



REPORT FOR ACTION WITH CONFIDENTIAL ATTACHMENT

Parking Management Agreement Exhibition Place/Toronto Parking Authority

Date: March 12, 2024

To: Board of Directors, Toronto Parking Authority

From: President, Toronto Parking Authority

Wards: Ward 10- Spadina-Fort York

REASON FOR CONFIDENTIAL INFORMATION

The attachment to this report relates to a position, plan, procedure, criteria, or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the City or Toronto Parking Authority.

SUMMARY

Toronto Parking Authority (TPA) has been providing a range of parking management, equipment and revenue collection services to the Owner at ten (10) Exhibition Place car parks totalling 5,668 spaces, within the Exhibition Place grounds since 2016 (refer to Appendix A – *Site Location Map*). Management has worked with Exhibition Place to negotiate terms and conditions in principle that will extend the arrangement with TPA for at least a further five (5) years through a consolidation of contracts.

Should the recommendations of this report be adopted by TPA Board of Directors, the Parking Management Agreement will extend the services provided by TPA for Exhibition Place for a term of five (5) years with the option to extend for one (1) additional term of five (5) years. The new Parking Management Agreement will also consolidate the contractual arrangements between TPA and Exhibition Place, which are currently split between the surface car parks (Car Parks 851 - 858) and the parking garage beneath the Enercare Facility (Car Park 850). More importantly, this new Agreement will reinforce both parties' desire to drive the productivity of the ten (10) car parks and provide a first-class customer experience through the introduction of new parking payment technologies.

RECOMMENDATIONS

The President, Toronto Parking Authority recommends that:

1. The Board of Directors of Toronto Parking Authority authorize the President, Toronto Parking Authority, to negotiate, enter into and execute a Parking Management Agreement with Exhibition Place with respect to the ten (10) car parks listed in Appendix B to this report, in accordance with the terms and conditions as generally outlined in Confidential Attachment 1 and on such other terms and conditions or amended terms and conditions as may be acceptable to the President, Toronto Parking Authority, and in a form satisfactory to the City Solicitor.
2. The Board of Directors, Toronto Parking Authority direct that Confidential Attachment 1 remain confidential in its entirety, as it relates to a position, plan, procedure, criteria, or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the City or Toronto Parking Authority.

FINANCIAL IMPACT

The terms and conditions of the proposed Parking Management Agreement, including the results of a financial analysis, are outlined in Confidential Attachment 1.

DECISION HISTORY

At its meeting on September 29, 2021, TPA Board of Directors authorized the President, Toronto Parking Authority, to negotiate, enter into and execute on behalf of Toronto Parking Authority, a Parking Equipment Services Agreement with Exhibition Place with respect to the eight (8) car parks listed in Appendix B to the report (September 9, 2021) from the President, Toronto Parking Authority in accordance with the terms and conditions as generally outlined in Confidential Attachment 1 to the report from the President, Toronto Parking Authority and on such other terms and conditions or amended terms and conditions as may be acceptable to the President, Toronto Parking Authority, and in a form satisfactory to the City Solicitor.

<https://secure.toronto.ca/council/agenda-item.do?item=2021.PA26.5>

At its meeting on February 5, 2018, TPA Board of Directors authorized staff to enter into a Memorandum of Understanding (MOU), or such other form of agreement as may be acceptable to the City Solicitor, with The Board of Governors of Exhibition Place (EP) for Toronto Parking Authority (TPA) to provide consultancy, purchasing, installation, and support services relating to the parking technology at the Enercare Centre parking garage (Enercare Garage), and sixteen (16) parking booths throughout the grounds, the general terms and conditions of which are set out in Appendix A, 'Terms and Conditions' to the report (January 22, 2018) from the Acting President, Toronto Parking Authority, and any such other amended terms and conditions as may be acceptable to the Acting President and the City Solicitor.

