



Toronto Parking  
Authority

Office des parcs de  
stationnement de  
Toronto

*The Toronto Parking Authority exists to provide safe, attractive, self-sustaining, conveniently located and competitively priced off-street and on-street public parking as an integral component of Toronto's transportation system.*

## NOTICE OF MEETING AND AGENDA

A meeting of the Toronto Parking Authority will be held at City of Toronto City Hall, located at **100 Queen Street West, Meeting Room B, 2<sup>nd</sup> Floor, at 4:00 P.M. on Tuesday, March 15, 2005.**

### AGENDA

- A. Declarations of Conflict of Interest.
- B. Confirmation of the minutes of the February 24, 2005 meeting.

*Italicised items: Approval of these items will result in expenditure/receipt of funds*

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#### **1.0 FINANCE & ADMINISTRATION**

- 1.1 List of Cheques issued, for information only, and shown as Annex A. to this March 15, 2005 Agenda (vouchers 23841 – 24135).
- 1.2 Staff memorandum dated March 10, 2005, for information only, regarding the on-street revenue results to December 2004.
- 1.3 Staff memorandum dated March 15, 2005, for information only, regarding the off-street revenue results for December 2004 and year to date.
- 1.4 ***Staff memorandum dated March 10, 2005 recommending that the Toronto Parking Authority continue to support the Toronto Association of Business Improvement Areas (TABIA) for calendar year 2005 with a contribution of \$50,000.00.***

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## **2.0 DESIGN & CONSTRUCTION**

- 2.1 ***Staff memorandum dated March 7, 2005 recommending that the contract for the 2005 Line Marking Program for the Parking Garages (Carparks 15, 26, 34, 36, 43, 52, 58, 111, 125, 150, 157, 163 & 171) be awarded to JYW Marking Services for a sum total amount of \$28,500.00 plus GST.***

## **3.0 PARKING OPERATIONS**

### **Off-Street**

- 3.1 ***Staff memorandum dated March 3, 2005 recommending approval of the expenditure of \$12,500.00 plus a contingency amount of \$1,000.00 to replace the identification sign on the front of the St. Lawrence Garage (Municipal Carpark 43) with the Toronto Parking Authority's updated logo.***
- 3.2 ***Staff memorandum dated March 10, 2005 recommending approval of the expenditure of \$107,871.00 (PST included) to provide for the purchase of one (1) Tennant Company Model 550 Power Scrubber.***
- 3.3 Staff memorandum dated March 9, 2005, for information only, entitled "Security Report, Vehicle Break-in Summary – Off-Street Facilities".
- 3.4 Staff memorandum dated March 10, 2005 recommending approval of the following rates for implementation at the time that the revenue control equipment is changed from fee computers to pay and display:
1. Carpark No. 47 – 125 Burnaby Boulevard
    - \$1.25 per half hour
    - \$8.00 maximum 7:00 to 17:59, Monday to Saturday
    - \$4.00 maximum 18:00 to 06:59, Monday to Saturday
    - \$4.00 maximum 07:00 to 06:59, (Monday) on Sundays and holidays
  2. Carpark No. 51 – 365 Lippincott Road
    - \$1.00 per half hour
    - \$6.00 maximum 7:00 to 17:59, Monday to Saturday
    - \$6.00 maximum 18:00 to 06:59, Monday to Saturday
    - \$4.00 maximum 07:00 to 06:59, (Monday) on Sundays and holidays

## **On-Street**

- 3.5 ***Staff memorandum dated March 10, 2005, for information only, regarding a proposal from Precise ParkLink to escalate the removal and replacement of single-spaced parking meters on the city streets with pay and display machines.***

## **5.0 IN-CAMERA**

- 5.1 ***Staff memorandum dated March 1, 2005 regarding invoices received.***

## **6.0 OTHER BUSINESS**

- 6.1 Copies of the following articles recently appearing in local newspapers:

