



# Exhibition Place

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January 8 2016

**ACTION REQUIRED**

To: The Board of Governors of Exhibition Place

From: Dianne Young, Chief Executive Officer

Subject: **Parking Study Consultant Report**

## Summary:

Recent development projects on the grounds in the last few years have reduced surface parking which has become a concern to the show / event organizers and also to the Exhibition Place tenants since parking is not simply a benefit but a requirement for the success of some of these events.

At its meeting of August 14, 2014, the Board approved of the development of the Basketball Training Facility to be located in Parking Lot 6 and which removed from use approximately 200 parking spaces. Replacement of these parking spaces approved by the Board was in the underutilized baseball diamond west of Medieval Times which resulted in the removal of green space on the grounds.

The resolution of these competing interests (parking and parkland) was a motion adopted by City Council which had Maple Leaf Sports & Entertainment (MLSE) agreeing to fund a grounds-wide parking study costing up to \$200,000 and a contribution by MLSE of \$2.0 million (less the \$200,000), matched by the City, towards the creation of “new parking facility” at Exhibition Place. Finally, the Council motion adopted had a contribution by MLSE of \$1.0M to a reserve fund for the restoration of the green space at Exhibition Place once the new parking facility was constructed.

To implement this direction, the Board approved of an agreement with WSP Canada Inc. for the Exhibition Place Parking Study. This study is now completed and attached to this report is the Executive Summary (Appendix A); the Summary of Recommendations (Appendix B); and a Summary of Directions and Timelines for completion of each of the recommended actions (Appendix C).

## Recommendations:

**It is recommended that the Board direct staff to:**

- 1) Report to the Finance & Audit Committee on the financial feasibility of building a new parking structure on the site and possible next steps for this direction;**
- 2) Proceed with the actions related to the Immediate (Priority I) recommendations as detailed in Appendix C attached;**
- 3) Include, as part of the upcoming 2017-2020 Strategic Planning the medium (Priority 2) and long-term (Priority 3), consideration of recommendations as detailed in Appendix B and C; and,**
- 4) Report to the Finance & Audit Committee on the Parking rates structure for events at Exhibition Place.**

### Financial Impact:

Appendix C references the recommended impact for each recommendation by year.

### Decision History:

The Exhibition Place 2004 to 2016 Strategic Plan had a Public Space and Infrastructure Goal *to improve all forms of transportation needs for the grounds* and as a strategy to support this Goal *we will continue to provide the necessary parking facilities for our businesses.*

At its meeting of August 14, 2014, the Board approved the construction of a Basketball Training Centre which was subsequently approved by City Council on August 25, 26, 27, 28, 2014.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.EX44.3>

At its meeting of April 15, 2015, the Board approved entering into an agreement with WSP Canada Inc. for the provision of consulting services to provide a Parking Study for Exhibition Place including the development of a comprehensive parking strategy leading to the construction of a new parking facility.

<http://www.explace.on.ca/database/rte/files/Item%2010-Parking%20Study.pdf>

### Issue Background:

Attached to this report is the Executive Summary of the two volume Parking Study completed by WSP Canada Inc. following a study period of 8 months including substantial consultation with stakeholders through email surveys, focus group sessions, individual in-person meetings and/or conference calls and a final workshop.

### Comments:

The Study recognizes that addressing the parking needs of our stakeholders and clients is more than just the number of available parking spaces on the grounds. While parking inventory is important, as significant to an effective parking strategy for a site as large and as diverse as Exhibition Place, there also needs to be:

- a transit strategy
- a transportation management plan which includes wayfinding, customer focused staffing, well-maintained roadways and pedestrian pathways
- an upgraded parking technology and integrated traffic management plan

WSP Canada Inc. has concluded that given its existing level of activity on the grounds and what is estimated to be the level of activity on the grounds in the next 10 years, Exhibition Place should continue to provide at least 5,800 parking spaces on the grounds. This number of spaces will be sufficient to meet over 90% of the needs although not sufficient to meet all the parking demands on Peak Days.

Peak Days are defined by the consultant to occur when the demand exceeds 5,000 vehicles. Modelling was done based on 2012-2014 data. In 2012 there were only 21 Peak Days and only on one day in March 2012, when the National Home Show and a TFC game were on at the same time, did the demand exceed the overall site supply of 5,800 cars.

The study forecasts that based on information received from the clients / tenants and historic growth patterns of the site, there may be an increase in Peak Days from 21 to 36, however onsite supply and supply in the surrounding area will accommodate all these days other than one day when the Exhibition Place and local area supply cannot accommodate the demand.

Again, for Peak Day events, the Study is recommending additional strategies: heavy transit promotion, off-site parking, customer service ambassadors, improved wayfinding and communication.

The Parking Study does provide a detailed analysis of the construction of a new parking facility and this report recommends that Exhibition Place staff take the next step of assessing the feasibility of a new parking facility in Parking Lot 4.

Exhibition Place Parking Services are a major revenue generator for Exhibition Place. Parking revenue for the 2016 budget is \$7,293,925, with associated expenses of \$2,437,203, which includes contractual tenant rebates budgeted at \$769,333 for a budgeted net profit of \$4,856,722. Not included in these figures are the parking revenues that flow directly to the Canadian National Exhibition Association (CNEA) for the CNE event. The public financial statements for the CNEA for the year ended December 31, 2014, reported parking revenues of \$1,658,838 and parking expenses for parking attendants' wages and sundry cost of \$304,573.

The 2016 Capital Works State of Good Repair Budget of \$4.715M (City Debt Target) includes an allocation of \$75,000 for Sidewalk, Pathways & Roads which would include parking lots and pathways to those lots. In addition to the expenses noted above in association with the revenues earned, annual maintenance costs for the parking lots average approximately \$325,000.

The Study report sets out 68 recommendations to improve the parking experience at Exhibition Place. All of these recommendations will have a financial impact on the Board's budget. Staff have reviewed the recommendations in the Study and summarized proposed next steps to address the recommendations as set out in Appendix C to this report.

Toronto Parking Authority (TPA) has been of great assistance to Exhibition Place on Exhibition Place parking needs. Working with Exhibition Place throughout the Parking Study, Ian Maher, VP Strategic Planning & Information Technology, TPA was on the staff team which created the RFP team and has been an excellent resource to Exhibition Place staff on operational considerations. Exhibition Place staff continue to work with TPA on pay and display upgrades, mobile pay implementation, and TPA will be a key partner for the development of any new parking structure.

### Contact

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