



Media Release

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Parking ticket amnesty to end September 30, 2008

One year after launching ParkPlus, warning notice policy comes to an end

As of September 30, 2008 the Calgary Parking Authority (CPA) will no longer issue courtesy warnings to first-time ParkPlus System users.

As the first anniversary of the new ParkPlus System approaches, first-time users are reminded to follow the instructions on the pay machine. After September 30, first-time customers who overlook payment or do so incorrectly will face regular parking enforcement.

“When we introduced ParkPlus last year, we felt that one way to educate people was to provide first-time users with one warning notice within the first year of operation,” said General Manager Dale Fraser. “We believe the program has served its purpose and will now come to an end as previously announced.”

During the past year, the CPA has issued over 40,000 warning notices to first-time ParkPlus users. Warning notices are mailed to customers along with an instructional brochure that outlines how to use the system and explains the benefits of a ParkPlus cell phone account.

“We urge customers to consider setting up a ParkPlus cell phone account,” said Fraser. “It’s fast. It’s simple and it greatly reduces your chance of making a transaction error.”

In addition to issuing warning notices, the CPA has taken a number of steps to educate customers about the new system. All pay machines have clear, step-by-step instructions on the machine face, each machine is equipped with a plexiglass box to hold instructional brochures, and the ParkPlus customer service number is listed on the front of all machines for customers who would like to speak to a ParkPlus operator.

“We believe our educational efforts have made a difference,” said Fraser. “Calgarians have embraced ParkPlus. They made over 1.25 million ParkPlus transactions last year, and with more than 30 per cent of customers using cell phones to pay for parking, Calgary has the highest cell phone use in all of North America.”

The Calgary Parking Authority issues approximately 300,000 parking tickets a year for a variety of offences including overtime parking in a time restricted zone, parking at an expired meter and parking in a no stopping or no parking zone.

About the Calgary Parking Authority

The Calgary Parking Authority fulfills the City of Calgary’s parking responsibilities and implements the municipality’s parking policies by managing public parking facilities, restricted parking systems, the enforcement program and providing parking advisory services.

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