- 1) "Editorial: Curb the freebies for city council" (Toronto Star, March 7, 2005);
- 2) "Cyclists losing hope for parking ban" (Globe and Mail, March 4, 2005);
- 3) "Penny-pincher Ford second highest paid member of council" (Globe and Mail, March 4, 2005);
- 4) "\$25 Million boost for festival's new home" (Toronto Star, March 4, 2005);
- 5) "City sinks waterfront park parking fees" (Toronto Community News, March 4, 2005);
- 6) "Business torn up about roadwork" (Toronto Community News, March 4, 2005);
- 7) "Front-yard parking fee hikes ruled illegal; on-street permits rise" (Toronto Community News, March 4, 2005);
- 8) "Rob Ford 'seriously considering' a run at mayor's post" (Toronto Community News, March 2, 2005);
- 9) "Budget contains tax increases, higher fees" (Globe and Mail, March 2, 2005);
- 10) "Ban on parking pads sent for another look" (Town Crier, February 27, 2005);

- 6.2 Staff memorandum dated March 11, 2005, for information only, regarding advertising at Esso Service Stations.



# BOARD MEMORANDUM

TO: Board of Directors FILE NO: 3700-50  
FROM: Maurice J. Anderson DATE: March 10, 2005  
SUBJECT: PRECISE PARKLINK PROPOSAL – PAY AND DISPLAY MACHINES

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MEETING DATE: **Tuesday, March 15, 2005**

RECOMMENDATION:

**That this report be received for information only.**

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BACKGROUND:

I am in receipt of the attached letter from Precise ParkLink the supplier of our pay and display machines proposing that we escalate the removal of single-spaced parking meters on the city streets.

Staff reported to the Board about six months ago regarding this matter provided in its five-year capital budget sufficient monies to purchase enough machines to replace all the meters. We recommended to the Board at that time that the replacement program should be extended over the next three or four years because many of the areas where meters are left are low volume areas and do not produce significant amounts of revenue. The reason for that recommendation was that the meters remaining are only about five years old and are still serviceable. To expend the money today and purchase 400 to 500 machines to complete the program likely would not justify itself on a business basis. 400 machines would cost approximately \$5.8 million.

As you can see in the attached proposal, if we received the machines today and negotiate a payment plan for those machines without interest and carrying charges of any kind extending over the next five years the additional revenue may justify with a program.

Over the next month staff will be taking an inventory of all the remaining meters and for the Board meeting in April, prepare a report to the Board either recommending that we proceed to negotiate with Precise ParkLink the proposal to expedite the program or continue as we have proposed in the past.

MJA:tt  
Attach.

File: d:\files\Board Reports\mja(rec)\Precise-machines



# BOARD MEMORANDUM

TO: Maurice J. Anderson FILE NO: 3500-10  
FROM: Gwyn Thomas DATE: March 10, 2005  
SUBJECT: **On-Street Revenue Results**

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**MEETING DATE: Tuesday, March 15, 2005**

**RECOMMENDATION:**

**That this report be received for information purposes.**

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**BACKGROUND:**

The following summarizes the revenue results for the on street parking program for the month of December 2004.

Recorded revenue in December 2004 was \$2,916,732.92, falling short of the December 2004 budget estimate of 3,242,071 by \$325,338. This is attributable to a combination of aggressive budgeting and the unseasonably extreme winter weather conditions experienced in December.

Recorded revenue in November 2004(\$3,109,478.85) exceeding the budget estimate of \$2,952,579 by \$156,000. In October 2004 (\$3,030,372.80) fell short of the budget estimate by \$78,782. In September 2004 (\$3,034,891.25) and in August 2004 (\$2,873,142.71) recorded revenue exceeded the budget estimates by \$165,221 and in July 2004 recorded revenue (\$2,818,907.73) fell short of the budget estimate by \$44,570.

