



## Committee of the Whole Report For the Meeting of July 20, 2023

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**To:** Committee of the Whole **Date:** July 7, 2023  
**From:** William Doyle, Acting Director, Engineering and Public Works  
**Subject:** Bylaw Amendment - Sightseeing Vehicle Parking Stands

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### RECOMMENDATION

1. That Council direct staff to allocate sightseeing vehicle parking stands 1, 2, and 3 to Wilson's Transportation Ltd, effective January 1, 2024 for a two-year term, subject to entering into agreement in accordance with Schedule E of the Vehicle for Hire Bylaw.
2. That the above recommendation be adopted on the condition that, until execution of necessary legal agreements, it creates no legal rights for any person, or obligation on the part of the City or its officials, and any expenditure of funds is at the risk of the person making the expenditure.
3. That Council instruct the City Solicitor to bring forward amendments to the Vehicle for Hire Bylaw to:
  - a. Add more sightseeing vehicle parking stands to Schedule D as described in this report; and
  - b. Delegate to the Director of Engineering and Public Works the authority to allocate parking stands in Schedule D based on a competitive process.

### PURPOSE

The purpose of this report is to seek Council's approval to award three (3) parking stand licences each for a two (2) year contract, with an option for a single two (2) year extension, as outlined in the *Vehicles for Hire Bylaw* and seek Council's direction to bring forward amendments to the Bylaw as described in this report.

### BACKGROUND

Sightseeing stands are designated curbside loading zones, located in the downtown core, used exclusively by approved businesses to conduct ticket sales and facilitate passenger pick up / drop off. Go Victoria, the City's sustainable mobility strategy, identifies the importance of curb management strategies to meet the diverse mobility needs of the community including transportation services which support the tourism economy. Designating zones for sightseeing stands in the downtown core has been a practice for several years and supports the City's goals on economic development.

The *Vehicles for Hire Bylaw* currently includes four (4) prime locations within the Inner Harbour area to allow for sightseeing tour companies to operate in, as shown in Figure 1, below. Approved licensees are permitted to park their vehicles at the stand, load and unload passengers, and advertise and sell tickets for tours on the sidewalk adjacent to the stand.

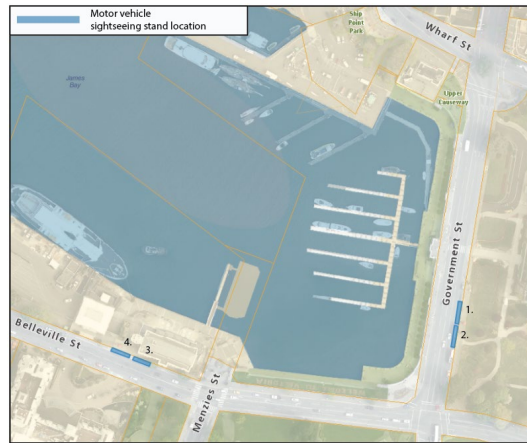


Figure 1 – Existing Parking Stand Locations

The market value of these stands is established by an assessment of the typical parking revenue generated by both on-street and off-street parking facilities in the immediate area of the parking stands, as well as consideration for market demand for each site.

## ISSUES & ANALYSIS

### Allocation of Licences:

The City solicited a competitive Request for Proposals (RFP) in May 2023 for the exclusive use of sightseeing stands for a period of two (2) years, with a single two (2) year option to renew, commencing January 1<sup>st</sup>, 2024. The RFP was posted for six weeks and received three submissions. All responses were assessed for their proposed space utilization, alignment with City strategic priorities, ability to meet minimum vehicle emissions requirements and accommodate people with disabilities, and proposed strategies to mitigate noise and nuisance impacts. Staff also evaluated whether the proposed operations would contribute to the tourist economy and vibrancy and streetscape character of downtown.

Wilson's Transportation Ltd. submitted a joint proposal with Pacific Northwest Transportation Services operating as a proposed sub-Licensee, as outlined in Table 1, below. The proposal met all mandatory requirements and demonstrated acceptable alignment with City priorities. Wilson's Transportation provides the Hop-On Hop-Off tour service and Pacific Northwest Transportation Services provides cruise ship shuttle services for the Greater Victoria Harbour Authority's Ogden Point terminal. Prior to the most recent RFP, Wilson's has been historically operating in these stands for several years.

