



E-BRIEF

CAMA-ACAM

An Electronic update of news and events from the  
Canadian Association of Municipal Administrators.

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CAMA 2009

WHISTLER, BRITISH COLUMBIA  
JUNE 1 – 3, 2009EMBRACING SUSTAINABILITY:  
Rising to the Challenge Through Leadership

Register online now for the CAMA Conference at [www.camacam.ca](http://www.camacam.ca).

## CAMA Update

### 2009 CAMA Conference Just Days Away – See you at the conference!

The 2009 CAMA Annual Conference, to be held in Whistler, BC from June 1-3, 2009 at the Fairmont Chateau Whistler, is just days away. This year's theme is "*Embracing Sustainability: Rising to the Challenge through Leadership.*"

CAMA members can register online and find out what hotels are available by visiting [www.camacam.ca](http://www.camacam.ca). Look for the Annual Conference link. This is Canada's premiere professional development and networking event for municipal chief administrative officers. The deadline to register is May 25.

Conference sessions will focus on sustainability and climate change, delivering leading-edge information from across Canada and around the world. Celebrate the best in Canadian municipal government with the Community Leadership Awards and the CAMA Awards of Excellence. Study tours will feature Whistler's Olympic venues.

Social activities include the popular CAMA golf tournament, an informal Whistler evening and the President's Reception and Dinner. The daytime partners' program will include a kayak paddle and bike ride through Whistler's spectacular scenery, and an opportunity to learn more about aboriginal crafts and cooking.



## FCM Pre-Conference Workshop Cancelled

The Federation of Canadian Municipalities' (FCM's) pre-conference workshop entitled *Community Revitalization Through Brownfield Redevelopment* and scheduled for June 1 has been cancelled due to low participation numbers. CAMA thanks FCM for their efforts to bring this workshop to our annual conference.

## CAMA Tradeshow Exhibitors

CAMA is pleased to issue the list of tradeshow exhibitors at this year's CAMA annual conference. See the floor plan in this issue of e-Brief for all exhibitors.

Other exhibitors that delegates will find in the lobby include the City of Toronto (host city for the 2010 conference), FCM, Whistler Sustainability, NACLA, Statistics Canada, Johnson, Inc., and the Literacy & Essential Skills in Municipal Workplace Projects.

Make sure to drop by and find out more about the products and services offered by these organizations to municipalities.

## Getting to Whistler

CAMA members heading to Whistler for the association's annual conference are advised of a special discounted rate with Pacific Coach Lines, which offers shuttle bus service to Whistler. The rate, negotiated by the Federation of Canadian Municipalities (FCM) has kindly been extended to CAMA members.

The details are as follows: flat rate (one way) – \$40, plus 5% GST or flat rate (return) – \$80, plus 5% GST. You can book the shuttle service online at [www.pacificcoach.com/whistler/fcm](http://www.pacificcoach.com/whistler/fcm) or by phone at 1-800-661-1725. For those who book online, please use the promotion code "FCM."

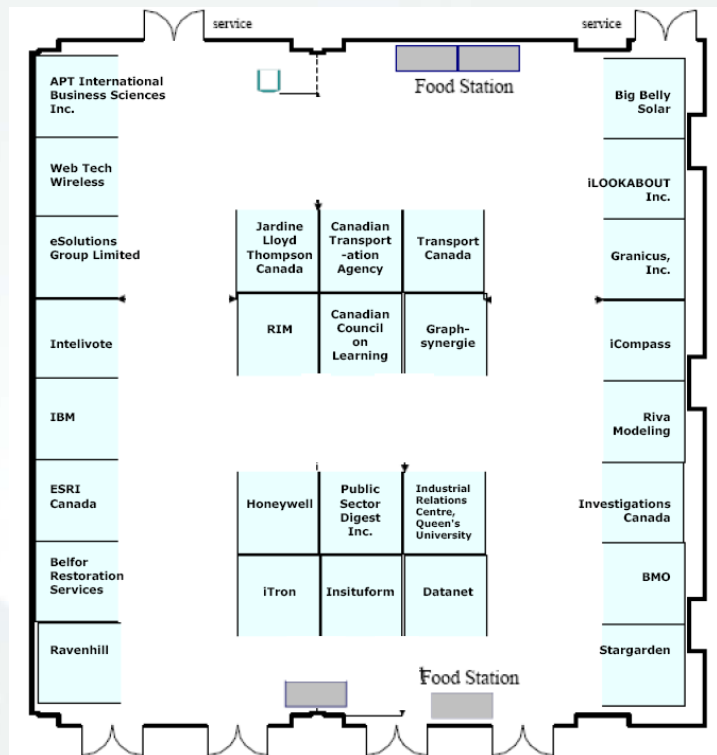
## Leadership and Learning with First Nations

