



Media Release

For Immediate Release
November 13, 2009

Calgary Parking Authority Cuts Parking Rates *Reduced rates apply to 70 per cent of all on-street parking*

The Calgary Parking Authority (CPA) announced today it is cutting both on-street rates and its rates in some surface lots and parkades.

Effective Monday, November 16, the \$5.00 per hour rate in the downtown core will be reduced by 20 per cent for the first half-hour and 15 per cent for the second half-hour. On-street rates in Kensington, Uptown 17th and 4th Street will be reduced by 11 per cent for the first hour, and rates in the Beltline will be reduced by 8 per cent for the first hour.*

“In conjunction with City Council we are pleased to offer Calgarians these rate reductions,” said Dale Fraser, Calgary Parking Authority General Manager. “As we anticipated in our recent rate review, the market has softened and we are adjusting our prices to reflect that market.”

With these rate reductions, the CPA is introducing progressive parking rates that encourage faster turnover of spaces and provide an incentive for parkers to stay a short period of time.

“During our review we determined that people park for an average of 58 minutes on street,” said Fraser. “Our new rates reward those people who stay for one hour or less.”

The current rate reductions will apply to approximately 3,725 parking spaces or 70 per cent of all on-street parking. Saturday rates will remain at \$1.50 per hour.

In addition, effective Monday, January 4, 2010, hourly rates in James Short and Centennial Parkades will be reduced to \$3.00 per ½ hour from \$3.25 per ½ hour. The daily maximum at James Short will drop to \$25.00 per day from \$28.00. At Centennial Parkade the maximum will be reduced to \$23.00 per day from \$25.00. Monthly rates in Lots 3, 65 and 66 will also be reduced between \$10.00 and \$15.00 per month. These rate reductions will affect 410 off-street stalls.

The reduction in parking rates will mean a \$1.4 million revenue reduction for the CPA. Based on 2009 ParkPlus data, the Parking Authority predicts that revenues on-street will fall \$1 million while revenues in surface lots and parkades will drop by \$400,000.00.

Last year the CPA contributed \$12.8 million to general city revenue from parking revenues. The CPA operates 13,036 parking spaces throughout Calgary.

***Please see Page 2 for detailed information about the parking rate reductions.**

...continued on page 2

On-street rate reductions

Downtown rates will be reduced as follows:

Current rate	Maximum stay	New rate
\$5.00 / hour	2 hours	\$2.00 for the first 30 minutes \$2.25 for the second 30 minutes \$5.00 for the last hour
\$5.00 / hour	1 hour	\$2.00 for the first 30 minutes \$2.25 for the second 30 minutes
\$2.50 per 30 minutes	30 minutes	\$2.00 for 30 minutes
\$1.25 for 15 minutes	15 minutes	\$1.00 for 15 minutes

Rates for 4th Street, Uptown 17th and Kensington will be reduced as follows:

Current rate	Maximum stay	New rate
\$2.25 / hour	2 hours	\$1.00 for first 30 minutes \$1.00 for second 30 minutes \$2.25 for the last hour

Rates for the Beltline will be reduced as follows:

Current rate	Maximum stay	New rate
\$3.00 / hour	2 hours	\$1.25 for first 30 minutes \$1.50 for second 30 minutes \$3.00 for the last hour

Off-street rate reductions

Monthly rates will be reduced as follows:

Lot	Current rate	New rate
Lot 3	\$110 / month	\$100 / month
Lot 65	\$145 / month	\$130 / month
Lot 66	\$315 / month	\$305 / month

Parkade hourly rates will be reduced as follows:

Parkade	Current rate	New rate
James Short	\$3.25 per ½ hour to a max. of \$28.00 per day	\$3.00 per ½ hour to a max. of \$25.00 per day
Centennial Parkade	\$3.25 per ½ hour to a max. of \$25.00 per day	\$3.00 per ½ hour to a max. of \$23.00 per day

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 on- and off-street public parking facilities, the enforcement program and providing parking advisory services.

Media Contact:

Shelley Trigg, Public Relations Coordinator

Calgary Parking Authority

403-537-7099 403-540-6867 (cell)

email shelley.trigg@calgaryparking.com