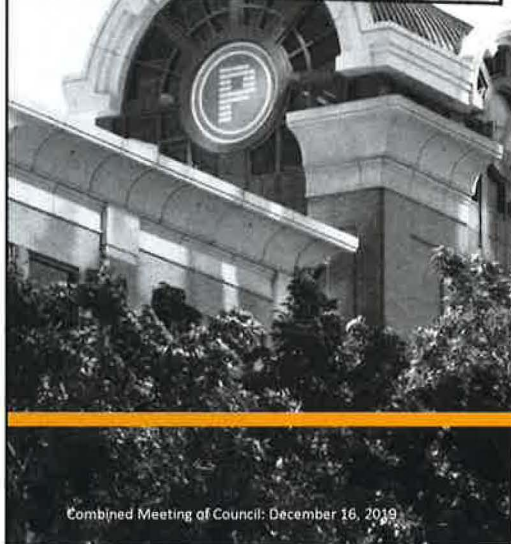


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Efficient and Effective Parking Management

CPA becoming a "Controlled Corporation" pursuant to Section 75.1 of the Municipal Government Act (MGA)



Strategic Plan

- 2019-2022 Strategic Plan created for the CPA
- Aligned with Strategic Plans of Council, "City that Moves"
- Strategic Priorities:
 - Planning for the future
 - Innovating to improve
 - Meeting parking needs in the communities we serve



Combined Meeting of Council: December 16, 2019

Enabling Success

- Being more agile, nimble and responsive to market opportunities
- Improved governance model
- Culture shift to education, compliance, customer service and innovation



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Customer Satisfaction

Service Quality Perceptions



Satisfaction with the Overall Experience of the Park Plus System



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Commitment to Improvement

My Parking iPhone Reviews as of 11/28

4.3 out of 5



Increased from 1.7 to 4.3 stars

My Parking Android Reviews as of 11/28

4.4

★ ★ ★ ★ 1
538 total



Increased from 1.8 to 4.4 stars



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CPA Governance History

- Lack of clarity around organization functions and operational boundaries between The City and CPA – has been addressed previously:
 - 2010 – status quo prevailed
 - 2013 – status quo prevailed
 - 2017 – resulted in update to bylaws
 - 2019 – lack of clarity persists



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Purpose of NoM

- Gives CPA the ability to study an alternative governance model: a controlled corporation within The City of Calgary



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Why now?

- Currently, CPA is at risk of not meeting its mandated minimum return within the next 10 years
- As a controlled corporation, CPA would have the ability to act more nimbly and efficiently thereby increasing the Dividend



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What is NOT being proposed

- Change to control exercised by Council over the CPA or parking policies
- Adding risk to The City – a controlled corporation would *reduce* risk to The City
- Smaller Dividend to The City – a controlled corporation would increase Dividend



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Next Steps

If approved:

- Prepare a business plan
- Hold a public hearing
- Undertake such other activities as required pursuant to the MCCR and the MGA
- Report findings to Council and, if a case is made, seek a resolution of Council



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Questions?



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