

Calgary Parking Authority 2019 Key Initiatives & Strategies



The Calgary Parking Authority (CPA) has set its corporate goals and department objectives to align with those set by City of Calgary Council.

CPA Strategic Focus Areas

1. Planning for the Future
2. Innovating to Improve
3. Meeting Parking Needs in the Communities We Serve

CPA Corporate Goals

1. Accelerate Customer Service:

- a. Decrease phone call wait times
- b. Make improvements to parking apps

2. Meet or exceed budgeted financial returns to the City of Calgary:

- a. Develop capital asset management plan to ensure long term sustainability of CPA assets
- b. Maximize return on investment of reserve funds

3. Develop, Implement, and Leverage data reporting

- a. Use data to analyze opportunities for parking revenue optimizations
- b. Update development road map to reflect strategic focus areas

4. Establish and adopt process guidance for all projects and initiatives

- a. Adopt best practices for capital project charters
- b. Increase institutional knowledge through documentation of standard operating procedures