



REPORT FOR ACTION WITH CONFIDENTIAL ATTACHMENT

Bike Share Toronto - Marketing and Promotion Agreement with the Canadian Automobile Association (South Central Ontario)

Date: September 10, 2019
To: Board of Directors, Toronto Parking Authority
From: Acting President, Toronto Parking Authority
Wards: All

REASON FOR CONFIDENTIAL INFORMATION

This report pertains to ongoing negotiations related to assets of Toronto Parking Authority and provides confidential information to the Board of Directors regarding the details of these negotiations.

SUMMARY

Toronto Parking Authority (TPA) and the Canadian Automobile Association (South Central Ontario) (CAA SCO) are seeking to extend their partnership beyond "Free Ride Wednesdays" campaigns, which have been successfully run in June 2018 and August 2019.

This report seeks the approval to enter into a three-year agreement with CAA SCO to implement a marketing and promotion agreement with CAA SCO becoming an "Official Promotional Partner of Bike Share Toronto" with Bike Share Toronto website presence and providing CAA SCO loyalty program members with exclusive Bike Share benefits.

RECOMMENDATIONS

The Acting President, Toronto Parking Authority recommends that:

1. The Board of Directors of Toronto Parking Authority authorize the President, Toronto Parking Authority to enter into a marketing and promotion agreement with the Canadian Automobile Association (South Central Ontario) under the terms and conditions outlined in Confidential Attachment 1 and in a form satisfactory to the City Solicitor.

2. The Board of Directors of Toronto Parking Authority direct that the confidential information contained in Confidential Attachment 1 remain confidential in its entirety, as it pertains to ongoing negotiations related to assets of Toronto Parking Authority and provides confidential information to the Board of Directors regarding the details of these negotiations.

FINANCIAL IMPACT

Financial impacts based on the recommendations contained in this report are contemplated in TPA's approved 2019 Operating Budget.

Further sponsorship, advertising and marketing campaigns and promotional opportunities are actively being pursued by TPA and will not be adversely impacted by this agreement.

DECISION HISTORY

The Board of Directors of Toronto Parking Authority received a Report for Information, *Bike Share Toronto - Program Marketing Campaign and Promotion Agreement with the Canadian Automobile Association (CAA)*, providing an overview of the short duration promotion, "Free Ride Wednesdays" in June 2018.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.PA11.6>

COMMENTS

TPA and CAA SCO are seeking to extend their partnership from a short duration promotional program to a three-year agreement which will complement CAA SCO's loyalty benefits program and provide Bike Share with an increased reach to CAA's approximately two million members and On The Move's 15,000 members, as well as multiple promotional digital and print assets. Also by way of this relationship, Bike Share Toronto will have access to other CAA groups across Canada and the American Automobile Association (AAA) globally. This provides an extended marketing reach, which will benefit casual ridership on the system.

The program's offers will be a part of CAA SCO's loyalty program which provides members with exclusive offers, benefits and services. Please see Confidential Attachment 1: CAA Rewards - CAA SCO Loyalty Partner Agreement Program Marketing Plan (Schedule D).

Bike Share has established a successful program with CAA and Free Ride Wednesdays. As a result of the success of this program, we are receiving interest from other parties to engage in promotional activations.

Ridership metrics from 2018 and 2019 are as follows:

Free Ride Wednesdays 2019 Ridership

Day One:	17,579
Day Two:	21,246*
Day Three:	18,148
Day Four:	19,038
Total:	76,011

*Currently highest ridership day in the history of the Bike Share Toronto program

Free Ride Wednesdays 2018 Ridership

Day One:	10,645
Day Two:	9,726
Day Three:	13,937*
Day Four:	9,468
Total:	43,776

*This was the record breaking ridership day until we broke it again in 2019

CONTACT

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SIGNATURE

Robin Oliphant, Acting President
Toronto Parking Authority

ATTACHMENTS

Confidential Attachment 1 - CAA Rewards - CAA SCO Loyalty Partner Agreement
Program Marketing Plan (Schedule D)