Revenue in June 2004 (\$3,108,969.85), in May 2004 (\$2,886,179.19.), in April 2004 (\$2,897,909.44) and in March 2004 (\$3,113,502.87) collectively exceeded budget estimates by \$510,661. Revenue shortfalls experienced in January and February 2004 totaled \$167,696.

The revenue shortfall experienced in December places the revenue for on-street program at \$216,397 over the budget estimate for 2004.



# BOARD MEMORANDUM

TO: Maurice J. Anderson FILE NO:  
FROM: Ian Maher DATE: March 10, 2005  
SUBJECT: OFF-STREET REVENUE RESULTS – DECEMBER 2004 AND ANNUAL TOTAL

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MEETING DATE: March 15, 2005

RECOMMENDATION:

**That this report be received for information.**

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BACKGROUND:

The December 2004 and 2004 annual total revenue results for the TPA's off-street facilities are indicated below:

|               | <b>December<br/>(\$000)</b> | <b>Annual<br/>(\$000)</b> |
|---------------|-----------------------------|---------------------------|
| 2000          | 4118                        | 46697                     |
| 2001          | 4337                        | 48780                     |
| 2002          | 4561                        | 51637                     |
| 2003          | 4780                        | 54280                     |
| 2004          | 4703                        | 56230                     |
| Budget        | 4752                        | 57726                     |
| Budget (adj)  | 4752                        | 57291                     |
| vs 2003       | (77)                        | 1950                      |
| vs Budget     | (49)                        | (1496)                    |
| vs Adj Budget | (49)                        | (1061)                    |

The adjusted budget reflects the removal of the revenue from the carparks operated on behalf of the Department of Parks and Recreation.

After the Parks adjustment, the off-street revenue was below budget by \$77,000 for December and \$1.06 million for the year. The monthly results for December were below 2003 (\$77,000) and budget (\$49,000). However, since 2000, the monthly revenue has increased by \$600,000 and the annual revenue has increased by nearly \$10,000,000.

The attached charts indicate the daily revenues from attended and pay-on-foot facilities. For both December 2003 and December 2004, there were 21 weekdays. The difference in revenue between the years largely all occurred on December 23 – which was \$52,000 lower in 2004 than 2003.

Ian Maher



# BOARD MEMORANDUM

TO: Board of Directors FILE NO: 2130-01  
FROM: Maurice J. Anderson DATE: March 10, 2005  
SUBJECT: TORONTO ASSOCIATION OF BUSINESS IMPROVEMENT AREAS –  
COMMUNITY PARTNERSHIP

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**MEETING DATE: Tuesday, March 15, 2005**

**RECOMMENDATION:**

**That the Toronto Parking Authority continue to support the Toronto Association of Business Improvement Areas (TABIA) for calendar year 2005 with a contribution of \$50,000.00. We have been supporting this organization for the past 3 years and have received considerable return for our contribution.**

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**BACKGROUND:**

Three years ago TABIA approached the Toronto Parking Authority requesting our support to assist the small business communities in the City of Toronto to promote themselves through festivals and other special events. The first year we contributed \$30,000.00 because the request came in midway through calendar year 2003. We increased that contribution in 2004 to \$40,000.00. This year they are requesting \$50,000.00 as they have in past years.

As stated in the attached letter, their organization is growing as they attract more BIA's to join. The funds that we provide are used during the summer months to promote upcoming BIA festivals and events using radio advertising, newspapers and posters. We receive a considerable amount of advertising and exposure in these media. The success of these various BIA's and the events they arrange in their communities each year generates more revenue for the Parking Authority in our parking facilities that serve their neighbourhoods.

A good relationship with TABIA helps the Toronto Parking Authority attain its goals.

MJA:tt  
Attach.

