

# TORONTO TRANSIT COMMISSION REPORT NO.

**MEETING DATE:** August 23, 2010

**SUBJECT:** IMPLEMENTATION PROCESS TO ESTABLISH THE  
TRANSIT VISITOR CENTRE - STATUS UPDATE

## **ACTION ITEM**

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### **RECOMMENDATION**

It is recommended that the Commission:

1. Approve this report which:
  - A) Reports on the progress of the incorporation of the Transit Visitor Centre as a not-for-profit corporation with charitable status;
  - B) Reports on the progress of the development of a Memorandum of Understanding between the Transit Visitor Centre and the TTC;
  - C) Identifies the spacial and building service program of requirements for the potential Transit Visitor Centre at the York Mills site; and
  - D) Provides a summary of the proposed Interpretative Strategy for the potential Transit Visitor Centre at the York Mills site.
2. Delegates the authority to the Chief General Manager to enter into a Memorandum of Understanding with the Transit Visitor Centre and the TTC with terms and conditions acceptable to the TTC's General Counsel.

### **FUNDING**

Funds of \$85,000 were made available in 2009 to undertake the study and were included under Project 3.9 Building and Structures – Transit Visitor Centre under the Expansion Category as outlined on pages 907-909 of the 2010-2014 Capital Program which was approved by City Council on December 8, 2009. The completion of the work as directed by the Commission will bring the total cost to \$323,000, of which the additional costs of \$238,000 will be accommodated by under expenditures in other 3.9 Buildings and Structures projects.

No funding is currently approved to proceed with implementation of the Transit Visitor Centre as this project is included Below the Line and subject to identification of third party funding.

## **BACKGROUND**

In April 2009, terms of reference for a study into the potential for a Transit Visitor Centre (TVC) in Toronto were developed and Lord Cultural Resources was selected to conduct the study in June 2009. The findings and recommendations of Phase 1 and Phase 2 of the study were presented at the Commission meetings of February 17, 2010 and June 2, 2010 respectively. On June 2, 2010 for the purpose of progressing the TVC:

- 1) *The Commission approved for TTC staff and Lord Cultural Resources to:*
  - A. *Provide oversight and guidance to the Steering Committee on:*
    - (i) *achieving not-for-profit corporation and charitable status,*
    - (ii) *identifying board members, and*
    - (iii) *identifying the availability of funds through private sector contributions.*
  - B. *Develop spacial and building service program of requirements for the Transit Visitor Centre.*
  - C. *Develop an Interpretive Strategy for the Transit Visitor Centre which would define the nature and extent of the facility.*
  - D. *Advise on the development of the terms of reference for an agreement between TTC and the Transit Visitor Centre.*
- 2) *The Commission directed the Chief General Manager to undertake all necessary legal requirements for the establishment of Transit Visitor Centre as a Not-for-Profit Corporation with Charitable status.*

## **DISCUSSION**

### **1.0 Transit Visitor Centre Governance**

#### **1. Transit Visitor Centre Steering Committee**

The TVC Steering Committee is the foundation for the future establishment of a full Board of Directors of 12-15 representatives, 3-5 of which are anticipated to be TTC representatives. The TVC Steering Committee includes the following community, corporate and TTC representatives (in alphabetical order):

1. Maria Augimeri, TTC Commissioner
2. Ashwin Balamohan, Public Transit Coalition
3. Jane Becroft, Toronto Historical Association
4. Judi Cohen, SNC Lavalin
5. Adam Giambrone, TTC Chair

6. Steve Munro, Transit Advocate
7. Ashley Prime, Office of British Consulate General, Toronto
8. Richard Wolfsguber, Bombardier

The first meeting of the TVC Steering Committee was held on July 12, 2010. The Steering Committee discussed the need to identify potential sources of funding and key stakeholders with the ability to raise funds from corporate and private sectors.

The next meeting of the Steering Committee will be held in early September 2010, and will include feedback regarding potential funding of the project by major transportation-related corporations and identification of other potential Steering Committee members.

The TVC Board has not been formally established.

## **2. Not-for-Profit Corporation with Charitable Status**

Under the *City of Toronto Act, 2006*, S.O. 2006, C. 11, Schedule A ("Act"), the TTC does not have the authority to incorporate corporations, including not-for-profit corporations (with or without charitable status) or otherwise. Under the Act, the power to incorporate lies solely with the City of Toronto. Further, as the TTC will be a party with which the not-for-profit corporation shall enter into business, it would be a conflict of interest for the TTC to incorporate the not-for-profit corporation.

