



TORONTO PARKING AUTHORITY

ELECTRIC VEHICLE CHARGING PROGRAMME UPDATE

Q3 2023

Jeffrey Dea, Vice President Business Development

Toronto Parking Authority Board of Directors Meeting
October 6, 2023

Agenda

PURPOSE:

To provide an update on the Electric Vehicle (EV) Charging Program and YTD Financial Results

CONTENT:

1. 2023 EV Charger Delivery
2. Q3 2023 Financial Performance
3. Marketing Initiatives
4. EV Charging Expression of Interest
5. 2024 Priorities

Executive Summary

1.

TPA Will Be The Largest Municipally-Owned Operator of EV Chargers in Canada by the End of 2023

By the end of the year, TPA's EV charging network will expand to 405 chargers

3.

TPA Will Assume Operation of On-Street EV Charging Assets

TPA to purchase 47 on-street EV chargers from Toronto Hydro and install a further 50 on-street EV chargers before the end of 2023

2.

Q3 2023 EV Charging Financial Performance Exceeding Forecast

Average Transaction Amounts exceeding forecast; Operating costs lower than expected; Average charger utilization increasing

4.

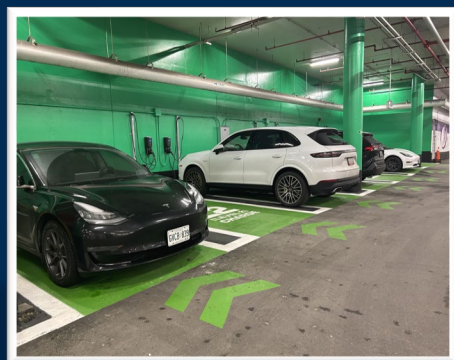
Omni-Channel Marketing Plan Will Accelerate Growth

Balance of 2023 will focus on driving awareness and visibility that TPA is in the EV Charging business

In 2022, TPA Set the Standard for Municipally-Owned Charging Infrastructure by Installing 117 Chargers (+67 vs plan)

Toronto Hydro-Led Installations:

CP#	Address	Type of EV Chargers
13	20 Delisle Ave	(4) – 7.2 kwh Flo Core + L2 Chargers
34	20 Dundas Sq.	(8) – 7.2 kwh Flo Core + L2 Chargers
36	110 Queen St W.	(8) – 7.2 kwh Flo Core + L2 Chargers (3) – 50 kwh Flo SmartDC L3 Chargers
262	10 Soho St.	(4) – 7.2 kwh Flo Core + L2 Chargers
286	51 Dockside Dr.	(5) – 7.2 kwh Flo Core + L2 Chargers
32 Total Chargers @ 5 Locations		



TPA-Led Installations:

CP#	Address	Type of EV Chargers
29	75 Holly St	(24) – 7.2 kwh Flo Core + L2 Chargers (4) – 19.2 kwh Flo CoRE + MAX L2 Chargers (1) – 50 kwh Flo SmartDC L3 Chargers
43	2 Church St	(20) – 7.2 kwh Flo Core + L2 Chargers (4) – 19.2 kwh Flo CoRE + MAX L2 Chargers (4) – 50 kwh Flo SmartDC L3 Chargers
51	365 Lippincott St	(10) – 19.2 kwh Flo CoRE + MAX L2 Chargers
87	14 Arundel Ave	(8) – 19.2 kwh Flo CoRE + MAX L2 Chargers
110	1612 Danforth Ave	(2) – 19.2 kwh Flo CoRE + MAX L2 Chargers
304	9 Wellesley St W.	(8) – 7.2 kwh ChargePoint CT4000
85 Total Chargers @ 8 Locations		



191 Off-Street EV Chargers (+16 vs Plan) Will Come On-Line By the End of 2023

September 2023

CP #	Address	Quantity of EV Chargers
13	20 Delisle Ave	(4) – L2 Chargers
96	10 Portland St	(4) – L2 Chargers
8 Total Chargers @ 2 Locations		

