



INTERNAL MEMORANDUM

Contract Award for Parking Occupancy Project for In-Ground Sensors Phase 2 - Request Purchase Order

Date: August 28, 2024
To: Scott Collier, President, Toronto Parking Authority
From: Jarrett McDonald, Vice President Operations, Toronto Parking Authority

SUMMARY

In 2023, TPA awarded a one (1) year prototype to eleven-x Incorporated (eleven-x) that resulted in the installation and operation of 35 in-ground occupancy sensors along the east side of Spadina Avenue between Dundas Street West to College Street. Through this pilot, TPA observed the success of this technology to accurately monitor paid parking usage.

As a result of the prototype's successes, it was determined that a larger sample size was required to be able to successfully test additional aspects of this technology including, but not limited to, monitoring payment compliance, analyzing time parking regulation and applying targeted enforcement.

In May 2024, TPA issued a Request for Proposal (RFP) to seek a vendor to expand the current operation of its 35 in-ground sensors along Spadina Avenue between Dundas Street West to College Street to include in-ground sensors in the following locations:

- Spadina Avenue, east side from Bloor Street West to Queen Street West
- Spadina Avenue, west side from Queen Street West to Dundas Street West
- Spadina Avenue, west side from College Street to Bloor Street West
- Adelaide Street, north and south sides between Spadina Avenue and Church Street
- Church Street, east and west sides from Queen Street East to Bloor Street East

A map of the existing and proposed new in-ground sensor locations can be found in Attachment 1.

The in-ground sensor locations were selected based on Parking Development's on-street paid parking occupancy strategy that targets to maximize the usage and benefits of the infrastructure while

Request to Approve Phase 2 Occupancy In-Ground Sensors – On-Street

protecting it for the foreseeable future. Some key elements that fed into the selection of these locations includes the following:

- There is limited / no construction for the foreseeable future;
- Connected to other occupancy locations to form a network / cluster of locations;
- Significant portion of the paid parking stalls are located in laybys;
- Limited impact of these stalls by other on-street activities (i.e. CafeTO);
- Locations have high transactions / revenue;
- Situated near businesses / BIAs; and
- Situated in areas that contains upgraded parking equipment.

A Purchase Order (PO) is being requested for issuance to eleven-x in the amount of \$483,626.00 plus HST, having submitted a quotation and having met all the procurement process requirements. The PO is required to supply, deliver, install, operate and remove (if needed) in-ground occupancy sensors across TPA's paid on-street parking for a two (2) year period. This award will increase the in-ground sensor network from 35 to an estimated 492 in high value parking locations in the downtown core.

RECOMMENDATIONS

The Vice President, Operations, Toronto Parking Authority recommends that:

The President, Toronto Parking Authority authorize the procurement and installation of 457 in-ground sensors as well as the operation of 492 sensors by eleven-x totalling \$483,626.00 (excluding tax).

FINANCIAL IMPACT

The total cost of this project is equivalent to \$483,626.00 (excluding HST) and is based on the cost submission provided by eleven-X as part of the formal RFP process. A breakdown of the cost is detailed below.

Description	Capital or Operating Expense	Amount
1. Installation and purchase of 457 in-ground sensors*	Capital Expense	\$383,297.00
2. Reinstallation costs (if required)**	Capital Expense	\$8,860.50
3. 10-year warranty		Included in price
4. 2-years of operational costs for 496 in-ground sensors (includes newly added locations and those along the East side of Spadina between College and Dundas)***	Operating Expense	\$91,469.00 (\$45,734.00/year)

*This location may change if paid parking stalls are temporarily closed (i.e. construction)

**Costs cover installation of up to 75 new in-ground sensors

***All operational costs to be paid up front to realize cost savings as part of RFP negotiation process.

Request to Approve Phase 2 Occupancy In-Ground Sensors – On-Street

Funding for this project is included in the 2024 TPA Operating Budget and Capital Budget (Project – Expansion of On-Street Occupancy Measurement / Wayfinding, Internal Order Number 700504).

CALL SUMMARY

On May 7, 2024, TPA issued an RFP seeking a vendor to supply, install, and commission occupancy sensors within its on-street paid parking operation. Proposals were received from two (2) vendors: eleven-X and Electromega Ltd.

An evaluating committee consisting of four (4) TPA staff reviewed the submitted proposals. The evaluation process was guided by the adherence to mandatory submission requirements, proposal structure attributes and contents, and costs of services noted in the RFP. Eleven-X's total score was higher at 88.9 to that of Electromega's at 84.2.

