

Calgary Parking Authority 2018 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 Organizational Goals and Objectives

1. Optimize financial position/revenue generation

- a. Improved investment yield on cash reserves by shifting into longer term funds, resulting in an additional \$800,000 in interest earned
- b. Reviewed and adjusted fee structures after a comparison to other jurisdictions found certain CPA fees to be lower than market
- c. Implemented Residential Parking Permit (RPP) system generating new permit revenue and enforcement opportunities

2. Improve asset management planning

- a. Combined enforcement and enforcement support groups to increase efficiencies
- b. Shifted emphasis from mobile patrol officer enforcement to the more efficient ParkPlus enforcement system, including purchasing 4 new sensor-equipped vehicles.
- c. Took part in an internal audit of CPA's capital planning and maintenance process by the City of Calgary

3. Enhance ParkPlus Strategy and Marketing

- a. Performed a comprehensive internal review of the ParkPlus marketing strategy
- b. Investing in development of software and product solutions to improve competitiveness
- c. Expanded the brand aware of ParkPlus by attending several conferences and trade shows

4. Become an "expert advisor"

- a. Coordinated the revision and approval of three different conflicting policies into the comprehensive Calgary Parking Policy
- b. Spearheading the Municipal Tribunal project through CPA funding of the Project Manager
- c. Revised and updated the majority of our internal policies to align with City of Calgary's policies.