File: d:\files\Board Reports\mja(rec)2005-TABIA



# BOARD MEMORANDUM

TO: Maurice J. Anderson FILE NO: 7025-20  
FROM: Amir Nathoo DATE: March 7, 2005  
SUBJECT: **2005 Line Marking Program for the Parking Garages  
Carpark Nos. 15, 26, 34, 36, 43, 52, 58, 111, 125, 150, 157 163 & 171  
Award of Contract**

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MEETING DATE: March 15, 2005

RECOMMENDATION:

To award the Contract for the 2005 Line Marking Program for the Parking Garages to JYW Marking Services for the amount of \$26,631.10 plus \$1,868.90 as Contingency Allowance, being the sum total amount of \$28,500.00 plus GST.

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BACKGROUND:

1. 2005 Line Marking Program for the Parking Garages includes thirteen (13) parking garages or 7659 stall markings. The scope of work has been divided into four (4) groups. The intent is to have all the line marking work completed as soon as the weather and circumstances permit.
2. Fourteen (14) line marking contractors were invited to submit their tenders. Three (3) tenders were received and are listed below in the ascending order without the G.S.T.

| No. | Company                      | Amount      |
|-----|------------------------------|-------------|
| 1   | JYW Marking Services (JYW)   | \$26,631.10 |
| 2   | Direct Line Commercial (DLC) | \$28,168.78 |
| 3   | College Parking Liners (CPL) | \$28,196.00 |

3. We have prepared the attached Bid Comparison sheet to facilitate our review.
  - .1 Assuming the low bidder JYW's tender amount to be 100%, the next bidder DLC's tender is 5.77% higher or a difference of \$1,537.68



- .2 The second (DLC) and the third (CPL) bidders' amounts are very close or a difference of \$27.22.
4. JYW Marking Services has worked for TPA. The prices quoted are reasonable and in line with other bidders. We can find no reason as to why this tender should not be awarded to JYW Marking Services.

### **FINANCIAL BACKGROUND**

The following table provides details of each group, the number of spaces in each group, the budgeted amount for each carpark, and the tendered amount for each carpark or each group.

| <b>GROUP 1</b>            |                           |                         |                        |                        |
|---------------------------|---------------------------|-------------------------|------------------------|------------------------|
| <b>CP #</b>               | <b>Address</b>            | <b>Number of Spaces</b> | <b>Budgeted Amount</b> | <b>Tendered Amount</b> |
| 36-1                      | 100 Queen St W (S U/G)    | 1214                    | \$7,284.00             | 4,004.00               |
| 36-2                      | 100 Queen St W (N U/G)    | 873                     | \$5,238.00             | \$2,883.60             |
| <b>Total Group No. 1</b>  |                           | <b>2087</b>             | <b>\$12,522.00</b>     | <b>\$6,887.60</b>      |
| <b>GROUP 2</b>            |                           |                         |                        |                        |
| <b>CP #</b>               | <b>Address</b>            | <b>Number of Spaces</b> | <b>Budgeted Amount</b> | <b>Tendered Amount</b> |
| 43-1                      | 2 Church St – West Garage | 1038                    | \$6,228.00             | \$3,575.60             |
| 43-2                      | 2 Church St – East Garage | 970                     | \$5,820.00             | \$3,204.00             |
| <b>Total Group No. 2</b>  |                           | <b>2008</b>             | <b>\$12,048.00</b>     | <b>\$6,779.60</b>      |
| <b>GROUP 3</b>            |                           |                         |                        |                        |
| <b>CP #</b>               | <b>Address</b>            | <b>Number of Spaces</b> | <b>Budgeted Amount</b> | <b>Tendered Amount</b> |
| 15                        | 50 Cumberland Street      | 1036                    | \$6,216                | \$3,425.20             |
| 58                        | 9 Bedford Road            | 399                     | \$2,394                | \$1,516.30             |
| 157                       | 709 Millwood Road         | 20                      | \$120                  | \$250.00               |
| 171                       | 630 Mt Pleasant Road      | 53                      | \$318                  | \$250.00               |
| <b>Total Group No. 3</b>  |                           | <b>1508</b>             | <b>\$9,048.00</b>      | <b>\$5,441.50</b>      |
| <b>GROUP 4</b>            |                           |                         |                        |                        |
| <b>CP #</b>               | <b>Address</b>            | <b>Number of Spaces</b> | <b>Budgeted Amount</b> | <b>Tendered Amount</b> |
| 26                        | 33 Queen St East          | 645                     | \$3,870                | \$2,134.00             |
| 34                        | 25 Dundas Street          | 265                     | \$1,590                | \$1,010.50             |
| 52                        | 40 York Street            | 323                     | \$1,938                | \$1,235.10             |
| 111                       | 74 Clinton Street         | 79                      | \$474                  | \$300.00               |
| 125                       | 323 Richmond Street       | 258                     | \$1,548                | \$984.60               |
| 150                       | 40 Larch Street           | 357                     | \$2,142                | \$1,360.90             |
| 163                       | 283 Spadina Street        | 129                     | \$774                  | \$497.30               |
| <b>Total Group No. 4</b>  |                           | <b>2056</b>             | <b>\$12,336.00</b>     | <b>\$7,522.40</b>      |
| <b>TOTAL – ALL GROUPS</b> |                           | <b>7,659</b>            | <b>\$45,954</b>        | <b>\$26,631.10</b>     |