October 2023

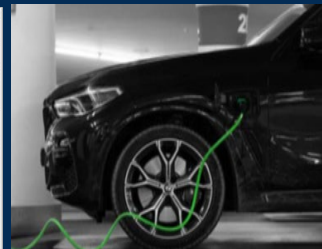
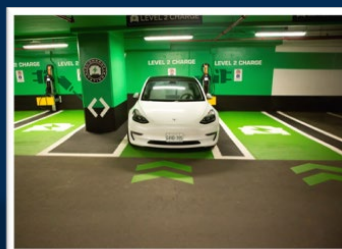
CP #	Address	Quantity of EV Chargers
183	166 Woodbine Ave	(6) – L2 Chargers
231	19 Spadina Rd	(6) – L2 Chargers
261	45 Abell St	(12) – L2 Chargers (4) – L3 Chargers
426	Bessarion CC	(10) – L2 Chargers
38 Total Chargers @ 4 Locations		

November 2023

CP #	Address	Quantity of EV Chargers
42	91 Via Italia	(12) – L2 Chargers
52	40 York St	(12) – L2 Chargers
170	117 Hammersmith Ave	(6) – L2 Chargers
286	51 Dockside Dr	(6) – L2 Chargers
655	168 Chiltern Hill Rd	(4) – L2 Chargers
40 Total Chargers @ 5 Locations		

December 2023

CP #	Address	Quantity of EV Chargers
1	20 Charles St E.	(22) – L2 Chargers (1) – L3 Chargers
36	110 Queen St W.	(40) – L2 Chargers
78	35 Erindale Ave	(4) – L2 Chargers (6) – L3 Chargers
91	265 Armadale Ave	(8) – L2 Chargers (1) – L3 Chargers
111	74 Clinton St	(4) – L2 Chargers
215	74 Yorkville Ave	(8) – L2 Chargers (1) – L3 Chargers
532	14 Barkwin Dr	(4) – L2 Chargers (1) – L3 Chargers
533	2300 Lakeshore Blvd W.	(4) – L2 Chargers (1) – L3 Chargers
105 Total Chargers @ 8 Locations		



TPA Will Lead the Operation of On-Street EV Charging by the End of 2023 with 97 Chargers in Market

October 2023

Address	Quantity of EV Chargers
8 Kings Lynn Rd	(1) – L2 Charger
2251 Dundas St W.	(2) – L2 Chargers
273 Christie St	(2) – L2 Chargers
963 Gerrard St E.	(2) – L2 Chargers
1313 Gerrard St E.	(2) – L2 Chargers
19 Glendora Ave	(2) – L2 Chargers
33 Elmhurst Ave	(2) – L2 Chargers
1981 Queen St W.	(1) – L2 Charger
14 Total Chargers @ 8 Locations	

November 2023

Address	Quantity of EV Chargers	Address	Quantity of EV Chargers
625 The Queensway	(2) – L2 Chargers	1834 Queen St E.	(2) – L2 Chargers
430 Roncesvalles Ave	(2) – L2 Chargers	912 Kingston Rd	(2) – L2 Chargers
1224 King St W.	(2) – L2 Chargers	2150 Queen St E.	(2) – L2 Chargers
1812 Weston Rd	(1) – L2 Charger	2219 Gerrard St E.	(2) – L2 Chargers
2000 Weston Rd	(1) – L2 Charger	2231 Gerrard St E.	(1) – L2 Charger
1051 Queen St W.	(2) – L2 Chargers	320 Driftwood Ave	(2) – L2 Chargers
283 Ossington Ave	(2) – L2 Chargers	Existing THESL-Owned On-Street EV Chargers	(47) – L2 Chargers across 25 Locations
1582 Queen St E.	(2) – L2 Chargers	78 Total Chargers @ 42 Locations	
220 Carlaw Ave	(2) – L2 Chargers		
1715 Dundas St E.	(2) – L2 Chargers		
41 Fulton Ave	(2) – L2 Chargers		

December 2023

Address	Quantity of EV Chargers
2390 Lake Shore Blvd W.	(1) – L2 Charger
2285 Dundas St W.	(2) – L2 Chargers
17 Glendora Ave	(2) – L2 Chargers
5 Total Chargers @ 3 Locations	

TPA EV Installed Operating Margin at 53.7%; +38.7% vs Forecast

August 2023 YTD P&L:

Revenue	Aug YTD 2023
Charging Revenue (excludes Toronto Hydro 5 Pilot Sites)	25,856
Associated Parking Revenue	72,630
Total Revenue	98,486
Utilities	20,246
Network Operator Transaction Fee	3,767
GSM Subscription Fee	12,410
Maintenance	2,210
EV Warranty Charges	3,976
EV Charger Insurance	2,994
Direct Expenses	45,602
Operating Income	52,884
Operating Margins %	53.7%

