

Our Mission

The Division of Parking Services is committed to providing accessible, equitable and predictable mobility and parking options for all residents, guests and visitors. We aim to manage congestion, increase mobility options and operate parking in a city experiencing enormous growth, while preserving the uniqueness of our neighborhoods for all to enjoy.

Our Vision

To be relentless in the delivery of a positive parking experience by providing innovative tools to find available parking that is predictable, equitable and compliant.

Our work is guided with an emphasis on:

- *Applying industry best practices to provide consistent, predictable **access** to all users;*
- *Striving for **innovation** through testing and evaluating programs and technologies;*
- *Providing consistent, equitable enforcement to encourage **compliance** through education;*
- *Maintaining reliable parking **infrastructure** for the public;*
- *Providing **efficient**, stress-free options when mitigating parking related matters;*
- *Encouraging participation and **engagement** from the community; and*
- *Fostering a safe, positive, and **equitable** environment for our staff and customers.*