2. Project Details

|    |  |             |                      |
|----|--|-------------|----------------------|
| .1 | Funds available under maintenance budget |             | \$45,954.00          |
| .2 | JYW Tender                               | \$26,631.10 |                      |
|    | Contingency Allowance                    | \$1,868.90  |                      |
|    |  | <hr/>       |                      |
|    |  | \$28,500.00 | <u>\$(28,500.00)</u> |
| .3 | Surplus or unused funds                  |             | \$17,454.00          |

From the above information, the average cost for line marking of each stall is  $\$28.50/7569 = \$3.72$ .

Amir Nathoo

Encls. Tenders



# BOARD MEMORANDUM

TO: Board of Directors FILE NO: 5043-00  
FROM: Maurice J. Anderson DATE: March 3, 2005  
SUBJECT: "GREEN P" SIGN REPLACEMENT – MUNICIPAL CARPARK 43

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**MEETING DATE: Tuesday, March 15, 2005**

**RECOMMENDATION:**

**That the Board of Directors approve an expenditure of \$12,500.00 plus a contingency amount of \$1,000.00 to replace the identification sign on the front of the St. Lawrence Garage (Municipal Carpark 43) with the Toronto Parking Authority's updated logo.**

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**BACKGROUND:**

The St. Lawrence parking garage (C-1 Phase) opened in 1983. Above the entrance on Church Street is a large illuminated sign displaying a green background with a white P. This is the logo that we currently use on the street as an identification sign. We have been converting old and installing at new facilities our new sign with the words "Municipal Parking" around the green P. This sign is extremely visible from as far north as Dundas Street on Church Street. The sign face has been there for 20 years and should be replaced.

There are funds in our Maintenance budget to cover this expenditure. I recommend that we replace this sign to bring it up to date with our newest logo. I have attached a drawing showing the existing sign and a drawing showing how the new sign should appear.

We received two quotations for this work:

1. Signage Systems \$12,500.00 + \$ 815.00 GST = \$13,375.00
2. WSI Display Signs \$16,500.00 + \$1,137.50 GST = \$17,381.50

We are accepting the lowest quotation.

MJA:tt  
Attach.