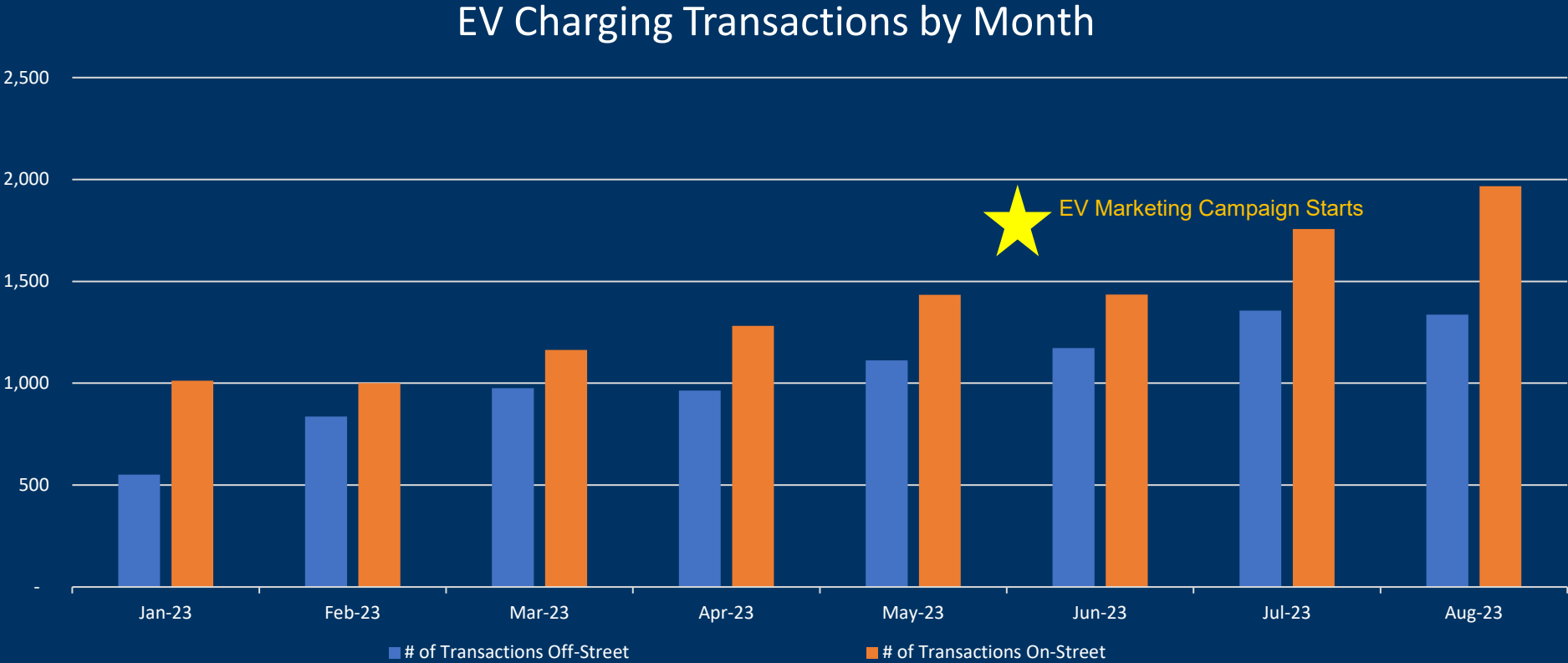
Note: Excludes charging Revenues from 5 Toronto Hydro Pilot Sites (32 EV Chargers)

Highlights:

- Operating margins at 53.7% YTD August
- Parking revenue exceeding EV charging revenue
- Charger utilization is steadily increasing month over month now reaching 6.7% per charger vs 8% plan
- Equipment uptime – 99.9%
- Utility costs fluctuate based on daily commercial rates
- Direct operating costs expected to grow over time (e.g. limited maintenance expenses incurred to date)

