

## Calgary Parking Authority 2017 Key Initiatives & Strategies

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



### **City of Calgary – Council/Board of Directors**

1. Deliver quality public service to Calgarians
2. Support Council and improve administrative accountability
3. Strengthen the workplace



### **CPA Strategic Focus Areas**

1. Deliver Customer Centric Service and Communication
2. Optimize Expenditures, Revenue and Assets
3. Optimize Parking Management Services
4. Foster CPA as the Workplace of Choice

### **CPA Corporate Goals**

- 1. Deliver Customer Centric Service and Communication:**
  - a. Provide easy, convenient parking experience
  - b. Provide effective and timely communication to customers and stakeholders
  - c. Provide safe, clean, well maintained facilities
- 2. Optimize Expenditures, Revenue and Assets:**
  - a. Achieve 2017 Budgeted Revenue
  - b. Achieve a cost/efficiency ratio of 0.60
  - c. Maximize the sustainability of CPA Assets
- 3. Optimize Parking Management Services:**
  - a. Provide innovative parking management solutions
  - b. Expand and market the ParkPlus System within and beyond Calgary
- 4. Foster CPA as the Workplace of Choice:**
  - a. Build organizational resilience and capability
  - b. Provide a safe and healthy work environment

### **CPA Major Initiatives in 2017:**

- Market ParkPlus and invest in its development
- Explore joint ventures in multi-use developments
- Explore opportunities to automate existing services