

6

EXHIBITION PLACE

May 23, 2006

To: The Board of Governors of Exhibition Place

From: Dianne Young, GM & CEO

Subject: **EQUIPMENT**
Parking Equipment & Security Measures
Project No. 05-0059-55910

Purpose:

This report recommends the purchase of automated parking equipment for the grounds.

Financial Implications and Impact Statement:

The financing for this project is included within the 2005 Capital Budget approved by the Board, and carried over in part to 2006.

Recommendation:

It is recommended that the Board approve the following:

1. Purchase from Precise Parklink, through the Toronto Parking Authority, nine (9) automated solar powered "Pay and Display" parking meters, complete with freestanding bases and signage, at a total cost of \$158,896 excluding GST; and
2. Enter into a one-year service agreement with Precise Parklink for the support of the operation of the Pay and Display meters for credit card processing and coin collection, including scheduled and unscheduled maintenance at a cost of \$20,088, excluding GST.

Background:

The 2005 Capital Works Budget includes \$500,000 for upgrades to the Parking and Revenue Control equipment on the grounds. At its meeting of December 2, 2005, the Board adopted a staff recommendation to purchase, through the Toronto Parking Authority, ten (10) Pay and Display parking meters for the grounds, funded from this budget.

Discussion:

In January, 2005 Exhibition Place purchased 10 Pay and Display parking meters and deployed these meters on lots immediately adjacent to the National Trade Centre and in the Press Lot. The meters are fully portable using specialty equipment, and have been moved as necessary to meet the changing demand and changing lot configurations. Most of the meters are now located in the lot created just west of Heritage Court and east of the National Soccer Stadium site. After the final asphaltting of the realigned Princes' Blvd. they will be reallocated to other lots and roads as events dictate.

Since their introduction in January the meters have performed as anticipated with the following positive impacts:

- reduction in traffic congestion by getting vehicles quickly off the roads and into the lots, particularly during Ricoh events
- ability to quickly set up in a temporary lot without any need for queuing space and hydro connections
- capture of revenue at small events that would not otherwise be staffed
- reduction in labour costs (year-to-date temporary/contract labour is 10.9% of revenue versus 11.4% for the same period last year)
- high level of compliance, with most customers paying the posted rates

In the first four months of operation 27,500 transactions have been completed on the Pay and Display meters. These meters now account for just under 15% of the total dollar value all parking transactions on the grounds. Seventy-five percent of Pay and Display transactions are completed by credit card, and the decline rate for credit cards is under 0.7% after automatic resubmission. During this trial period, the Security Department issued 672 (2.44%) parking infraction tickets for insufficient payment or non-payment at the meters. Although Exhibition Place does not receive any revenue from these parking infractions, the City does receive a benefit of these fines.

Because of the very positive experience, staff are proposing the purchase an additional nine (9) Pay and Display meters at a cost of \$158,896. This purchase will allow the conversion of additional spaces to Pay and Display and build upon the successful introduction of this payment method. The Pay and Display meters are most effective in the prime parking spaces close to our buildings. These meters capture smaller events, and early and late arrivals at larger events, without the need for staffing.

The meters recommended for purchase in this report will be used in the north half of Lot D (Automotive), serving the Automotive Building, the National Trade Centre and Ricoh Coliseum.. Staff is also working with the CNE to deploy all of the meters, including this purchase, in exterior lots during the 2006 CNE. These measures will support revenue control and traffic management during the Fair.

Conclusion

This report recommends the purchase of nine (9) Pay and Display parking meters at a cost of \$158,896, plus one annual service agreement at \$20,088 for this equipment.

Contact:

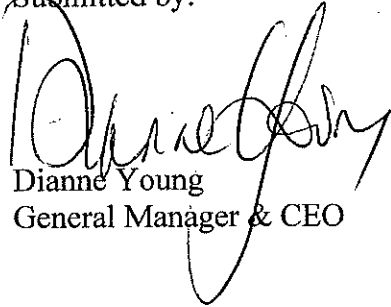
Gabe Mullan, Parking Manager

Telephone: 416-263-3564

Fax: 416-263-3641

Email: gmullan@explace.on.ca

Submitted by:

A handwritten signature in black ink, appearing to read "Dianne Young", written over the printed name and title.

Dianne Young

General Manager & CEO