Charger utilization at 6.7%, tracking to exceed first year target of 8%

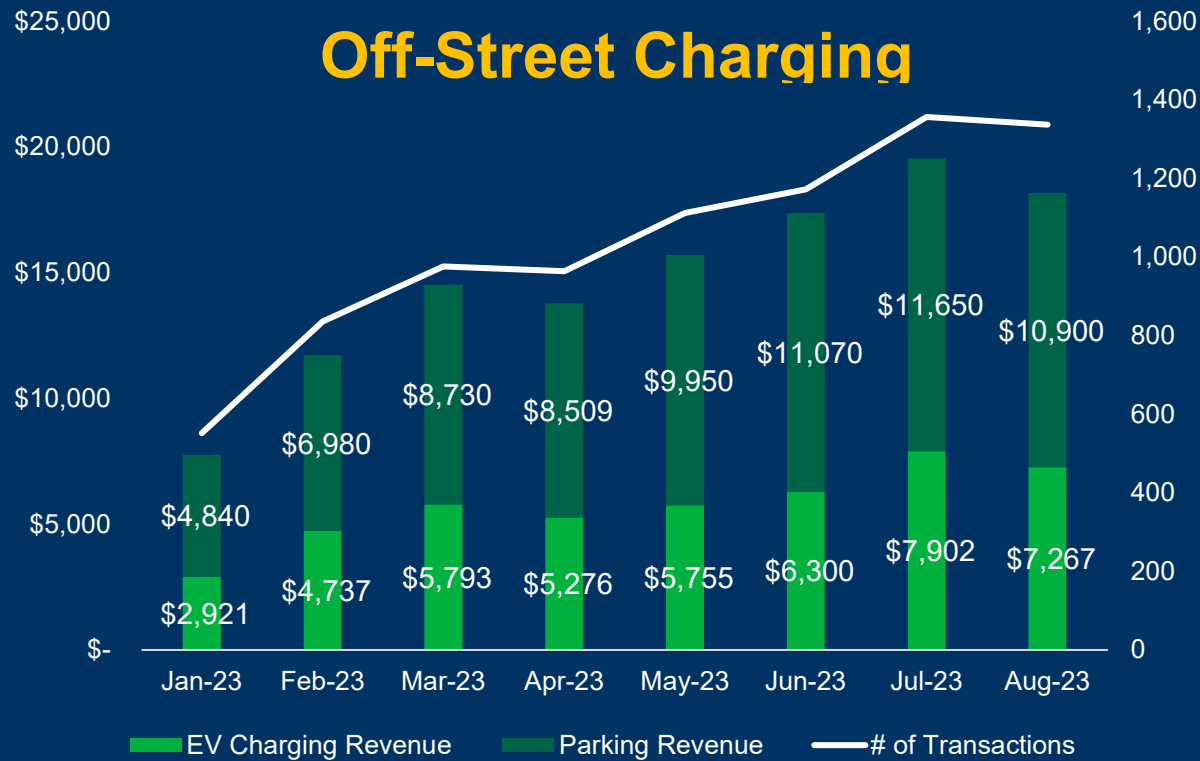
Charging Sessions Have Increased Sequentially Since Activation January 1



Note: Charging revenue from 79 EV chargers currently provided to Toronto Hydro. TPA intends to purchase these chargers, including 32 off-street and 47 on-street EV chargers from Toronto Hydro before the end of 2023.



