



For Immediate Release
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ParkPlus System™ gets “thumbs up” from Calgarians

Ipsos Reid survey shows 75 per cent of Calgary drivers are satisfied with new parking system

A majority of Calgary drivers are satisfied with the ParkPlus System, and satisfaction is highest among cell phone account users of the new parking system.

A recent Ipsos Reid survey of more than 800 Calgarians reveals that 75 per cent of system users are satisfied with using the ParkPlus System, and a whopping 97 per cent of cell phone account holders say they are either ‘very satisfied’ (66 per cent) or ‘somewhat satisfied’ (32 per cent).

Virtually all cell phone account holders (97 per cent) report being satisfied with their cell phone accounts. Of those, 75 per cent report being ‘very satisfied’ and 22 per cent are ‘somewhat satisfied.’

“We are very pleased with the survey results,” said Dale Fraser, Calgary Parking Authority General Manager. “The results confirm our belief that Calgarians are on board with the new system and are willing to embrace the latest technology because they can see the advantages it brings.”

The survey also indicated that while a strong majority of Calgary drivers report being aware of the ParkPlus System, there are still those who have yet to learn about the system. Close to eight-in-ten, or 83 per cent, of Calgary drivers said they had read, seen or heard about ParkPlus prior to the survey; however, 11 per cent said they were not aware of the new system.

When asked if the Calgary Parking Authority did a good job communicating how to use the ParkPlus System, 66 per cent of Calgary drivers agreed, while 89 per cent of cell phone account holders gave the CPA either a ‘good’ (53 per cent) or ‘very good’ (36 per cent) rating.

“The results of the survey are strong,” said Jamie Duncan, Ipsos Reid Associate Vice President. “When people are adapting to a new system there’s always room for improvement, but Calgary drivers appear to be adjusting well to ParkPlus as shown by this survey.”

When questioned about what additional information the Parking Authority could provide, 35 per cent of Calgary drivers said they don’t need any more information. Of those who said they would like additional information, the most frequently suggested items were “better signage”, including zone information and details and signs indicating when payment is required. They also said they would like “better instructions” including how to use the pay machines, better explanation of rates, instructions in other languages and instructions for the visually impaired.

While 44 per cent of cell phone account holders said they don’t require additional information, those who provided a response most often said they would like more information about cell phone accounts and they would like the CPA to address customer service line issues such as busy phone lines.

Despite an initial learning curve, a majority of Calgary drivers believe the ParkPlus System is an improvement over the old parking meters.

When asked whether they felt the ParkPlus System was better, worse or the same as the parking meters previously in use in Calgary, 63 per cent of Calgary drivers said ParkPlus is better, compared to 92 per cent of cell phone account customers who said ParkPlus is better.

In addition, 70 per cent of Calgary drivers report that the ParkPlus machines are either 'very easy to locate' or 'somewhat easy to locate,' and 74 per cent of cell phone account holders provide a similar rating of 'very easy to locate' or 'somewhat easy to locate'. Ease of locating zone signage also receives similar ratings from Calgary drivers with 67 per cent who said they are 'very easy to locate' or 'somewhat easy to locate,' while 90 per cent of cell phone account holders said the signs are 'easy to locate'.

Calgary drivers were asked to provide their views on the 'main benefit' and the 'main drawback' of the ParkPlus System. Their top benefits include:

- No need to carry cash / coins / cards
- Convenient / easy to use
- Can pay by credit card
- Improved capacity / more parking spots

Their top drawbacks include:

- Too expensive / rates increasing
- Difficult / awkward / confusing to use / read
- Issues finding a parking spot / machine / zone number

Cell phone account holders were also asked to provide their views on the 'main benefit' and the 'main drawback' of the ParkPlus System. Their top benefits include:

- Convenient / easy to use
- Can pay (and setup account) from cell phone
- Only pay for time used

Their top drawbacks include:

- Issues with cell phone accounts (can only register one vehicle per cell phone and forgetting to cancel a parking session when they are finished)
- Cost of parking
- Machine / system not always working

Methodology

Ipsos Reid conducted 439 online interviews on behalf of the Calgary Parking Authority. The poll was conducted from July 28 to August 6, 2009 with Calgarians aged 16 and older with a driver's license. With a sample of this size, the results are considered accurate to within +/- 4.7 percentage points, 19 times out of 20.

Ipsos Reid also conducted 389 online interviews with Calgary Parking Authority cell phone account holders. The poll was conducted from July 28 to August 17, 2009. The margin of error for this sample size is +/- 4.9 percentage points, 19 times out of 20.

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.

About Ipsos Reid

Ipsos Reid is Canada's market intelligence leader, the country's leading provider of public opinion research, and research partner for loyalty and forecasting and modeling insights.

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