence and fear**

Section II (3) of the code states that:

- Advertisements should not without justifiable reason play on fear.
- Advertisements should not contain anything which might lead or lend support to acts of violence, including gender-based violence, nor should appear to condone such acts.
- Advertisements should not contain anything which might lead or lend support to criminal or illegal activities, nor should they appear to condone such activities.

### **7.6. Discrimination in advertising**

Section II (3.4) of the code, dealing with unacceptable advertising, states that:

- No advertisements shall contain content of any description that is discriminatory unless such discrimination is reasonable and justifiable in an open and democratic society based on human dignity, equality and freedom.

- Gender stereotyping or negative gender portrayal shall not be permitted in advertising, unless, such stereotyping or portrayal is reasonable and justifiable in an open and democratic society based on human dignity, equality and freedom.

## **7.7. Truthful presentation in advertising**

Section II(4) of the code states that:

- Advertisements should not contain any statement or visual presentation which, directly or by implication, omission, ambiguity, inaccuracy, exaggerated claim or otherwise, is likely to mislead the consumer.
- Value judgments, matters of opinion or subjective assessments are permissible if it is clear what is being expressed is an opinion and there is no likelihood of the opinion or the way it is expressed, misleading consumers.

## **7.8. Use of the word "free" in advertising**

Section II (4.4) of the code states that:

"Products should not be described as "free" where there is any cost to the consumer, other than the actual cost of any delivery, freight or postage. Where such costs are payable by the consumer, a clear statement that this is the case should be made in the advertisement."

## **7.9. Safety in advertising**

Section II (13) of the code states that:

"Advertisements should not without reason ... contain any visual presentation or any description of dangerous practices or of situations which show a disregard for safety. Special care should be taken in advertisements directed to or depicting children or young people."

## **7.10. Children in advertisements**

Section II (14) of the code contains a detailed discussion of the ethical issues that should be taken into account with respect to children and advertising.

A key principle is that:

"Advertisements addressed to or likely to influence children should not contain any statement or visual presentation which might result in harming them, mentally, morally, physically or emotionally."

The code also notes that:

“Advertisements should not exploit the natural credulity of children or their lack of experience.”

## 7.11. Alcohol advertising

The code includes a detailed sub code guiding alcohol advertising and contained in Annexure A.

The section dealing with outdoor advertising for alcohol products states the following:

“As viewership age profiles are not available for this medium, the following rules will apply to achieve the objectives of the Association for Responsible Alcohol Use (ARA) commercial communication rules.

“No billboards advertising an alcohol beverage brand or product will be placed within 200 metres of schools, community centres and churches.

In the case of building wraps and billboards larger than Super 96 size, no alcohol beverage advertisement will be placed within 500 metres of schools, community centres and churches.

“All alcohol beverage advertisements in outdoor media will contain one of the statements (on an equivalent basis): “Not for sale to persons under the age of 18” or “Be Responsible. Don’t Drink and Drive”.

As public transport infrastructure is used by a broad cross-section of the community, including children and teenagers who may not always be supervised by an adult, it is reasonable and justifiable to prohibit alcohol advertising on all transport infrastructure. Secondly, much transport infrastructure is located close to community facilities and schools, both of which are trip attractors and generators. Thirdly, buses act as moving billboards and many routes include schools, which means that they would move in and out of a 200m radius of these facilities. As such alcohol advertising on City transport infrastructure is deemed inappropriate.

## 8. GOVERNMENT COMMUNICATION POLICY

South Africa’s Government Communication Policy, adopted in 2018, sets out a developmental approach to government communication for all three spheres of government, including municipalities.

The policy was reviewed for its relevance to this City guideline. However, the Government Communication Policy does not discuss the use of government infrastructure for advertising as its major focus is the provision of policy guidelines for

government communicator in carrying out their mandate to communicate with the public.

## 9. CHECKLIST FOR ADVERTISING APPROVAL

Advertisers are bound by the Advertising Code of Practice which provides detailed guidance on ethical and appropriate content for all advertising. This self-regulation is an effective and important approach and contributes to responsible freedom of commercial expression in South Africa.

The right of consumers and others to raise complaints and table them with the Advertising Standards Authority acts as a further important check on the responsible conduct of the advertising and marketing industry.

Nevertheless, it is the responsibility of the City of Cape Town to provide final approval for the publication of advertising on any of its infrastructure including public transport infrastructure and vehicles.

Most often the working constitutional and policy knowledge of managers responsible for signing off on proposed advertising will provide a strong and adequate basis to decide whether an advertisement is acceptable or not.

If there is any doubt about the suitability of an advertisement for use on public infrastructure the relevant sections and sector codes published by the Advertising Standards Authority should be studied and applied.

In addition, the following basic checklist can be utilised for guidance. The checklist is aligned with the relevant sections of the by-law and Advertising Code of Practice. These can be cited should a proposed advertisement contravene them. The checklist is set of questions which proposed advertising should conform to in order to appear on City infrastructure.

ADVERTISING CHECKLIST	YES	NO
Does the advertisement have political content? (City of Cape Town Outdoor Advertising and Signage By-law, No 10518: 5 December 2001, schedule 16, section b (2.2)).	If yes, decline	
Is the advertisement legal, decent, honest and truthful? (Section I, Advertising Code of Practice)		If not, decline
Is the advertisement offensive in any way? (Section II, Advertising Code of Practice)	If yes, decline	
Does the advertisement cause or play on fear? (Section II (3), Advertising Code of Practice)	If yes, decline	

ADVERTISING CHECKLIST	YES	NO
Does the advertisement support, condone or lead to acts of violence? (Section II (3), Advertising Code of Practice)	If yes, decline	
Does the advertisement discriminate against certain people or groups? (Section II (3.4), Advertising Code of Practice)	If yes, decline	
Does the advertisement contain negative gender portrayal? (Section II (3.4), Advertising Code of Practice)	If yes, decline	
Does the advertisement contain anything that is likely to mislead the consumer? (Section II (4), Advertising Code of Practice)	If yes, decline	
Does the advertisement show a disregard for safety? (Section II(13), Advertising Code of Practice)	If yes, decline	
<b>Alcohol advertising</b>		
Is the advertisement for alcohol? (Annexure A, Advertising Code of Practice)	If yes, decline	
<b>Children and advertising</b>		
Does an advertisement addressed to or likely to influence children contain any statement or visual presentation which might harm them, mentally, morally, physically or emotionally? (Section II (14), Advertising Code of Practice)	If yes, decline	
Does an advertisement exploit the natural credulity of children or their lack of experience? (Section II (14), Advertising Code of Practice)	If yes, decline	

## 10. REVIEW

The media, marketing and advertising sectors are dynamic and rapidly changing ones, often the first to reflect new trends, norms, technologies and ideas. Proposed guidelines should thus be reviewed from time to time to ensure that they remain relevant and up-to-date, and are able to support and direct the appropriate placement of advertising on public transport infrastructure bringing together markets and advertisers in a way that has both commercial and social benefits.