



REPORT FOR ACTION WITH CONFIDENTIAL ATTACHMENT

Electric Vehicle Charging Partnership Opportunity

Date: May 14, 2024

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

As part of our vision to become the world's best provider of sustainable parking, bike share and last mile mobility experiences, TPA is executing an ambitious rollout plan for Electric Vehicle (EV) charging across the City of Toronto. With over 407 EV chargers deployed over the last twenty-four months, TPA's network of EV chargers has quickly scaled to become the largest municipally-owned network in Canada. Despite this progress, Toronto remains materially undeveloped versus its North American peers. The TPA plans to address this situation over the next five years.

To bring our vision closer to reality, Management has been purposeful in securing strategic partners to co-create a best-in-class EV eco-system that will accelerate Toronto's transformation to net zero while facilitating EV adoption across Toronto in a customer centric fashion. These partnerships will elevate TPA's operational capabilities, customer engagement, and sustainable financial performance. This approach will facilitate access to incremental revenue streams and in-kind contributions to offset operating and capital costs. Concurrently, these partnerships also provide access to enhanced consumer insights, leading edge digital capabilities and best-in-class thought leadership in mobility, marketing and brand building.

An Expression of Interest (EOI) was released on March 31, 2023, with an invitation for proposals to develop a strategic partnership for the continued acceleration of TPA's EV Charging Network Program. Responses to the EOI were due no later than November 10, 2023.

The purpose of this report is to present the Board with an update on the EV Charging Network Partnership opportunity that TPA released through the EOI process. Details about this opportunity will be provided through a presentation to the Board, which will require a closed-session discussion as it relates to a position to be applied to negotiations being carried out by TPA.

RECOMMENDATIONS

The President, Toronto Parking Authority recommends that:

1. The Board of Directors, Toronto Parking Authority direct that the confidential information contained in Confidential Attachment (1) remain confidential because it is about a position to be applied to negotiations being carried out by TPA.

FINANCIAL IMPACT

There are no financial impacts associated with the adoption of this report.

DECISION HISTORY

At its meeting on July 26, 2022, TPA Board of Directors received a report (PA 31.5) entitled "Toronto Parking Authority Sponsorship Policy". The item was adopted without amendment, by TPA Board of Directors at its meeting of July 26, 2022.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2022.PA31.5>

COMMENTS

An Expression of Interest for EV Charging Network Strategic Partners was released to the market on March 31, 2023 with a closing date of November 10, 2023.

TPA has undertaken a three (3)-phased approach with respect to the EV Charging Network Partnership opportunity as follows:

Phase 1: Market Analysis (completed)

Phase 2: Partnership Opportunity Development (completed)

Phase 3: Evaluation, Negotiation and Closing (in progress)

To support the process of finding a Strategic Partnership to support TPA's EV Charging Network program, TPA retained Lang Partnerships through a Vendor of Record arrangement. TPA carried out the first Phase of the process together with Lang, which included assessing the internal readiness of TPA to work with a partner, analyzing TPA's EV charging assets relative to marketplace interests, including an analysis of the Canadian partnership industry and best practices.

As part of this first phase of work, 11 market sounding interviews were carried out with key category leaders, which were used to focus potential opportunities and inform how best to position, price, package and sell TPA's EV Charging Network Program as a partnership opportunity. With the first phase of work completed, a comprehensive partnership framework was developed, which included: pricing targets per industry category and a sales plan, including the identification of priority sectors, companies and category exclusivities.

Based on the market analysis completed, an EOI package was developed and publicly released on March 31, 2023. The EOI was published on MERX with invitations sent directly to 33 companies representing the EV charging hardware/software, technology, engineering and construction, automotive, energy and financial services industries.

Bid Evaluation Criteria

As part of the EOI process, TPA developed guiding principles that set out the goals/objectives that TPA is seeking through prospective partnerships. The principles draw attention to partners that can:

- Assemble a consortium of like-minded partners to deliver best-in-class EV charging solutions;
- Provide thought leadership and to share perspectives on technology, charger mix, timing, location and scale of rollout;
- Maximize customer experience and operational reliability of the charging network;
- Integrate EV charging and Green P parking services (i.e., payments, co-branding and white labelling, marketing and data, etc.);
- Explore innovate or non-traditional business models;
- Commit to a minimum five (5)-year partnership term; and
- Engage in an iterative process to unlock/maximize value and drive innovation.

Proposals will be evaluated against criteria that reflect the principles above.

Next Steps

Following the evaluation of proposals and identification of a preferred proponent(s), Management will target a final recommendation to the Board at the July 19, 2024 meeting.

CONTACT

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SIGNATURE

W. Scott Collier, President
Toronto Parking Authority

ATTACHMENTS

Confidential Attachment 1 - EV Partnership Opportunity Update