COMMENTS

Being as eleven-X's proposal scored higher than Electromega, it is recommended that TPA proceed with eleven-x's proposal.

NEXT STEPS

Inform eleven-x that it is the successful proponent in securing the contract, complete any associated paperwork, issue the Purchase Order and arrange a kick-off meeting.

CONTACT

Jarrett McDonald
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SIGNATURE



Scott Collier
President, Toronto Parking Authority

ATTACHMENTS

Attachment 1: Map of Existing and Proposed New In-Ground Sensors

Attachment 2: Request for Proposal (RFP-PD-202405-01) – Parking Occupancy In-Ground Sensors

Attachment 3: eleven-x Proposal

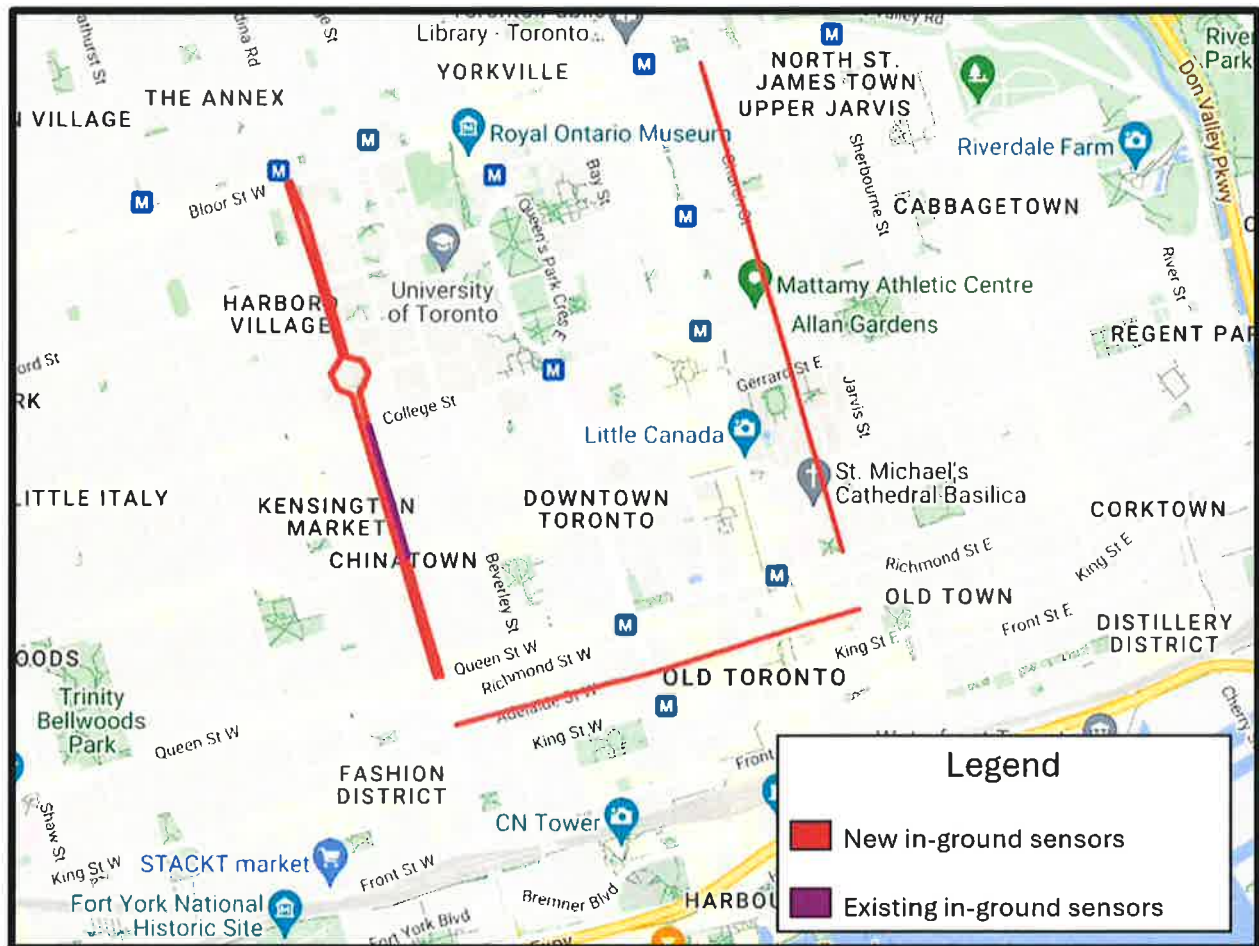
Attachment 4: Electromega Proposal

Attachment 5: Master Service Agreement between eleven-x and Toronto Parking Authority