However, as assistance, TTC legal staff have assembled a binder of documents (forms, reference material, etc.) pertaining to the incorporation of a not-for-profit corporation with charitable status. It is incumbent on the Steering Committee to acquire the services of legal counsel specialized in Not-for-Profit Incorporation with Charitable Status, to file the necessary applications through the Companies and Personal Property Security Branch of the Ministry of Government Services, and the Canada Revenue Agency.

## **3. TTC / TVC Memorandum of Understanding**

The purpose of the Memorandum of Understanding (MOU) is to establish the terms of reference for an agreement between the TTC and TVC to ensure that the institution achieves its objectives, operational benchmarks and targets. The following key provisions will be included in the MOU:

1. Support for operations.
2. Ownership of building and lease agreement for the facility.
3. Ownership and content of collections.
4. Ownership of exhibition casework and fixturing.
5. Marketing and promotion.

A draft of the MOU is expected to be available prior to the September 2010 Commission meeting.

The determination of the TVC Board composition, funding of capital and operating costs, retail opportunities, and standards of quality of the exhibitions shall be the responsibility of the TVC.

## **2.0 Transit Visitor Centre Program of Requirements and Interpretative Strategy**

Through research and knowledge exchange with the TVC Steering Committee and TTC content experts, Lord Cultural Resources developed a TVC brief comprising of a Program of Requirements and an Interpretative Strategy for the TVC exhibitions and visitor experiences. The purpose of the brief is to assist the TVC Board in procuring the potential future facility and in the exhibit design development process for the potential TVC at the York Mills site.

Lord Cultural Resources will make a presentation at the August 23, 2010 Commission meeting which will address the interpretive strategy, including a rendering of the concept. Copies will be available at the meeting.

### **1. Program of Requirements and Spacial Organization**

The Program of Requirements and Spacial Organization outline developed by Lord Cultural Resources sets out the physical requirements for the TVC to a level that can be used as a basis for potential future facility design development process. The concept is centered on the visitor experience and includes a detailed space list, functional area descriptions, adjacency, circulation diagram and room data sheets addressing building services required for the functionality of the facility.

The proposed program assumption for the potential location of the TVC at the ground floor of the proposed York Mills site is comprised of 1,735 sq m / 18,300 sq ft space allocation, being comprised of 1,346 sq m / 14,200 sq ft of public space and 389 sq m / 4,100 sq ft of non-public space.

### **2. Interpretive Strategy**

The interpretive strategy developed by Lord Cultural Resources provides a description of the visitor experience at the TVC, outlining key themes and messages, key stories and modes of display and formulation of thematic and interpretive framework suitable as a foundation for future exhibition planning work.

On July 12, 2010, Lord Cultural Resources conducted an interpretive strategy workshop. The participants included the Steering Committee members as well as external, retired and active TTC contents experts. The workshop focused on outlining key themes and messages, key stories and modes of display and formulation of thematic and interpretive framework for the TVC. Further input into the content of the interpretive strategy was obtained on July 29, 2010 at a meeting with the Toronto Historical Association.

The interpretive strategy frames the approach to the visitor experience at the TVC. It outlines the key messages, themes, and potential stories of the exhibition and

utilization of available collections and artifacts. The strategy proposes a thematical exhibition organization, with focus on the past, present and future of public transportation in Toronto, the relationship between transit and the growth of a livable city. A curated exhibition comprised of large vehicles, in combination with smaller objects such as uniforms, fare boxes and tickets, is proposed to create an evocative interactive environment that showcases the history, as well as the science and technology of transit.

The interpretive strategy rendering highlights the interactive exhibit experience envisioned to appeal to a broad range of visitors and provides a visual depiction of the future exhibition environment.

**3.0 Next Steps**

1. The TVC Steering Committee is to appoint the TVC Board.
2. The TVC is to be incorporated as a Not-for-Profit corporation with Charitable Status.
3. The TVC Board is to obtain funds to implement the TVC at the Yonge / York Mills site.
4. The TTC and TVC are to execute a Memorandum of Understanding Agreement.

**JUSTIFICATION**

Approval will permit the implementation of the TVC to progress.

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July 27, 2010  
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