



Date: March 3, 2011

**TO:** Board Members – Vancouver Park Board  
**FROM:** General Manager – Parks and Recreation  
**SUBJECT:** Pay Parking – Award of Contract

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## RECOMMENDATION

- A. THAT the Board approve the award of the contract to manage its pay parking operations to EasyPark for a five year term commencing April 2011 and subject to the General Manager of the Park Board approval, the option to extend the contract for a further five year term.*
- B. THAT the management fee structure will be a tiered percentage of net revenue rate of 4% in years one and two, 5% in years three and four, and 6% in year five.*
- C. THAT all legal documentation is to be in a form which is satisfactory to the Director of Legal Services for the City of Vancouver and the General Manager of the Park Board.*
- D. THAT the General Manager be authorized to execute and deliver such documentation on behalf of the Board.*
- E. THAT no legal rights shall arise and no consents, permissions or licences are granted hereby and none shall arise or be granted hereafter unless and until all contemplated legal documentation has been executed and delivered by all parties*

## BACKGROUND

Pay parking was introduced in the Boards parking lots in the mid 1970's. Initially it was limited to a few areas in the West End, the Fish House Restaurant and Vanier Park. By 1994, pay parking was in effect throughout Stanley Park, and at Queen Elizabeth Park, Kitsilano Beach, Burrard Marina and the Beach Avenue loops. Since then, the Jericho Beach lots and the parkades at the Roundhouse, Coal Harbour, and Creekside Community Centres have been added. The Board uses the services of a parking management company to operate its pay parking lots. The parking management company is responsible to supply, install and maintain all pay stations and signage at its own expense, collects the parking revenue from the pay stations, remits it to the Board, and provides parking enforcement and related services. It receives a management fee of a percentage of the parking revenues less Costs and Taxes. They also retain all of the parking violation fees.

<b>SUMMARY OF REVENUES FROM PAY PARKING AUG 09 -JUL 10</b>	
<b>Location</b>	<b>Revenue Totals</b>
Stanley Park	\$ 3,427,358
Beach & Bidwell	\$ 31,133
Beach & Jervis	\$ 61,377
Sunset Beach	\$ 47,243
Aquatic Centre	\$ 150,724
Roundhouse	\$ 114,600
Vanier Park	\$ 58,352
Kitsilano North	\$ 50,797
Kitsilano South	\$ 358,151
Queen Elizabeth	\$ 265,166
Burrard Marina	\$ 35,671
Jericho	\$ 198,521
Coal Harbour	\$ 300,217
<b>Gross Revenue</b>	<b>\$ 5,099,310</b>
Annual Pass/Pay by phone	\$ 98,660
<b>Total Revenue</b>	<b>\$ 5,197,970</b>
Less Costs + Taxes	\$ 1,066,931
<b>Net Revenue before management fee</b>	<b>\$ 4,131,039</b>

## DISCUSSION

An RFP was issued in October 2010 with a closing date of October 29, 2010. The RFP was advertised on the Board of Parks and Recreation website and on BC Bid. In addition notices were sent to five vendors. The RFP for the work has been called in accordance with the terms and conditions of the Procurement Policy. The RFP documents ( including the evaluation criteria ) and the operating agreement were prepared by Park Board Revenue Services staff and the Supply Chain Management staff and were also reviewed by Legal Services. The competitive bidding process was carried out as per standard Bidding Procedures by Supply Chain Management. The proposal evaluation and supplier selection were performed by Park Board staff and Supply Chain Management staff.

The lowest bid was from EasyPark, and EasyPark met all the Evaluation Criteria. We are recommending that the contract be awarded to EasyPark who provided the lowest compliant bid.

The Parking Corporation of Vancouver ( EasyPark ) was formed in 1947 and today is run as a free standing entity governed by a Board of Directors. EasyPark currently operates 41 sites for the City of Vancouver and a number of private companies. Easy Park currently employs seventy staff which include cashiers, patrollers, maintenance and customer service staff.

The proposed meters will be powered by solar panels and are in compliance with ADA requirements for wheel chair accessibility and feature a large graphical display screen with automatic backlighting. The two significant changes from the current pay and display meters will be a move to a pay by license plate system which will improve customer service by eliminating the need to return to your vehicle with a ticket and eliminating ticket swapping and reselling as the ticket is only valid for the license plate for which it was purchased. The second improvement will be the introduction of wireless modems to all pay stations which will significantly reduce bad or declined credit cards. Both enhancements will also increase Park Board revenues.

**Terms of Agreement**

Management fee:	Year 1	4%
	Year 2	4%
	Year 3	5%
	Year 4	5%
	Year 5	6%

The Operator retains all parking violation fines.

The General Manger of the Park Board approved option to extend the contract for a further 5 years

**SUMMARY**

EasyPark meets all elements of the evaluation criteria and are a highly reputable provider of parking management services in Vancouver. The proposed meter system will improve both customer service and revenue returns to the Park Board

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