Attachment 6: Statement of Work #1 between eleven-X and Toronto Parking Authority

ATTACHMENT 1

Map of Existing and Proposed New In-Ground Sensors



Request to Approve Phase 2 Occupancy In-Ground Sensors – On-Street

ATTACHMENT 2

Request for Proposal (RFP-PD-202405-01) – Parking Occupancy In-Ground Sensors

[Click here for electronic file](#)

ATTACHMENT 3

eleven-x Proposal

[Click here for electronic file](#)

ATTACHMENT 4

Electromega Proposal

[Click here for electronic file](#)

ATTACHMENT 5

Master Service Agreement between eleven-x and Toronto Parking Authority

[Click here for electronic file](#)

ATTACHMENT 6

Statement of Work #1 between eleven-X and Toronto Parking Authority

[Click here for electronic file](#)



INTERNAL MEMORANDUM

Contract Award for Real Time On-Street Parking Closure Monitoring - Request Purchase Order

Date: September 12, 2024
To: Scott Collier, President, Toronto Parking Authority
From: Jarrett McDonald, Vice President Operations, Toronto Parking Authority

SUMMARY

In 2023, TPA's on-street parking operations generated 38% (\$54.85 million dollars generated as part of the on-street program in total revenue) of the total \$31.9 million dollars delivered to the City through the revenue sharing agreement. Due to its importance in revenue generation, it is imperative that the TPA closely monitor its on-street operations to maximize revenues to the City.

The TPA's on-street business generates most of its revenue from day-to-day fare collection operations and a transfer of funds at the end of each year from the City's Transportation Services department (\$2.04M in 2023) as a result of temporary / permanent parking closures. However, it has been a challenge to understand the extent of real parking closures to the on-street inventory. Some reasons for this are noted below:

1. Various groups within the City (Film, Events, Road Operations, etc.) issue parking closure permits that the TPA does not become aware of;
2. Unapproved closures are poorly documented and investigated by the City; and,
3. Lack of resources from City Staff to validate thousands of permits issued annually which have implications to On-Street parking closures (including the true extent of the closure, both time and space occupied).

In one (1) audit that the TPA conducted to spot check the number of parking closures to on-street paid inventory in August 2023, TPA observed 383 stalls were determined to be closed the majority of which were not validated against closures that the City was aware of, a strategy of active real-time monitoring of parking closures would allow the TPA to understand the true revenue impact to the TPA and facilitate mitigation plans to recover lost revenues through various city agencies and stakeholders.

Request to Approve Road Closure Monitoring – On-Street

In May 2024, TPA issued a Request for Proposal (RFP) to seek a vendor for the provision of a technological solution to identify, document, and consolidate on-street closures of paid parking. A Purchase Order (PO) is being requested for issuance to Sensen Networks Canada Limited (Sensen) in an amount up to \$383,000 plus HST, having submitted a quotation and having met all the procurement process requirements. The PO is required to supply, support, and train TPA staff with the technological systems for one (1) year with the option to extend to a second year.

RECOMMENDATIONS

The Vice President, Operations, Toronto Parking Authority recommends that:

The President, Toronto Parking Authority authorize the procurement of the road closure technical solution by Sensen Networks Canada Limited for an amount up to \$383,000 (excluding tax).

FINANCIAL IMPACT

The total cost of this project would have an upside limit of no more than \$383,000 (excluding HST) and is based on the cost submission provided by Sensen as part of the formal RFP process. A breakdown of the cost is detailed below.

Description	Capital or Operating Expense	Amount		Total
		Year 1	Year 2 (If Extended)	
1. Hardware, software, and installation	Capital Expense	\$84,000		\$84,000
2. Data hosting and processing services*	Operating Expense	\$142,000	\$142,000	\$284,000
3. Maintenance**	Capital Expense		\$15,000	\$15,000

*This is an operating expense for year 1 and if the agreement is extended an additional \$142,000 would be required.

**Maintenance costs would only be applicable if the agreement is extended for an additional year.

Funding for this project is included in the approved 2024 TPA Operating Budget and Capital Budget (Project – Real Time On-Street Parking Closure Monitoring, Internal Order Number 700505).

