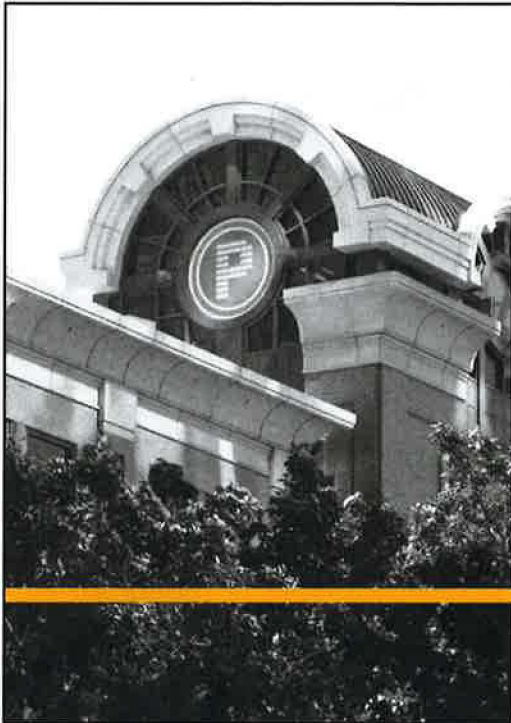


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Calgary Parking Committee

Presentation to Council
 March 4, 2019

MARCH 4, 2019



Agenda

- Increased 2018 Distribution to The City
- ParkPlus Strategy
- Community Support
- Strategic Plan
- 2018 Customer Satisfaction Survey Results





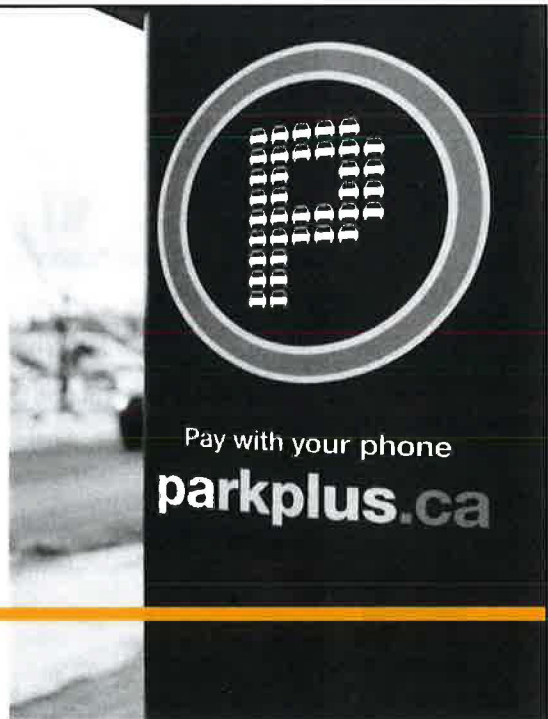
Increased 2018 Distribution to The City

- Calgary Parking Authority returned \$20.8 million, which was \$2.2 million more than budgeted, to The City in 2018
- Second highest in CPA history
 - Challenge: below expected revenue (lower demand and decreased prices)
 - Response: innovations and cost efficiencies-responding to the realities of the market



ParkPlus Strategy

- Capture Alberta Market – Refocus our efforts
- Smart Investments in R&D
- Tactics include:
 - Organizational and Cultural Reset
 - Strategies Related to City Procedures
 - Advantage of Registry Tie-in
 - All Alberta Solution
 - Explore Strategic Partnerships





New ParkPlus Clients Acquired

2017

- Sylvan Lake
- Mountain Equipment Co-op

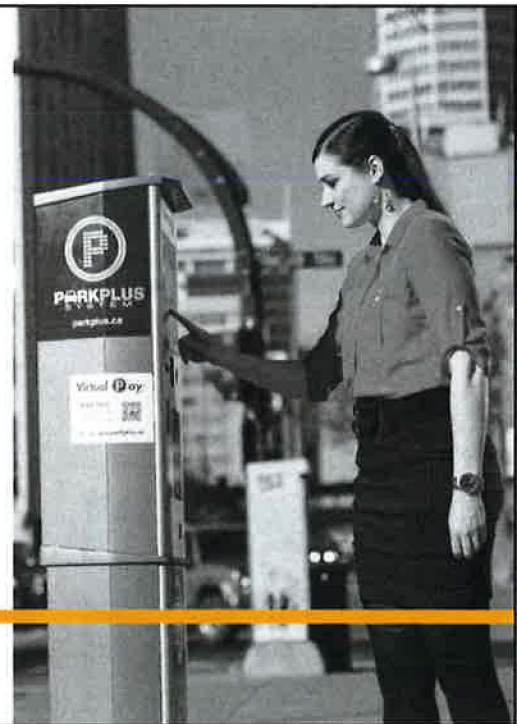
2018/19

- Riverwalk Parkade
- Fort Calgary
- Macleod Professional Centre
- ATB Calgary Campus
- Seton YMCA