File: d:\files\Board Reports\2005\mja(rec)\CP43 - new P sign



# BOARD MEMORANDUM

TO: Maurice J. Anderson FILE NO:  
FROM: Gwyn Thomas DATE: March 10, 2005  
SUBJECT: **Purchase of Replacement Facility Power Scrubber  
Operations Department**

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MEETING DATE: Tuesday, March 15, 2005

RECOMMENDATION:

**It is recommended that the Board approve the expenditure of \$107,871 (Provincial Sales Tax included) to provide for the purchase of one (1) Tennant Company Model 550 Power Scrubber.**

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BACKGROUND:

Two power scrubbing products were reviewed for this purchase, the Tennant Company Model 550 and the American Lincoln Model SR9772. These are the products that have dealer representation in the Toronto area. The Toronto Parking Authority currently has 2 Tennant Scrubbers, 7 Tennant Sweepers and 4 American Lincoln scrubbers in its inventory. Authority staff maintains this equipment.

The Tennant products are relatively new having been purchased within the past 15 years. They have performed well and supplier support has been good. The American Lincoln scrubbers were purchased in the 1970's and while reliable in their day, now have become maintenance liabilities since they are no longer produced and parts are no longer available. As a result, several years ago one of the four scrubbers was decommissioned for parts to support the remaining three. The scrubber purchase recommended herein would replace two more of the American Lincoln units that are now in poor condition. These two units will be decommissioned and used for parts to sustain the one remaining American Lincoln unit. This will permanently reduce the number of scrubbers in the Authority's fleet by one.

The American Lincoln is the less expensive of the two models (approximately \$102,500 including PST) however there are several design elements of the new machine that preclude its use in the Authority's operation.

The most significant issue is that the engine in this American Lincoln model is powered by diesel fuel and, unlike its predecessor, there is no option to purchase the unit with a gasoline-powered engine. The operation of this equipment in enclosed, underground environments raises significant health and safety issues with respect to comparatively higher toxicity of the exhaust fumes, the remnant smoke produced and the higher noise levels associated with the operation of diesel fuelled engines. The Tennant scrubber has gasoline-powered engine and meets the American EPA standards established for that product.

The height of the American Lincoln unit is 1.83 metres or 72". With an operator sitting down in the driver's seat the clearance height would be in the order of 2.5 metres. The clearance heights in our garages are 2.0 metres or less and as low as 1.93 metres. This poses a safety issue since the driver would be susceptible to head injury through potential contact with support beams, overhead fire equipment and electrical conduit. The predecessors to the current model are approximately the same height however the height of the seat could be and was lowered to deal with this problem. The design of the current model does not allow for seat height modification. The Tennant scrubber is a lower profile and presents no clearance issues in our facilities

The Tennant unit recommended herein is consistent with the Tennant units currently in our inventory and would therefore provide the benefit of economy of scale in terms the parts inventory and resident training. This newer American Lincoln scrubber would be the only one of its type in our inventory and since it is significantly different than its predecessor a new parts inventory would need to be established and extensive staff training would be required.

Funding in the amount of \$136,000 is allocated for these purchases in the Toronto Parking Authority 2004 Operating Budget.



# BOARD MEMORANDUM

TO: Maurice J. Anderson FILE NO: 5000-200  
FROM: Gwyn Thomas DATE: March 9, 2005  
SUBJECT: **Security Report, Vehicle  
Break-In Summary - Off-Street Facilities**

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**MEETING DATE: Tuesday, March 15, 2005**

**RECOMMENDATION:**

**It is recommended that this memorandum be received for information purposes.**

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**BACKGROUND:**

Attached is a copy of the Monthly/Year-to-Date summary of vehicle break-ins for Toronto Parking Authority off-street parking facilities for the months of October, November and December 2004. The following summarizes those monthly reports:

October 2004

In October 2004 there were 16 vehicle break-in occurrences, 31 less than in October 2003 when there were 47 occurrences. The Year to Date summary indicates that there were 427 fewer occurrences up to October 2004 (512) than up to October 2003 (939), a decrease of 45%. There were 434 operating days in October 2004, 420 or 97 % of which were break-in free.