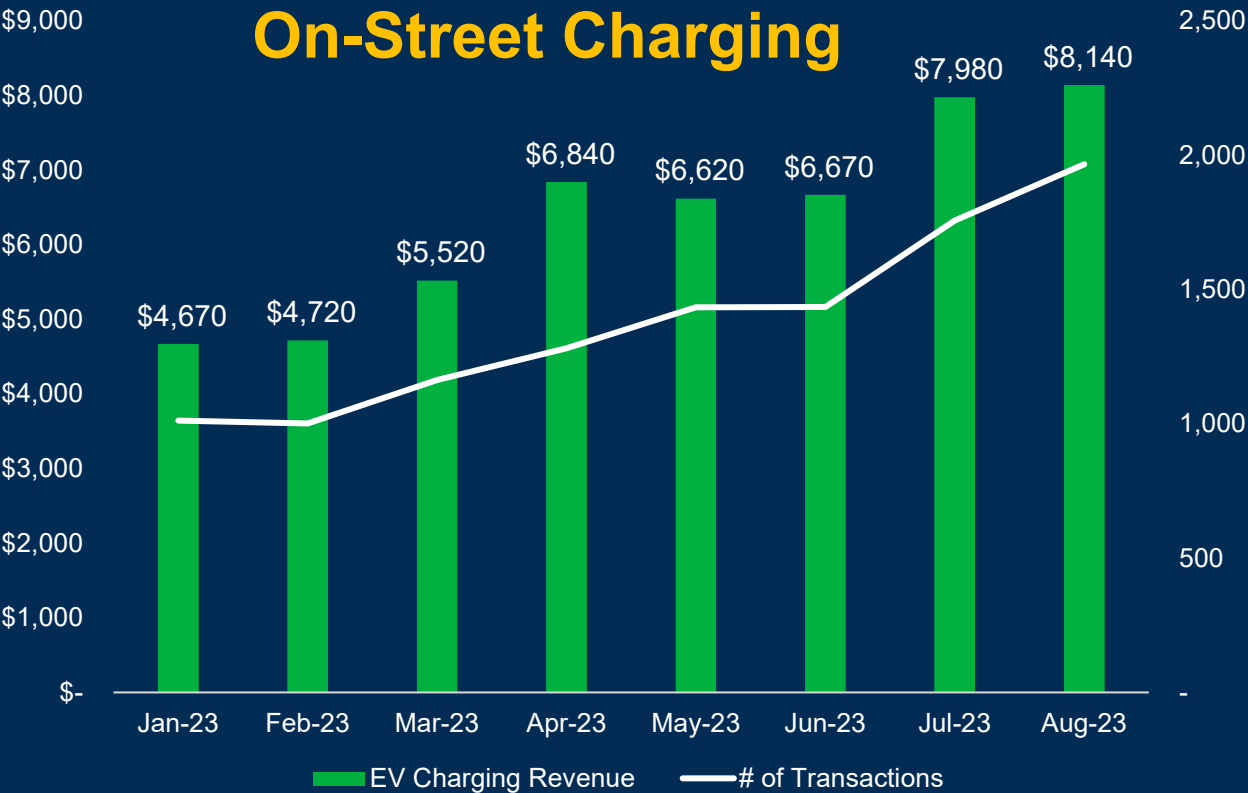
Over 7,600 Off-Street Charging Sessions and \$112,000 in Revenue August YTD



Note: Includes Revenue from Toronto Hydro/TPA EV Pilot Sites that have 32 EV Chargers

AUGUST YTD		
Charging Sessions 7,691	Off-Street Chargers 117	Average Connection Duration 3.4hrs
Total Rev/Session \$14.64	Charging Rev/Session \$5.76	Parking Rev/Session \$8.88
Return Users Rate 29%	GHG Saved 224 Tonnes	Total Fuel Saved (litres) 95.3K

