



REPORT FOR ACTION

Presentation on Wayfinding and Signage at Toronto Parking Authority Car Parks

Date: June 30, 2021

To: Board of Directors, Toronto Parking Authority

From: President, Toronto Parking Authority

Wards: All

SUMMARY

Management is providing the Board with a presentation (Attachment 1) that outlines our new wayfinding program designed to improve awareness, accessibility, and flow at our garages thereby improving customer experience and overall satisfaction. The contract award for fabrication and installation of the wayfinding improvements will be brought to the Board at the September 29, 2021 meeting.

RECOMMENDATIONS

The President, Toronto Parking Authority recommends that:

1. The Board of Directors of Toronto Parking Authority receive this report for information.

FINANCIAL IMPACT

There is no financial impact on Toronto Parking Authority from this report.

DECISION HISTORY

The City of Toronto, Bid Award Panel, at its meeting of July 19, 2017, in considering the matter, "Award of Request for Proposal No. 9144-17-7145 to Steer Davies Gleave North America Inc. for Toronto 360 Wayfinding System Implementation", authorized the award of contract to Steer Davies Gleave North America Inc. for Toronto 360 Wayfinding System Implementation for one (1) year with the option to renew for up to four (4) additional one year option terms in the amount of \$1,518,705 net of all taxes and charges for the first year:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.BA32.9>

COMMENTS

TPA manages and/or owns 35 parking garages across the City of Toronto. Our current wayfinding and signage standards across our portfolio are obsolete; moreover, our execution is inconsistent thus negatively impacting our customer experience and brand reputation. Going forward, TPA will engage in a phased program to deploy new wayfinding standards for our garages that better serve the needs of our clients - including vehicular, pedestrian and Bike Share. Management will also incorporate digital capabilities in order to leverage dynamic pricing, Electric Vehicle deployment and real time occupancy navigation.

Management has identified three locations to prototype our new standards. Each of these locations have not received any upgrades in 30 or more years, hence the need for a refresh. These locations are as follows:

Car Park 111: 74 Clinton Street - Little Italy (79 spaces)

Car Park 43: 2 Church Street - St. Lawrence Garage - (1969 spaces)

Car Park 68: 20 St. Andrew Street - Kensington Garage (433 spaces)

Steer Davies Gleave North America Inc. (SDG) is a current vendor of the City of Toronto and Management has engaged them as our consultant on this project. They have a broad portfolio of successful projects across the globe including:

PATH Wayfinding Strategy – Toronto, ON

Network Rail – London, UK

Lonsdale Quay Bus Exchange – Vancouver, BC

London Convention Center (Parking Garage) – London, UK

Toronto Dominion Centre Lobby Gateways & Parking Garage - Toronto, ON

The Globe and Mail Centre (Parking Garage) – Toronto, ON

Downsview Complex (Surface Parking) – Toronto, ON

Eau Claire Tower (Parking Garage) – Calgary, AB

The presentation (Attachment 1) outlines the project methodology, approach and visual representations for the planned work.

CONTACT

Anu Aduvala, VP, Operations, Toronto Parking Authority, 416 393-7254,
anu.aduvala@toronto.ca

Gus Georgakopoulos, Operations Coordinator, Toronto Parking Authority,
416-393-7272, gus.georgakopoulos@toronto.ca

SIGNATURE

W. Scott Collier
President, Toronto Parking Authority

ATTACHMENTS

Attachment 1 - Wayfinding and Signage Presentation