<https://secure.toronto.ca/council/agenda-item.do?item=2018.PA7.2>

COMMENTS

TPA has been providing a range of parking management, equipment and revenue collection services to the Owner at ten (10) Exhibition Place car parks since 2016. This report seeks authority from the Board of Directors to extend the provision of these services for an additional five (5) years under the terms and conditions outlined in Confidential Attachment 1.

As TPA continues its transformation to be the world's best provider of sustainable parking, bike share and last mile mobility solutions, Management is proposing to redefine the relationship with Exhibition Place as a key strategic partner. The new contractual arrangements will ensure that both parties are invested in driving top-line growth, cost productivity, a continued investment in new technologies and first-class customer experience at Exhibition Place's ten (10) car parks, containing 5,668 parking spaces.

In alignment with this new approach, TPA and Exhibition Place will be installing refreshed signage and 25 new state-of-the-art pay-by-plate payment machines. In addition to the traditional payment methods available, TPA will be offering new parking payment technologies, allowing customers to pay for parking through a Quick Response code (QR code) and guest check-out that will be enabled for vendors and other guests of Exhibition Place. This investment in wayfinding and equipment will provide customers with an enhanced payment experience that offers choice, ease and speed.

As part of this new agreement, TPA will also be making a number of other parking management services, including enforcement and the relocation of equipment, available as optional services that have the potential to expand TPA's role.

Site Location

Established in 1879, Exhibition Place is Canada's largest entertainment and convention site; hosting 1,260 events and attracting 5.5 million visitors annually. The ten (10) subject car parks on Exhibition Place grounds total 5,668 stalls and are identified in Appendix B.

Demand for the car parks is primarily driven by events occurring at the Enercare Centre, Beanfield Centre, BMO Field, Hotel X, the Queen Elizabeth Theatre and Ontario Place.

These include seventeen Toronto FC home games, the Royal Winter Fair, the Home Show, the Honda Indy, as well as numerous concerts and live performances.

The car parks will be operated seven (7) days per week, 24 hours per day with the exception of the three (3) weeks in August when the Canadian National Exhibition (CNE) is held.

Parking Demands

Parking activity at Exhibition Place remains strong, increasing as the number of events and visitors return to Exhibition Place post-pandemic. A profile of the activity is included in Table 1:

Table 1: *Parking Activity at Car Parks 850 - 859*

Year	Transactions	Avg Length of Stay (hrs)	Average Transaction Value (ATV)	Utilization	Percentage Mobile Transactions*
2021	90,120	15.36 hrs	\$14.84	2.1%	14%
2022	303,081	15.84 hrs	\$16.55	9.6%	8%
2023	285,583	16.26 hrs	\$18.25	9.2%	16%
Total	678,784	15.82 hrs (Avg)	\$16.55 (Avg)	7.2% (Avg)	12% (Avg)

*Note that Car Park 850 is excluded as mobile pay is unavailable at this underground facility.

Summary of Proposed Parking Management Agreement

A summary of the terms and conditions of the Parking Management Agreement is included in Confidential Attachment 1. Should TPA Board of Directors adopt the recommendations of this report, Exhibition Place will seek authority from their Board of Directors to finalize the Agreement. It is anticipated that this report will be brought forward at the April meeting of the Exhibition Place Board of Directors.