Over 10,000 On-Street Charging Sessions August YTD *

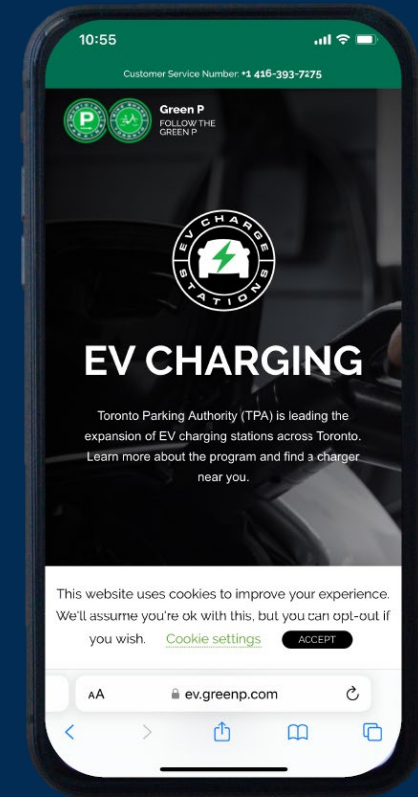
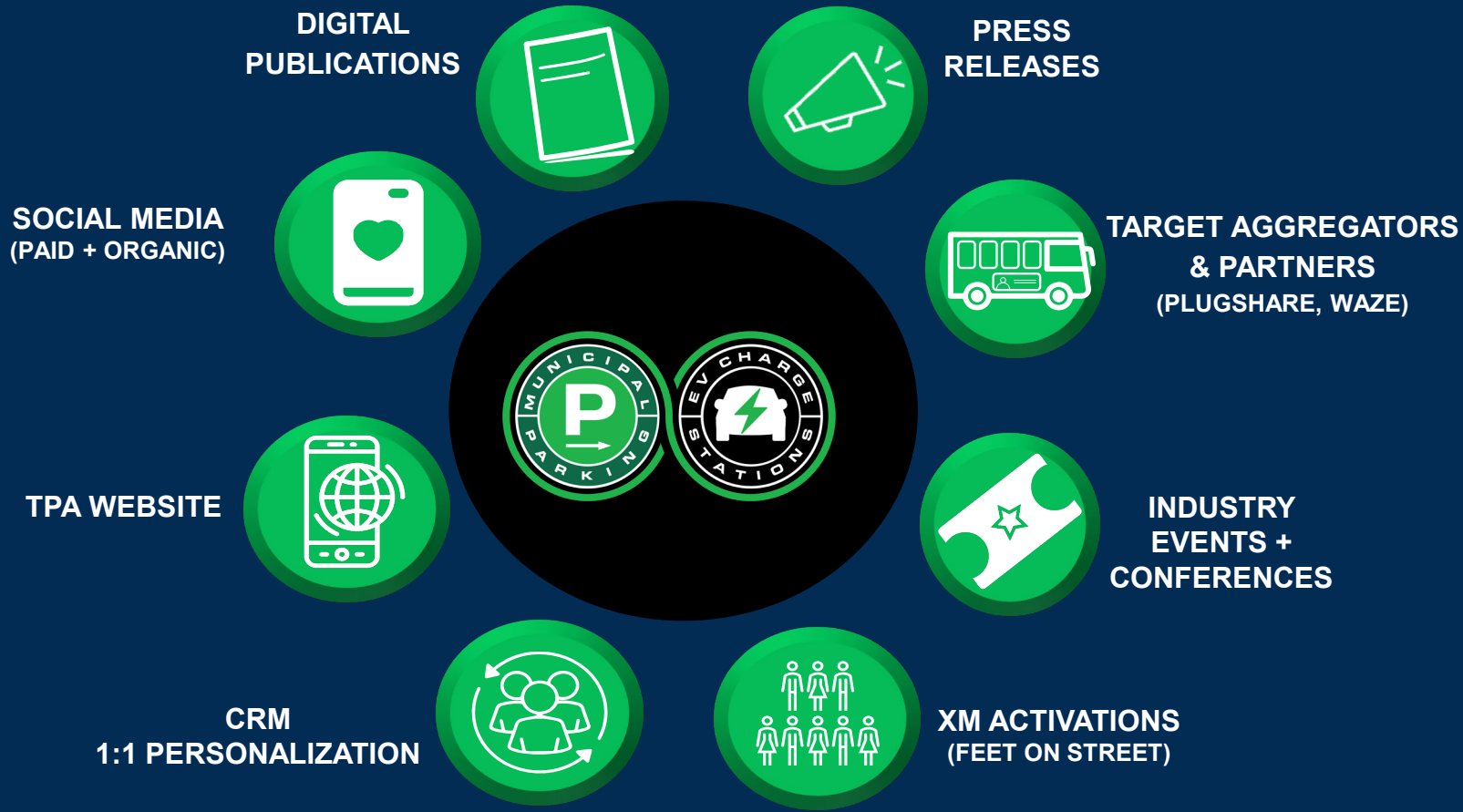


Note: Revenue from 47 on-street EV chargers is currently provided to Toronto Hydro. Ownership of chargers will transfer to TPA in 2023.

AUGUST YTD		
Charging Sessions	On-Street Chargers	Average Connection Duration
10,050	47	4.9hrs
Total Revenue	Charging Rev/Session	Parking Rev/Session
\$46K	\$4.63	\$↑
Return Users Rate	GHG Saved	Total Fuel Saved (litres)
21%	92 Tonnes	39K



Omni-Channel Marketing Campaign Launched Week of May 15

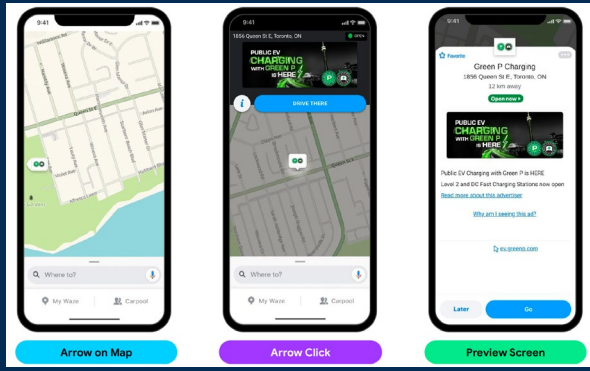
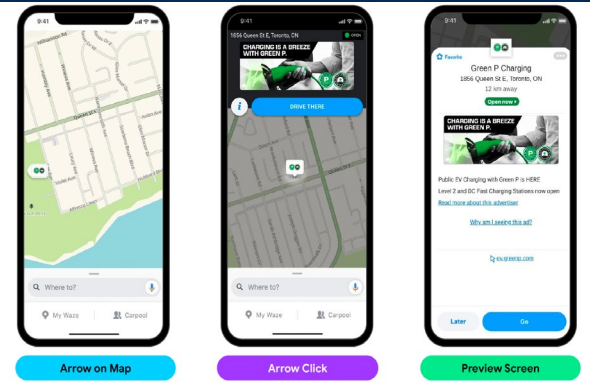