The Whistler Forum for Leadership and Dialogue and the Canadian Council (CCL) on Learning invites all CAMA, UBCM, FCM delegates and friends to a special session and community experience on "*Leadership and Learning with First Nations: Working Together at the Community Level*" on June 4, 2009.

The session will be with Jarrett Laughlin of CCL, Chief Leonard Andrew, Lil'wat Nation and Jordan Sturdy, Mayor of Pemberton, BC. Everything gets underway at 2 pm with a roundtable discussion on First Nations and Local Governments working together at Squamish Lil'wat Cultural Centre in Whistler.

Then at 3:30 pm participants will travel to the Mount Currie band office and tour of the new Lil'wat Nation Community Centre. Dinner will be served at 6 pm at the North Arm Farm with Pemberton Mayor Jordan Sturdy and with Councillors from Pemberton and the Lil'wat Nation. At 8 pm everyone will return to Whistler.

The cost is \$45 per person. The price includes transportation to and from Mount Currie/Pemberton and dinner at North Arm Farms. Please RSVP to [adriana@whistlerforum.com](mailto:adriana@whistlerforum.com). For further information call William at 604-938-9132.



# CAMA Awards

## CAMA Awards of Excellence Nominees 2008

While the application deadline for the CAMA 2009 Awards of Excellence has now past, CAMA is still pleased to recognize the best in municipal administration from across the country by profiling the nominees from the 2008 Awards program. Read on to learn more about municipal best practices across the country. This is the last 2008 summary. Starting with the next e-Brief, information about the 2009 awards will be featured.

### City of Winnipeg, MB

#### **Winnipeg Parking Authority: A Single Municipal Agency for Municipal Parking Management**

**Nominee: Willis Award for Innovation (Population Over 20,000)**

Winnipeg experienced slow growth during the 1980's and 90's; this was accompanied by increased sprawl and a migration of businesses and residences to suburban areas, leaving downtown Winnipeg with significant depopulation and deterioration in its visible properties and values. In 1999-2001, Winnipeg developed Plan Winnipeg, a new strategy for its downtown, reinvesting in its services to focus on people and places, and in promoting a commercial and residential renaissance.

An essential piece of the downtown puzzle was the availability of public parking. Historically, Winnipeg viewed its participation in public parking as incidental to operating its civic buildings and roadways. Most parking lots and facilities were in private ownership and managed as a monopoly by one private company, while the municipality managed and policed 2,500 on-street parking meters and a large number of surface parking lots surrounding city buildings. Plan Winnipeg linked the success of the downtown strategy with a modern public parking program.

In October 2004, Council established the Winnipeg Parking Authority as an Alternate Service Delivery special operating agency, with a mandate to provide a centralized, transparent, equitable and productive "world class" municipal public parking service to the parking public. The new agency was set up and equipped, and commenced operations in January 2006.

The WPA set about establishing a partnership with the local Business Improvement Zones and other commercial interests. Participation was formalized in the form of a Board of Advisors for the Agency. This resulted in replacement of the City's antiquated mechanical parking metering system with 350 solar powered, wireless multi space parking units, capable of accepting coins, credit cards, downtown economy tokens, and participation in business promotional programs.