CONTACT

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SIGNATURE

W. Scott Collier, President
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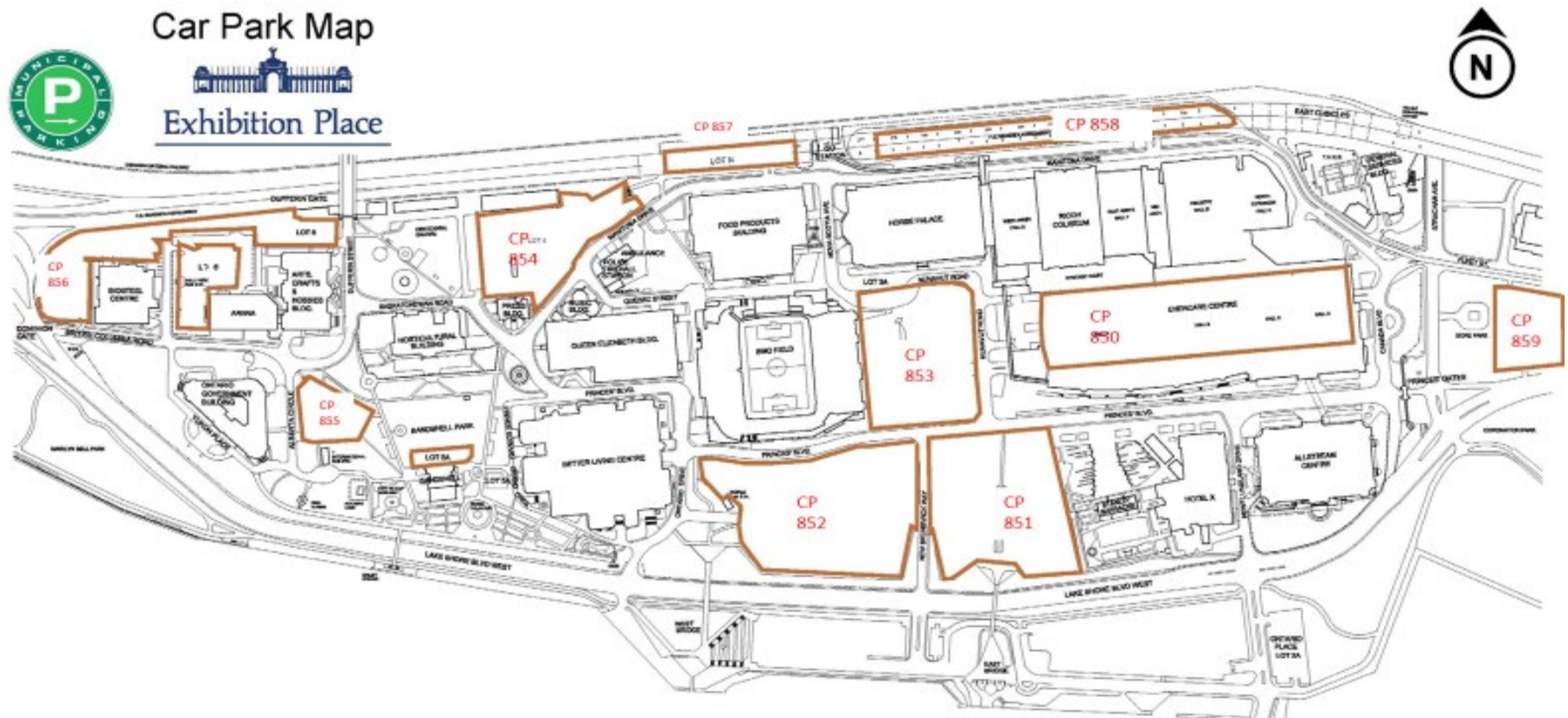
ATTACHMENTS

Confidential Attachment 1 - Summary of Proposed Terms and Conditions

Appendix A – Site Location Map

Appendix B – List of Car Parks Located within the Exhibition Grounds

APPENDIX A: SITE LOCATION MAP



APPENDIX B:

LIST OF CAR PARKS LOCATED WITHIN THE EXHIBITION GROUNDS

Car Park No.	Address	Number of Stalls
850	100 Princes' Blvd. (garage)	1,283
851	125 Princes' Blvd.	756
852	15 Ontario Dr.	973
853	6 Nunavut Rd.	645
854	6 Saskatchewan Rd.	478
855	60 Prince Edward Island Cres.	218
856	20 British Columbia Rd.	622
857	150 Manitoba Dr.	75
858	40 Manitoba Dr.	246
859	720 Lake Shore Blvd. W.	330
TOTAL		5,668