Launched Multi-Faceted Campaign in May to Drive Awareness and Engagement; Second Campaign begins in Q4

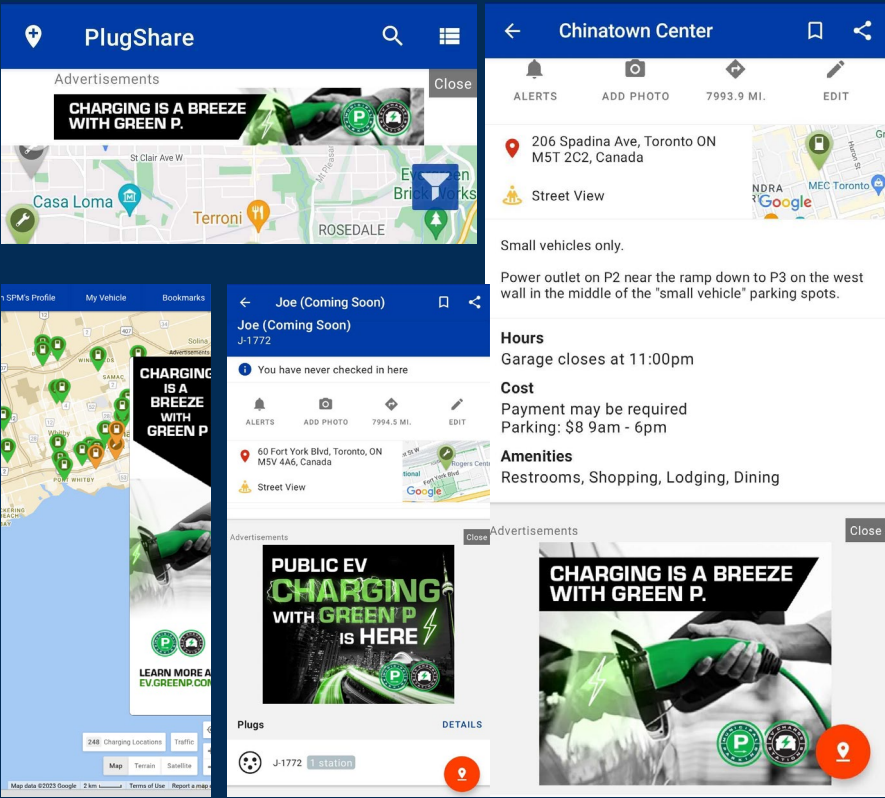
Paid Social



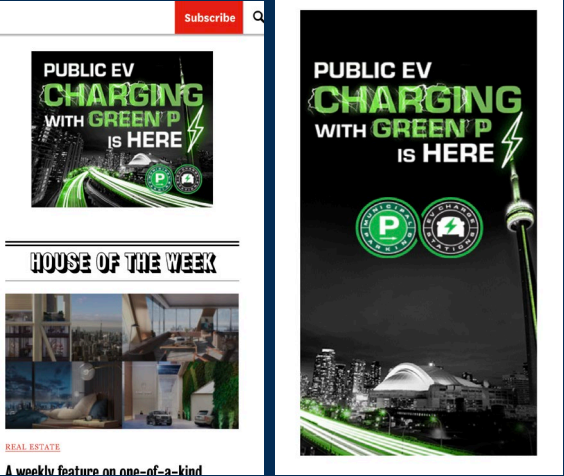
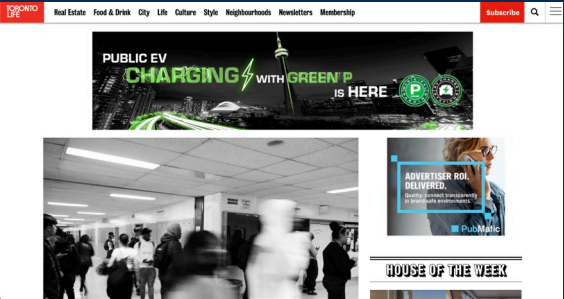
Waze



