



**impark**

PART OF REEF PARKING NETWORK

Thursday, October 8, 2020

**Re: RFP 20-54 Municipal Parking Enforcement Services**

Dear Councillors,

I am writing today on behalf of the Imperial Parking Canada Corporation, which is part of the REEF Parking Network (IMPARK/REEF), with respect to Community and Protective Services Committee Item: RFP 20-54 for Municipal Parking Enforcement Services.

We are grateful that staff have selected IMPARK/REEF as the recommended provider of municipal parking enforcement services through an open and transparent procurement process that created an opportunity for market access and competitive bids. Operating in over 500 municipalities across North America and providing similar services in over 100 of those jurisdictions, we are well positioned to meet the terms outlined in the City of London's RFP. Furthermore, Impark has a proven track record and we are fully aligned with the City's goals of providing the highest level of customer service excellence for its residents and visitors.

Our interest is in establishing a long-term relationship with the City of London grounded in the successful delivery of services over the duration of this contract. This contract will not award IMPARK/REEF with any portion of the fines levied and our measure of success will be how effectively we deliver on the criteria established by your staff and the interactions our Parking Ambassadors have with London's residents and visitors. We were pleased to have scored the highest in both the technical and price evaluation stages and want to make special note of the fact that we invest directly in robust customer service training for all frontline staff.

London is important to us as a community and Impark has been investing in local causes and organizations to help better the city for years, but first and foremost, we give back to the communities we operate in through our work. We have listed some of these activities on the next page.

We hope that Council will adopt staff's recommendations and that we can begin the good work of providing value and quality service to the City of London in 2021.

Sincerely,

Todd Brosius  
President of Parking – North America



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## Impark's Work in the Community

The REEF Parking Network is a large organization operating in many municipalities across North America, but it is important to us, and our staff, to contribute to the communities we serve and live in. In the London area, our team members can be found cycling to Grand Bend and back in support of MS research, helping to fight homelessness in the City, and actively working to enhance local tourism. We are a part of London and this means the world to us.

### Tickets for Toys

In 2016 and 2017 Impark hosted Tickets for Toys events at Citi Plaza on Wellington Street where we forgave tickets from our Impark lots in exchange for a donation of toys to London's children in need through a local family shelter. Hundreds of toys were collected.

### London Health Foundations

Impark senior staff have been an event sponsor and participant in the **London Health Sciences Foundation's Country Classic Auction** for multiple for years.

Impark staff have also actively contributed to the success of the **St Joseph's Healthcare Foundation's Breakfast of Champions**, a fundraiser for mental health, as well as **Tribute Dinners** to raise funds for veterans.

### Team Fundraising

Impark has participated for multiple years in both in the **MS Ride for a Cure**, fundraising for MS research by cycling from London to Grand Bend and back, as well as the **Unity Project Golf Tournament** to help and homelessness in London.

### Food Drive

Our local team partnered with the OHL Memorial Cup team to organize a food drive and cash donations that were donated to Unity Project London.



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## Local Testimonials

*Impark have provided parking management and customer service at Covent Garden Market for almost 20 years. Throughout this time, I have personally worked with Impark closely and have found them to be professional operators, with a strong systems & controls, managed by a loyal and personable local team. I have no hesitation in recommending them to serve the City with the services under discussion.*

Bob Usher

CEO/GM of Covent Garden Market & Manager of parking at City Hall

*For over ten years, Impark have managed the parking services at London Health Sciences Centre. With a large team of management, supervisors and staff based at the hospital, Impark have very much been part of the team at LHSC involving themselves in community activities as well as providing support and training in the specialised hospital environment. I have had dealings with the on site team, the London office, the senior management in both Toronto and Vancouver, and found them to be responsive, active & trustworthy business partners as well as being interested & involved in the community. It is my belief that the City would find a partnership with Impark to be one of which we can all benefit.*

Sab Sferrazza

Director, Corporate Customer Service (Retired) of London Health Sciences Centre