CALL SUMMARY

On May 31, 2024, TPA issued an RFP seeking a vendor to provision of a technological solution to identify, document, and consolidate on-street closures of paid parking stalls. Proposals were received from two (2) vendors: Sensen and Super GeoAI Technology Inc (Super Geo AI).

An evaluating committee consisting of four (4) TPA staff reviewed the submitted proposals. The evaluation process was guided by the adherence to mandatory submission requirements, proposal structure attributes and contents, and costs of services noted in the RFP. Sensen's total score was higher at 86.4 to that of Super Geo AI at 84.1.

COMMENTS

Being as Sensen proposal scored higher than Super Geo AI, it is recommended that TPA proceed with Sensen's proposal.

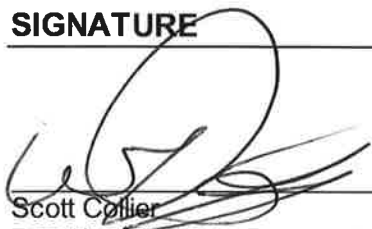
NEXT STEPS

Inform Sensen that it is the successful proponent in securing the contract, complete any associated paperwork, issue the Purchase Order and arrange a kick-off meeting.

CONTACT

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SIGNATURE



Scott Collier
President, Toronto Parking Authority

ATTACHMENTS

Attachment 1: Request for Proposal (RFP-PD-202405-02) – Street Closure

Attachment 2: Sensen Proposal

Attachment 3: Super Geo AI Proposal

Attachment 4: Master Service Agreement between Sensen and Toronto Parking Authority

Attachment 5: Statement of Work #1 between Sensen and Toronto Parking Authority

ATTACHMENT 1

Request for Proposal (RFP-PD-202405-02) – Parking Occupancy In-Ground Sensors

[Link to documents](#)

ATTACHMENT 2

Sensen Proposal

[Link to documents](#)

ATTACHMENT 3

Super Geo AI Proposal

[Link to document](#)

ATTACHMENT 4

Master Service Agreement between Sensen and Toronto Parking Authority

[Link to document](#)

ATTACHMENT 5

Statement of Work #1 between Sensen and Toronto Parking Authority

[Link to document](#)



TORONTO PARKING AUTHORITY

INTERNAL MEMORANDUM CONTRACT RENEWAL

DATE: August 23rd, 2024

TO: President, Toronto Parking Authority

FROM: Vice-President- Operations, Toronto Parking Authority

SUBJECT: **Approval Request -Limited Sourcing Two Year Contract Renewal with Environics Analytics**

SUMMARY

This is to seek your authorization for the renewal of a two-year contract with **Environics Analytics**. The contract, initially awarded in 2023, has been instrumental in providing us with data-driven solutions for consumer and market insights. In 2023, TPA solicited quotes from different providers offering similar tools for consumer insight reports. After thorough evaluation, **Environics Analytics** emerged as the most suitable choice.

LIMITED SOURCING

Under policy 5-7 Procurement, we decided to renew the Environics contract as the existing familiarity with our processes ensures cost efficiency. Transitioning to a new provider would duplicate internal efforts spent learning their web platform. Environics' user-friendly web platform allows us to run our own consumer insight reports seamlessly. Maintaining technical continuity is crucial for efficient operations. Renewing the contract avoids disruptions and allows us to focus on core business activities.

Additionally, Environics Analytics provides a **discount** for multi-year renewals:

- **Year 1:** A **5% reduction** from the standard pricing.

- **Year 2:** An **5% reduction** from standard pricing plus **inflation-adjusted** pricing to account for changing market conditions.
- In addition, basis the multiple quotations received in 2023 for this service, Environics was found to be the best among those.

RECOMMENDATIONS

Vice-President- Operations, Toronto Parking Authority recommends that:

The President, Toronto Parking Authority approve a renewal of the contract with Environics Analytics for a period of 2 additional years until October 2026. The successful collaboration over the past 12 months, their expertise, reliability, and cost-effectiveness align with our strategic goals.

Estimated Costs: The estimated cost for the renewed contract over the 2 year term is \$200,000.

Additional specialized consumer databases, such as those targeting electric vehicle owners, to enhance our insights and segmentation capabilities have been added at an extra cost, included above.