PlugShare



Toronto Life



Early Data Suggests We are Generating Interest and Awareness

Marketing Campaign KPIs: May 15 to September 19, 2023

TIMING	IMPRESSIONS	CLICKS	CTR	NAVIGATIONS <i>*Waze only</i>
FACEBOOK	682,547	5,189	0.77%	-
LINKEDIN	98,004	724	0.74%	-
WAZE	3,258,787	1,703	0.05%	349
PLUGSHARE	224,000	269	0.12%	-
TORONTO LIFE	100,001	33	0.03%	-
TOTAL	4,363,339	7,918	0.34%	349

Insights:

1. Nearly 4.5 M impressions through Sept. 19/23
2. Campaign results tracking on par, or better across all channels
3. Paid Social yielding higher Click Through Rates (CTR) compared to channels such as Waze and PlugShare



Strategic Partnership(s) Solicitation Now Underway



Highlights:

- Expression of Interest released: March 31/23
- 100+ individual private sector companies have signaled interest
- Discovery meetings: May – October
- Proposals due: November 10/23



TPA Continuing to Scale its EV Charging Program – 550 Chargers in Market by Year End 2024

2023 Results

- TPA to operate 405 chargers by the end of 2023
- Assume lead for On-Street EV Deployments for City
- Largest public network of chargers in Canada
- Digital Marketing campaign to drive awareness
- EV Partnership Proposals (Q4 2023)
- Continued support from partners Environment & Climate, Transportation and Toronto Hydro



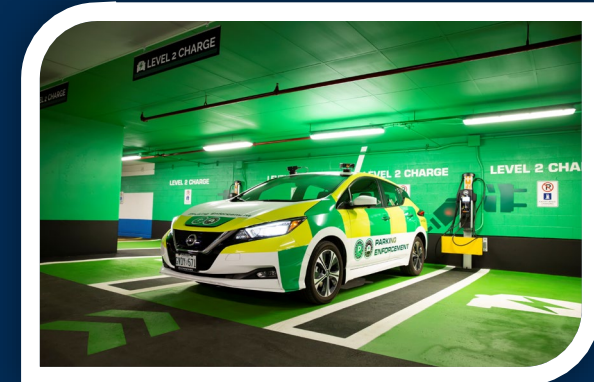
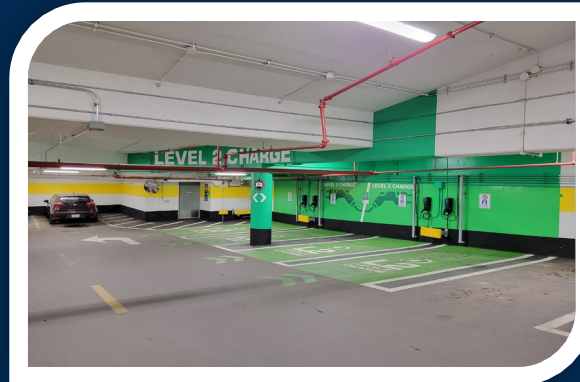
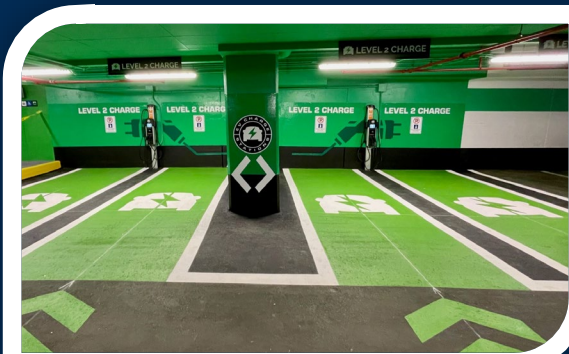
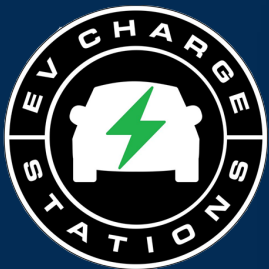
Outcomes

2021 > 9 ✓

2022 > 117 ✓

2023 > 400+ ✓

2024 > 550+



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