Table 1: Summary of Recommended Tour Operator Submissions

Company Name	Wilson's Transportation Ltd.	Wilson's Transportation Ltd.	Wilson's Transportation Ltd.
Requested Stand Location	1 Empress Hotel	2 Empress Hotel	3 Steamship Building
License term	2 years	2 years	2 years

<b>Pricing</b>			
Peak Season (April 1 to Oct 31)	\$2,950 per month	\$2,950 per month	\$1,950 per month
Shoulder Season (Nov 1-Mar 31)	\$1,950 per month	\$1,950 per month	\$1,300 per month
<b>Annual charge</b>	\$30,400	\$30,400	\$20,150
Sub-Licensee	Pacific Northwest Transportation Services	Pacific Northwest Transportation Services	Pacific Northwest Transportation Services
Option to renew	2 years	2 years	2 years

The City received two other submissions for access to sightseeing stands; however, they did not meet the minimum submission requirements and/or did not contain all required information to enable award. Staff plan to issue a second call for proposals to allocate the remaining sightseeing stands over the fall.

Bylaw Amendments:

Current Bylaw language requires Council’s approval to award licences. Staff have identified opportunities for amendments to streamline the licencing process by authorizing the Director, Engineering and Public Works, to award licenses after a competitive procurement process.

In 2023, the City worked with Pacific Northwest Transportation Services and Wilsons Transportation Ltd. to relocate the cruise shuttle stop from the 1200 block of Government Street to in front of the Empress following stakeholder feedback, to improve visitor experience and reduce the number of buses driving through downtown. As a result, two new Parking Stands are also recommended to be added to Schedule D through a future Bylaw amendment. These stands are shown in Figure 2, on the east side of Government Street between View Street and Trounce Alley.



Figure 2 – Proposed New Parking Stand Locations

**OPTIONS & IMPACTS**

**Option 1 – That Council direct staff to allocate sightseeing vehicle parking stands 1, 2, and 3 to Wilson’s Transportation Ltd and instruct the City Solicitor to bring forward further amendments to the Vehicle for Hire Bylaw to add more sightseeing stands and delegate to**

**the Director of Engineering and Public Works the authority to allocate parking stands based on a competitive process (RECOMMENDED).**

The current Vehicle for Hire Bylaw requires Council to approve the allocation of Sightseeing Vehicle Parking Stands. Wilson's Transportation Ltd. successfully completed a submission for three of the available stands and met all requirements of the public procurement process completed in May 2023.

Staff have identified two new sites for sightseeing stands on Government Street, between View Street and Trounce Alley. In addition, there are opportunities to streamline administrative processes by delegating the Director of Engineering and Public Works the authority to allocate parking stands after a competitive process is completed. Decisions to award stands would be aligned with evaluation criteria such as space optimization, financial submissions, nuisance mitigation measures and alignment with City objectives.

**Option 2 – Refer back to staff for alternative actions (Not recommended).**

Without dedicated sightseeing stands, service providers would rely on the City's general purpose loading spaces to pick up and drop off passengers and would be prohibited from selling tickets in the public right of way. Managing valuable curb space through designated zones enables the City to maximize space use and influence city bus fleet age and vehicle emissions, something currently outside the City's regulatory authority for companies operating in private space. Consistency and predictability for licenses enables sightseeing operators to plan for several seasons in advance of service delivery.

*Accessibility Impact Statement*

As part of the evaluation criteria all proposals were required to demonstrate how their vehicles accessing the Parking Stands are consistent with the City's Accessibility Framework and are equipped to accommodate people with disabilities.

*2023 – 2026 Strategic Plan*

The recommendation supports Objective 5: Create Prosperity through Economic Development, by providing opportunities for businesses to access public curb space.

*Impacts to Financial Plan*

Award of Parking Stands 1, 2, and 3 will result in annual revenue to the City of Victoria of \$80,950.

*Official Community Plan Consistency Statement*

The recommendation is consistent with the broad economic objectives from the Official Community Plan, including policies to strengthen the appeal of Victoria to tourists and other visitors in ways that enhance the community including accessible transportation to and within the City and a high quality of amenities, services, and events.

**CONCLUSIONS**

A Request for Proposal process for Sightseeing Vehicle Parking Stands was completed in May 2023. Staff are recommending Council approve the allocation of Stands 1, 2 & 3 to Wilson's Transportation Ltd. and direct the City Solicitor to prepare further amendments to the Bylaw as described in this report.

Respectfully submitted,

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Sarah Webb  
Manager, Sustainable Transportation  
Planning & Development

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Ross Kenny  
Assistant Director, Transportation

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William Doyle  
Acting Director, Engineering and  
Public Works

**Report accepted and recommended by the City Manager.**