

5.3 – Parking Revenue Policies

As part of the objectives of the Municipal Development Plan and Calgary Transportation Plan, it is important for The City to support the creation of vibrant, transit-supportive mixed-use activity centres and corridors. Successful areas typically attract a large variety of visitors, including parkers, which can result in parking congestion. As a result, it is typically necessary to use on-street parking charges to manage the parking supply in the area to keep spaces available for users. This also manages overall demand and encourages usage of other travel options when parking supply is not sufficient. This tool can create a negative perception for some potential visitors and customers to the area that parking is a deterrent for visiting. By allocating some of the revenues generated by these parkers back to business areas where they were collected, they can be used to increase the quality of the public realm and facilitate business activity to keep these destinations attractive and vibrant.

To facilitate this, a parking revenue reinvestment program has been established to fulfill the following objectives in paid parking areas:

- Facilitate a strong pedestrian environment
- Further the implementation of complete streets
- Provide incremental improvements to area parking
- Enhance area urban design
- Add to the vibrancy of the area

The following policies will facilitate the implementation of the parking revenue reinvestment program.

Policies

1. Eligible total net returns available for reinvestment will be determined as the monies returned to The City under policy 1.(b) in section 4.
2. Of the total net returns received by The City from the Calgary Parking Authority
 - a. One million dollars will be set aside for investment in the Transportation 10-year capital plan.
 - b. Five hundred thousand dollars will be set aside for Transportation Planning operations for strategic priorities.
 - c. The remaining amount up to budget will be allocated to the corporate General Revenue program.
3. The City will reinvest a portion of net returns above the budget amount (aka the surplus amount) from the sale of parking into paid parking areas to fulfill policy objectives.

Parking Dividend Policy

4. 50% of eligible returns will be placed in reserve for reinvestment in public realm infrastructure in paid parking areas. The remaining 50% of eligible revenues will be allocated to the Budget Savings Account.
5. The reinvestment amount will be proportioned between the share of revenues generated within Business Improvement Areas (BIAs) and outside of BIAs.
 - a. For Business Improvement Areas (BIAs), amounts will be distributed proportional to the amount generated in each respective BIA with respect to the total amount available for BIA areas.
 - i. The proportion will be calculated by taking into account the share of gross revenues from all on-street, surface and parkade stalls within the BIA boundary as of December 31 of the calendar year.
 - ii. The City will meet on an annual basis with each BIA to discuss area priorities and determine the plans for using the funds.
 - b. Amounts generated Outside of Business Improvement Areas will be retained separately for targeted reinvestment in these areas.
 - i. Funds will not be further proportioned by area or community.
 - ii. Not all paid parking areas will receive reinvestment on an annual basis. Rather, targeted improvements using the funds will be undertaken over time.
 - iii. The City will work with affected Community Associations to discuss potential projects to be undertaken with the funds.
6. The City will post the available funds and annual amounts by March 1 of each calendar year on The City's website.
7. Reinvested revenues can be used for mobility or public-realm improvements. A list of eligible items will be published on The City's website. Revenues should be used to
 - a. Apply enhanced standards to base-level capital infrastructure
 - b. Apply enhanced response or service levels for operational responsibilities
 - c. Provide for lifecycle replacement of items ahead of regularly scheduled maintenance
8. Reinvested revenues should not be used to provide base-level infrastructure that would normally be provisioned in areas.
9. Reinvestment amounts will be kept in reserve so that unspent monies may be spent in future years.
10. Multiple years of reinvestment may be compiled to achieve larger investment objectives.