Attachment 1 - Amended 2025 Toronto Parking Authority Corporate Goals and Performance Metrics

2025 CORPORATE GOALS

Amended Draft April 29, 2025

GOAL	CORPORATE GOALS	WEIGHT		PAYOUT FOR PERFORMANCE LEVELS
Goal #1	Deliver Planned Profit of $41.9 Million.	30%		If less than 75% of planned profit is achieved, payout level is 0%.
				If 75% to less than 97% of planned profit is achieved, payout level increases on a straight-line basis from 50%.
			On-Target	If 97% to less than 105% of planned profit is achieved, payout level is 100%.
				If 105% to less than 110% of planned profit is achieved, payout level increases on a straight-line basis up to 124%.
				If 110%+ of planned profit is achieved, payout level is 125%.
Goal #2	Deliver $54.5M on TPA led capital projects.	20%		If 90% or less capital goal is achieved, payout level is 0%.
				If over 90% and less than 95%, payout is 50%.
			On-Target	If 95%+ of capital goal is achieved, payout level is 100%.
Goal #3	Develop a three year succession management strategy for senior leadership roles at TPA.	20%		Succession plans developed for less than 7 critical director roles, payout is 0%.
			On-Target	Succession plans developed for 7 critical director roles, payout is 100%.
				Succession plans developed for 7 critical director roles and executive roles, payout is 125%.
Goal #4	Create better customer engagement by leveraging real-time data to drive insights and marketplace action: 1 - Develop and execute a customer insight strategy to drive incremental parking transactions. 2 - Launch license plate recognition technology at 3 off-street locations. 3 - Integrate Green P QR code into customers' digital wallets; 4 - Develop a Green P digital solution for seamless B2B fleet EV charging.	15%		If less than 2 initiatives are delivered, payout level is 0%
				If 2 out of 4 initiatives are delivered, payout level is 50%.
			On-Target	If 3 out of 4 initiatives are delivered, payout level is 100%.
				If 4 out of 4 initiatives are delivered, payout level is 125%.
Goal #5	Drive sustainable revenue growth: 1 - Secure Board approval for the 2026-2030 bike share strategy. 2 - ~~Secure external strategic partnership to scale our City-wide EV charging strategy.~~ Per 2025 Annual Operating Plan, develop 3-year growth strategy for GreenP parking.	15%		If no initiatives delivered, payout level is 0%.
			On-Target	If 1 out of 2 initiatives are delivered, payout level is 100%.
				If 2 out of 2 initiatives are delivered, payout level is 125%.
		100%		