

# TORONTO TRANSIT COMMISSION REPORT NO.

**MEETING DATE:** July 14, 2010

**SUBJECT:** REQUEST FOR PROPOSAL FOR ADMINISTRATION AND  
EXPANSION OF THE METROPASS AFFINITY PROGRAM

## **ACTION ITEM**

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### **RECOMMENDATION**

It is recommended that the Commission continue to support the Metropass Affinity Program – Hot Dealz in principle and approve proceeding with the plans to expand the partner base as proposed in this report.

### **FUNDING**

No funding has been allocated in the approved 2010 Operating Budget for the implementation of a Request for Proposal (RFP) to expand the Hot Dealz partner base. If the recommendation is to proceed with a contract award further to the review of RFP submissions, staff will put forward a request for approval of unbudgeted expenditures at that time.

### **BACKGROUND**

The Metropass Affinity Program, named “Hot Dealz” was implemented in the summer of 2009 to provide Metropass holders with a value added benefit through various discounts at participating Hot Dealz partner organizations. For example, a Metropass holder receives a discount on the price of an admission ticket to a Toronto attraction when they show their Metropass at the time of ticket purchase.

The Hot Dealz program was designed to be easy to administer and low cost for the TTC while offering Metropass holders value added benefits and discounts from program partners. In return for the discount made available to Metropass customers, partner organizations benefit by receiving increased exposure from Hot Dealz transit advertising and the potential of increased traffic and sales.

Staff has recruited 17 partners since the launch of the Hot Dealz program, primarily in the sectors of theatre and major attractions in Toronto including Casa Loma, CN Tower, dine.TO, Hansa Language Centre, Hockey Hall of Fame, The Jersey Boys, Medieval Times Dinner and Tournament, Miss Saigon, Ontario Place, Ontario Science Centre, The Second City, South Pacific, Toronto FC, Toronto Symphony, Toronto Tours and Niagara Tours and the Toronto Zoo.

**DISCUSSION**

Staff was requested to investigate the administration and expansion of the Hot Dealz partner base. An RFP to retain the services of a firm that will assist with a review of administration, solicitation and recruitment of Hot Dealz program partners in new sectors such as retail shopping, health and fitness, etc. is currently in development with plans for it to be issued in mid July 2010. Depending on the value, appropriate approvals for a contract award will subsequently be obtained in accordance with the Authorization for Expenditures and Other Commitments policy.

**JUSTIFICATION**

A larger base of participating partners will make the Hot Dealz program more attractive to current and future Metropass customers.

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June 25, 2010  
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