

EXHIBITION PLACE

March 31, 2004

To: The Board of Governors of Exhibition Place

From: Dianne Young
General Manager & CEO

Subject: Parking Study and Consultant

Recommendation(s):

It is recommended that the Board approve of entering into a consultant agreement with Rich & Associates Inc. for the parking study as described in this report and pursuant to such other terms and conditions required by the City Solicitor and General Manager & CEO.

Background:

At its meeting of September 17, 1999, the Board adopted a Capital Program that implemented automation of all surface lots at Exhibition Place.

Discussion:

Exhibition Place has always carried on a "pay-on-entry" system rather than "pay-on-exit" typically found in larger commercial parking lots. The "pay-on-entry" system was able to meet the needs of our clients (even in the period of the Blue Jays and concerts) mainly because the parking lots were not automated. When there were large crowds, hard tickets were sold and cash received by tickets sellers at several entrance points. However, in 1999 the Board decided to implement an automation program for all parking lots for cash control reasons. An automated entry system requires all payments to be made through ticket sellers at control gates which track entries and cash deposits which then can be reconciled. The practice of selling hard tickets at additional locations during period of high volume is no longer in place. Because of this and the necessary time to complete each transaction at that automated entry gate, there have been some issues with congestion at lot entrances.

While the level of parking transactions and revenue has been fairly consistent since 1999, the future potential is that the number of visitors to the grounds will be increasing. The opening of the Ricoh Coliseum affects parking patterns and the proposed new redevelopment of the Horticulture Building, the Bandshell Restaurant, and the proposed Hotel and Conference Centre will also have a marked impact on the delivery of parking services at Exhibition Place.

Exhibition Place staff over the last few years have done some preliminary surveys in order to have a better understanding of parking activity. With respect to parking lot utilization, an analysis of the parking transaction data for the year 2002 as well as the average transaction data

for the years 2000-2002 inclusive indicated significant differentials of utilization between specific parking lots. For example, the total number of transactions in 2002 for Lot "D" (which has 1,000 parking spaces and which is located across from the Automotive Building) was 198,568 (or 171% occupancy), whereas the number of transactions for the same period and same number of activity days in Lot "F" (which has 1,178 spaces and is located on the old stadium site) was 101,816 (or 75% occupancy) and 86,869 (or 58%) for the garage of the NTC, which has 1,300 spaces.

Staff have also conducted internal surveys of traffic patterns, supply and demand of parking inventory during events such as Roadrunner home games against the St John's Maple Leafs and other high-volume events at the Coliseum. These surveys indicate that the present utilization and the automated entry systems are barely able to process the demand during these peak periods because of the fact that guests arrive, for the most part, within a 35-minute window.

While staff have conducted these internal surveys, Exhibition Place has never undertaken an overall study of the parking operations which is a \$4.0 million profit for the Board. Given the issues that have already been noted by staff and the potential increase in parking levels with the future redevelopments, staff recommends that the engagement of a consultant to assist the Board in developing a parking strategy to deal with present and future issues. The main purposes of this strategy would be to improve service delivery; encourage better utilization of the parking facilities with an emphasis on the underutilized parking lots; and support the Board's mandate to reduce surface parking while continuing to meet service demands.

To understand the cost of such a study, a Request for Expressions of Interest was issued seeking bids on the following work:

- (a) Phase I (Timeline approx. 30 - 45 days) - Meet with on-site staff, receive briefing of target objectives; review procedures, program types presently offered, past studies and client surveys; conduct inspection of existing parking equipment and systems; observe at least 3 major shows and events and assess effectiveness of equipment, traffic patterns, lot design, access and egress to lots, and supply/demand.
- (b) Phase II (Timeline approx. 30 days) - Develop recommendations for supplementing existing equipment and systems and/or for converting existing equipment/systems to meet target objectives and a strategy for implementation of same; provide a short-list of potential suppliers, an estimated cost for supplementing/converting; and a projected timeline for implementation of recommendations.
- (c) Phase III (Timeline approx. 60 days) - Assist in the drafting and release of RFQ; assess and short-list submissions; participate in proponent interviews, presentations; assist in developing final recommendations for approval of the Board;
- (d) Phase IV (Timeline approx. 60 days) - Following Board approval, assist staff in negotiating and finalizing agreements with suppliers; drafting of contracts and service agreements. If required by the Board, assist with any communication strategy for tenants and visitors.

- (e) - Phase V (Timeline approx. 60 days) - Following delivery and installation of new equipment, and reallocation or re-distribution of existing equipment, assist as required in implementation and trial of new system.

Representatives from ten companies attended a site tour and information meeting and five proposals were received from Rich & Associates Inc., Marshall Macklin Monaghan; Dominec Sorbara Parking & System Consultants; McCormick Rankin Corporation and BA Group Transportation Consultants.

A staff team interviewed and evaluated the proposals and are recommending that the Board enter an agreement with Rich & Associates Inc. to complete only Phases I and II at this time. Rich & Associates Inc. is a consultant firm solely dedicated to the study of all aspects of parking operations – their design, development, financial operations and management. Founded in 1963, the firm has completed more than 500 parking demand and feasibility studies and designed over 1,800 multi-level parking structures. Most recently, Rich & Associates have worked with the GTAA retrofit of T1, T2 and T3 and was the project manager for the Campus Master Planning analysis at York University. The proposal by Rich & Associates will require Mr. Rich himself to have a hands-on direct involvement in all aspects of the study and surveys to be done. Because of his experience at the GTAA and York University, Mr. Rich is very familiar with the TrafPark automated system used at Exhibition Place as Mr. Rich has assisted York University and the GTAA in bringing the TrafPak system on line at these locations.

The upset cost of the study for Phase I and II would be \$55,000 including disbursements which will be funded from within the 2004 Operating Budget from the General Manager & CEO's Office and the Parking Operations. At the end of these 2 phases there would be a full report back to the Board with a recommendation on the next steps to take. Depending on the recommendations, we may need to revisit the work plan for the next phases of the project and funding for this part could be included in the 2005 Capital Budget, especially if there are some infrastructure expenditures that need to be made.

Conclusion:

This report recommends the engagement of a consultant to undertake the parking study outlined in the report and to request staff to report back to the Business Development Committee on the results of Phase I and II of this study.

Contact:

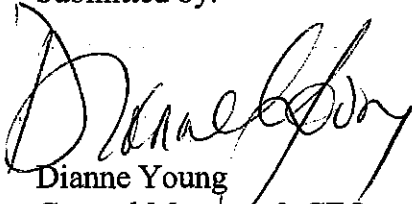
Kathryn Reed-Garrett, Director of Business Development

Tel: 416-263-3606

Fax: 416-263-3690

Email: kreed-garrett@explace.on.ca

Submitted by:



Dianne Young
General Manager & CEO

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