November 2004

In November 2004 there were 43 vehicle break-in occurrences, an increase of 11 occurrences or 33% when compared to November 2003 when there were 32 occurrences. This increase is attributable to a rash of break-ins that occurred at Carpark 36 – Toronto City Hall Garage over a fifteen-day period. Several arrests were eventually made in the facility as a result. The Year to Date summary indicates that the number of vehicle break-ins up to November 2004 (555) is now 43% or 416 occurrences lower than up to November 2003 (971). There were 420 operating days in November 2004, 392 or 93 % of which were break-in free.

December 2004

In December 2004 there were 24 vehicle break-in occurrences, a reduction of 4 occurrences when compared to December 2003 when there were 28 occurrences. The Year to Date summary indicates that the number of vehicle break-ins up to December 2004 (579) is now 42% or 423 fewer occurrences than up to December 2003 (1002). There were 434 operating days in December 2004, 414 or 95 % of which were break-in free.

## SUMMARY

The Toronto Parking Authority has an excellent record with respect to crime prevention at our facilities. Year-to-Date statistics clearly indicate that criminal activity in our facilities has been stabilized and reduced by 42% in 2004 in comparison to 2003. There was a total of 5124 operating days in 2004 of which 4698 days, or 92%, has been break-in free. In 2004, we have experienced an average of 1.11 break-ins per 10000 vehicles parked.

A total of 32 arrests were made in 2004, 13 arrests were made in 2003.



# BOARD MEMORANDUM

TO: Maurice J. Anderson FILE NO: 4096-26  
FROM: Ian Maher DATE: March 10, 2005  
SUBJECT: **Adjustments to Rates – Carpark Nos 47 and 51**

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MEETING DATE: March 15, 2005

RECOMMENDATION:

It is recommended that the Board of Directors of the Toronto Parking Authority approve the following rates.

1. **Carpark No 47 – 125 Burnaby Boulevard**
  - \$1.25 per half-hour
  - \$8.00 maximum 7:00 to 17:59, Monday to Saturday
  - \$4.00 maximum 18:00 to 06:59, Monday to Saturday
  - \$4.00 maximum 07:00 to 06:59, (Monday) on Sundays and holidays
2. **Carpark No. 51 – 365 Lippincott Road**
  - \$1.00 per half-hour
  - \$6.00 maximum 7:00 to 17:59, Monday to Saturday
  - \$6.00 maximum 18:00 to 06:59, Monday to Saturday
  - \$4.00 maximum 07:00 to 06:59, (Monday) on Sundays and holidays

The changes are to be implemented at the time that the revenue control equipment is changed from fee computers to pay and display.

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BACKGROUND:

The rate changes recommended herein are necessary to accommodate the change from fee computers to pay and display operations. The effective rates are not substantially different from those currently in effect. The changes largely reflect the fact that there will no longer be a flat rate in effect evenings and Sundays.

Ian Maher





# BOARD MEMORANDUM

TO: Board of Directors FILE NO: 6108-00  
FROM: Maurice J. Anderson DATE: March 11, 2005  
SUBJECT: ADVERTISING AT ESSO SERVICE STATIONS

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MEETING DATE: Tuesday, March 15, 2005

RECOMMENDATION:

**That this report be received for information only.**

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COMMENTS:

At the last Board meeting when the marketing program was being discussed, there was a concern expressed with the part of the program that advertised on video screens at Esso Locations in Toronto. The concern was that the Board made a decision a while back regarding Esso and why would the Toronto Parking Authority purchase advertising at their locations.

I have spoken with Campbell Michener and Lee, our advertising agents, and they have advised me that the company that owns and runs the advertising rights at the Esso Stations is not Esso themselves, but a company by the name of Wise Broadcasting Network. I have looked at Wise Broadcasting's website and they are a company whose business is developing various advertising programs for various companies such as Esso, etc. We pay Wise Broadcasting directly and not Esso, although I am sure Esso receives some revenue.

MJA:tt

File: d:\files\Board Reports\2005\mja(rec)\wise broadcasting - Esso