Community Support

- CPA Gives staff committee raised over \$20,000 for 8 charities in 2018
- Additional \$22,500 donated in corporate sponsorship
- Day of Giving for CPA employees
- Updated Sponsorship Program for 2019 –Prioritize to the needs of the business and areas where we have our business
- We support our communities...we live and work here!

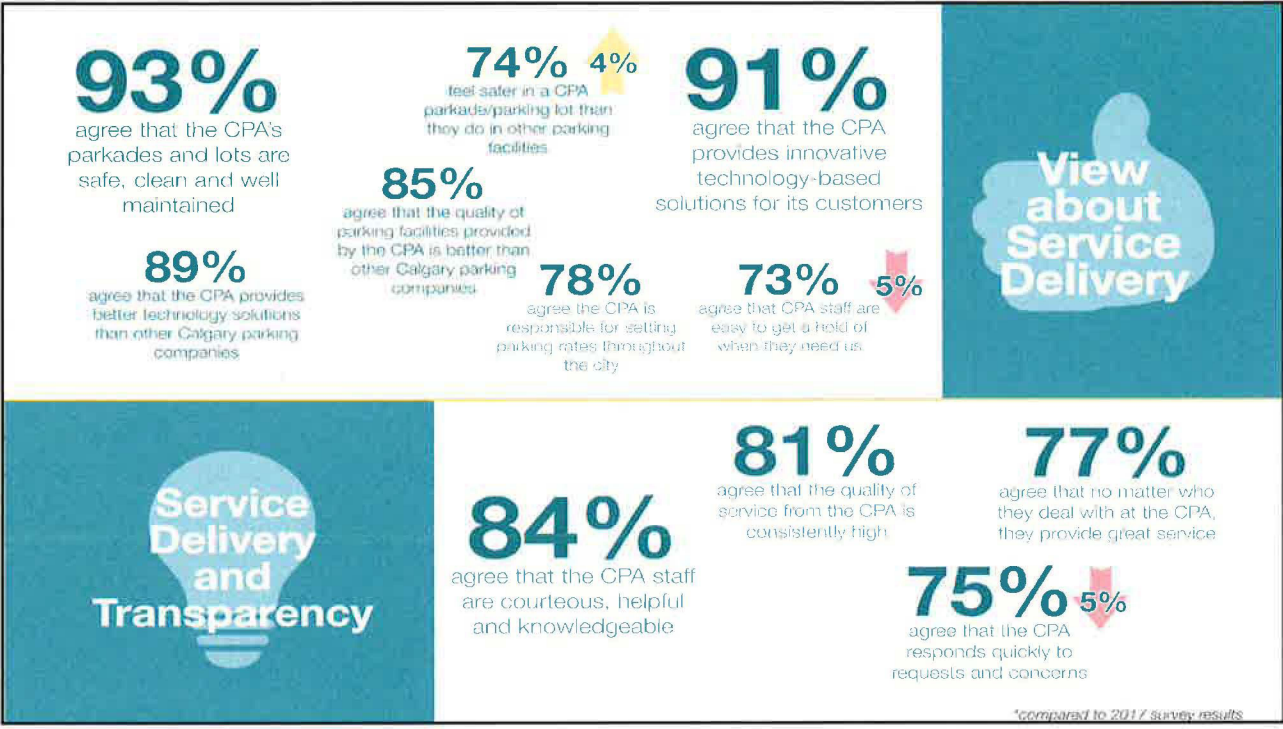




Strategic Plan

- 2019-2022 Strategic Plan created for the CPA
- Aligned with Strategic Plans of Council, “City that Moves”
- Clarified Mission and Vision and updated organizational values
- Bottom up approach – Team “All In” ...essential to success!
- Strategic Priorities:
 - Planning for the future
 - Innovating to improve
 - Meeting parking needs in the communities we serve





Thank you

We look forward to your input and continued support.