The new "pay stations" operated more efficiently, increasing available curbside parking spaces by 10%, and rationalizing use of space for On Street loading zones and disabled parking opportunities. A Pay by Cell Phone program was established to allow parking patrons to pay for parking and extend parking periods via cell phone and credit card, without need to visit the meter. Replacement of 2,500 machine units with 350 reduced maintenance requirements by 60%, and the ability to dispatch maintenance workers by blackberry in real time reduced average maintenance response from 5 days to 2 hours.

The WPA also replaced its manual parking enforcement program. The modern system utilized wireless hand held computers to dynamically view customer accounts in the field and issue real-time courtesy warnings or valid tickets as was appropriate to support the larger goals of the City and downtown revitalization.

Permit advisories and permissions were passed to the curb side in real-time, and digital photos of all enforcement ticket events are recorded for use of Quality Assurance staff. Tickets are available for review with customers at the WPA's central office facility - The Parking Store - and culpability for parking problems can be objectively reviewed and determined after the fact.

All patrol officers are GPS tracked for dispatch efficiency and safety, freeing up patrol hours for increased responses to customer calls for service. Since inception of the program, numbers of enforcement tickets have reduced by 250/0, but collections have increased by 30%, indicating the work is being done with greater effect.



WPA also upgraded its Off Street facilities to reflect modern commercial standards by evicting pigeons, vandals, and other unwanted guests, applying white paint to parkcade walls to amplify lighting, introducing colours and graphics to assist in way finding, installing cameras and concierge services to enhance security, implementing regular deck cleaning, squeegee stations, and a professional Car Wash to add value for customers, and "retailing" its available daily space to customers via dynamic stall count signs located at parkcade entrances.

Surface lots were selectively upgraded and "scrambled" to ensure more space availability to daily public parkers. At inception, Winnipeg municipal garages were poorly maintained, underutilized, and barely "breaking even"; at present these facilities are completely full at a higher pricing point all day from September to May, and generating almost \$2M in income net of expenses.

Parking meter revenues have increased by 20% with no increase in fees, and all Off Street Parking facilities are profitable and attracting more customers. Partly as a result of the modern and user friendly public parking techniques adopted, the business community reports that vehicle and pedestrian traffic in the downtown has increased by 17% over 3 years, and complaints about downtown parking have reduced by 15%. Improvements and refinements are continuing.

In recognition of its leading innovations, the City of Winnipeg Parking Authority received an Award of Excellence from the International Downtown Association (2006), an honorary membership to the Downtown Winnipeg Business Improvement Zone (2007), and the Parking Facility Standards Award from the Canadian Parking Association (2007). For more information, contact David Hill, Chief Operating Officer, Winnipeg Parking Authority, 204-986-6281.

## Membership Notes

### Member News

To have a job posting appear in CAMA's job broadcast, and on our website, the cost is \$100 for members and \$200 for non-members. For more information, or to have your job listed, please e-mail [admin@camacam.ca](mailto:admin@camacam.ca).

**CAMA e-Brief is published every two weeks. Watch for the next issue on:**

**Week of June 8, 2009**

To view the last CAMA e-Brief, visit:  
[http://www.camacam.ca/about\\_ebrief.asp](http://www.camacam.ca/about_ebrief.asp).

**Job Broadcast is also distributed every two weeks. The next issue will appear:**

**May 28<sup>th</sup>, 2009**

To view the last Job Broadcast listing, log on to:  
[http://www.camacam.ca/about\\_job.asp](http://www.camacam.ca/about_job.asp).

To have an item included in e-Brief, please contact [wayne.knorr@fredericton.ca](mailto:wayne.knorr@fredericton.ca). / To unsubscribe from this list, Simply reply to this email, or send an email to [wayne.knorr@fredericton.ca](mailto:wayne.knorr@fredericton.ca), Subject: UNSUBSCRIBE.

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