REPORT FOR ACTION WITH CONFIDENTIAL ATTACHMENT

Toronto Parking Authority Sponsorship Program: Next Steps

Date: September 15, 2022
To: Toronto Parking Authority, Board of Directors
From: President, Toronto Parking Authority
Wards: All

REASON FOR CONFIDENTIAL INFORMATION

The attachment to this report is about a position to be applied to negotiations being carried out by Toronto Parking Authority (TPA).

SUMMARY

At its meeting of July 26, 2022, Toronto Parking Authority (TPA) Board of Directors deferred Item PA31.6 to the September 29, 2022 TPA Board meeting and requested that the President, TPA provide additional information around the cost of services for the sponsorship program.

TPA has carried out further assessment around the cost of services for the sponsorship program and has included this information in Confidential Attachment 1.

TPA is on a journey to becoming the world’s best provider of sustainable parking, Bike Share and last mile mobility experiences. As part of building its capacity and capabilities to accelerate this journey, TPA procured a Vendor of Record (VOR) with various Business Strategy and Marketing Services agencies. The award of contracts was approved by TPA Board of Directors at its meeting of February 18, 2022.

At the conclusion of the competitive procurement process for the Business Strategy and Marketing Services Vendor of Record, Lang Partnerships Network was the successful and only proponent included in the Strategic Partnership category, which includes the delivery of a sponsorship strategy, completion of an asset evaluation, determination of market value and assisting TPA in finding the right partnership(s).

To assist TPA in securing sponsors for its properties, programs and services, TPA is seeking authorities from TPA Board of Directors to negotiate, enter into and execute amendments to the contract for the purposes of securing sponsors for its properties, programs and services.

RECOMMENDATIONS

The President, Toronto Parking Authority recommends that:

1. The Board of Directors of Toronto Parking Authority adopt the terms of the contract amendment included in the Confidential Attachment (1).

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 contains financial terms that are subject to final negotiation.

FINANCIAL IMPACT

There is no immediate financial impact associated with the adoption with the recommendations in this report.

DECISION HISTORY

At its meeting of February 18th, 2022, Toronto Parking Authority Board of Directors (Item PA 28.9) authorized the President, Toronto Parking Authority, to negotiate, enter into and execute a Vendor of Record Agreement with agencies listed below to provide Business Strategy and Marketing consulting services as required. The term of Agreement will be two (2) years from commencement date with an option to extend for an additional two (2) one (1)-year terms.

Category	**Service**	**Agency**
1	Strategy Development & Creative Services Partner	Precise ParkLink Inc., Publicis Canada Inc., 16x9 Inc., Cundari Group Ltd.
2	Strategic Partnerships	Lang Partnerships Network
3	Market Research Partner	Research Strategy Group, Leger
4	Public Relations & Communications Partner	Blue Door Communications Inc., Mezzanotte Communications
5	Digital Marketing Partner	Kraftwrk Inc., 16x9 Inc., Publicis Canada

Additional information about this decision can be found at the following link:
http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2022.PA28.9

COMMENTS

To help accelerate TPA's journey to becoming the world's best, TPA is actively seeking to partner with private sector partners to develop mutually beneficial sponsorships that will improve TPA's financial performance, operating capabilities and customer experience.

Engaging strategic partners through sponsorship arrangements will allow TPA to access revenue and in-kind contributions that not only offer the potential to offset operating and capital costs, but also have the potential to provide access to technology, research and development capabilities, thought leadership and a shared commitment to sustainability through meaningful action.

Lang Partnerships Network was retained through a Vendor of Record arrangement and is providing the following scope of work for TPA:

Phase 1: Market Analysis & Overview:

- Internal readiness assessment of TPA, including a detailed understanding of TPA's Vision and Mission;
- Asset and marketplace analysis, including an analysis of the long-term impact of the global pandemic in the Canadian partnership industry and recommended best practices;
- Market sounding interviews with key category leaders to provide advice around TPA's partnership positioning and potential opportunities; and
- Key recommendations on how to best position, price, package and sell Bike Share Toronto as a partnership opportunity.

Phase 2: Development - Overview

- Development of a comprehensive partnership strategy, including how to position Bike Share Toronto uniquely in the marketplace;
- Development of pricing targets per industry category; and
- Sales plan development, including the development and identification of priority sectors, companies and category exclusivities.

Lastly, Lang Partnerships, working with TPA's Business Strategy Consultant, 16X9, developed an Expression of Interest Package (refer to Appendix A) for Bike Share Toronto in order to invite potential companies interested in sponsoring the Bike Share Toronto program.

The Expression of Interest for Bike Share Toronto was released to the market on June 23, 2022. Since the release, TPA and Lang Partnerships have held a series of introductory meetings with companies who may be interested in sponsoring TPA's bike share program.

Responses to TPA's, Bike Share Toronto Expression of Interest are due no later than September 29, 2022 whereby an internal evaluation will take place and a partner(s) will be chosen. At the conclusion of this process, TPA will enter into a formal partnership agreement with its chosen partner(s).

To assist TPA in securing sponsors for its properties, programs and services, TPA is seeking authority from TPA Board of Directors to amend the contract with Lang Partnerships to include Sponsorship Sales Consulting for the purposes of securing sponsors for its properties, programs and services with a commission-based rate.

CONTACT

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SIGNATURE

W. Scott Collier, President
Toronto Parking Authority

ATTACHMENTS

Appendix A - Bike Share Toronto Sponsorship Expression of Interest

Confidential Attachment 1 - Contract Amendment Lang Partnerships Networks