FINANCIAL IMPACT

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Prepared by: Samuel Lau

Prepared For
Toronto Parking Authority

QUOTE

DATE:
2024-08-29

For:
Database & Software Options
(Ontario)

DESCRIPTION	NOTES	Year 1 - ANNUAL COST (Toronto)	Year 2 - ANNUAL COST (Toronto)
Analytical Software			
ENVISION - Using best practices gained over 50 years in the data and analytics industry, we built ENVISION to be a powerful marketing and business intelligence platform. Combine your data with our databases and utilizing ENVISION workflows and mapping, generate a deeper understanding of your customers, prospects and trade areas, anywhere in North America.	1 Seat	\$8,075	\$8,277
175 Consulting Hours		\$35,744	\$36,637
Data			
PRIZM - PRIZM segments capture current demographics, lifestyles, consumer behaviours and settlement patterns in Canada. PRIZM is the latest release of our pioneering segmentation system that classifies Canada's neighbourhoods into 67 unique lifestyle types. Continuing with methodology that integrates geographic, demographic and psychographic data, PRIZM incorporates the latest authoritative data from nearly a dozen demographic, marketing and media sources to help you better analyze and understand your customers and markets. PRIZM provides the foundation for building custom segments that are aligned to your goals and objectives.		\$4,750	\$4,869
DemoData - Features variables, including both averages and distributions, on population, family structure, household size and type, ethnic diversity, labour force participation and income.		\$2,147	\$2,201
Opticks Numeris - Numeris is the leading supplier of radio and TV audience ratings services to the Canadian broadcast advertising industry. Numeris RTS (Return to Sample) is a national survey that queries more than 47,000 respondents on product usage, leisure, retail behaviour and media habits. Opticks Powered by Numeris provides lifestyle and media profiles for more than 4,300 variables across a wide range of topics from radio and TV usage to retail, finance, technology and travel behaviour. The data are available at the postal code (FSALDU) level and can help users better understand their customers for a range of media and marketing applications.	Includes Numeris RTS membership fees	\$6,938	\$7,086
Social Values - PRIZM is linked to Environics Social Values, the only truly psychographic data built into a segmentation system in Canada. Every year since 1983, scientists at our sister company, Environics Research, have conducted a nationwide survey that measures human motivation and social relations, employing advanced techniques to understand the mindset of Canadians. The resulting SocialValues dataset, based on over 4,000 respondents, measures 94 values and 174 attitudes—such as Importance of Price, Attraction to Nature and Ecological Lifestyle—to help users determine the mindset of their customers to better reach and serve them. With the SocialValues dataset, users will understand what matters most to their customers and how it affects the purchases they make—helping businesses develop communications and merchandising strategies that speak to their customers' concerns and worldview.		\$5,938	\$6,086
MobileScopes - Use MobileScopes to learn about locations visited or competitor locations, how often, and where they live and work to inform decisions around products, program development, marketing, messaging, recovery planning and staffing levels. When linked to our PRIZM® segmentation system, mobile movement data makes it possible to develop detailed profiles of consumers in any trade area or location, whether you have customer data or not.	Priced at 100 Queries	\$10,460	\$10,711
Asking Canadians Social - a comprehensive database that allows businesses and not-for-profits to determine the social media behaviour of all segments of Canadian society. It is derived from an online survey of 19,372 respondents from Asking Canadians™. The database provides 889 variables on who is visiting the leading social media websites, what they are doing and how much time they spend blogging, tweeting, posting photos and sharing links.		\$7,315	\$7,498
EVTrends - Canada's premier database for measuring eVehicle adoption. EVTrends powered by Experian offers quarterly registrations (2019-2022) for all electric and hybrid vehicles, premium and standard classifications, as well as a complete listing of all eVehicle makes & models. Current, historical, and projected quarterly data are provided for trending and seasonal analysis or to help identify neighbourhoods likely to purchase eVehicles in the future. EVTrends is updated quarterly as new vehicle registration (NVR) data becomes available from Experian.		\$8,218	\$8,429
SUBTOTAL		\$89,573	\$91,788

SUMMARY COMMENTS

Given the absence of risk, cost-effectiveness, technical continuity, and their successful track record, renewing the contract with Environics Analytics for an additional two years is a prudent decision. It ensures stability, minimizes costs, and supports our ongoing business objectives.

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Lori Ellis
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W. Scott Collier
President

Rose-Ann Lee
Vice President and CFO

ATTACHMENTS



Quote - TPA - 2024
Renewal - 2 year op
