

2020 REPORT TO THE COMMUNITY

COMMUNITY GIVING

SPONSORSHIP PROGRAM

In its third year, the CPA's Sponsorship Program experienced a slower than typical level of interest given the global state of affairs before closing prematurely in June due to the ongoing pandemic. However, despite the unusual circumstances, the CPA excitedly invested \$7000 into five community-led projects. As we look ahead to next year, we are excited to offer this funding opportunity to parking, transportation, and mobility related projects for another year.

PARKPLUS DONATE ZONES

We've made it easy for Calgarians to donate to our charity partners, the Calgary Food Bank and Calgary Homeless Foundation at any ParkPlus pay machine or using their MyParking app. By using the dedicated zone numbers: 3663 (FOOD) or 4663 (HOME), these two charities of choice receive one hundred per cent of the money donated to them.

GLOW FEST

This annual three-day festival in February lights up the downtown core with dozens of illuminated art installations. The CPA supported this family-friendly mid-winter event by providing free parking at one of our surface lots that is perfectly situated in close proximity to the sights.

ALBERTA CHILDREN'S HOSPITAL DONATION

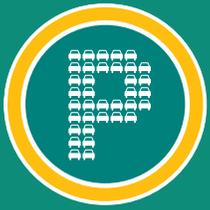
For the past ten years, one of our incredible team members, Mindy Jensen, has coordinated a MASSIVE toy haul for the kids at Alberta Children's Hospital. In partnership with a local Canadian Tire store who graciously matches any funds the CPA contributes, this year Mindy had \$2375 to spend (Canadian Tire unexpectedly kicked in an additional \$1000!). The opportunity to spread love and smiles to the young ones in hospital during the holiday season is very special to us and has become an activity we look forward to year after year.

VETERANS' PARKING PROGRAM

The CPA is proud to recognize veterans for their contributions to creating our great city; veterans are offered \$10 monthly parking credits through the Veterans' Parking Program. We also provide free parking to veterans on Remembrance Day to help recognize their valued service.

PARK SAFE CAMPAIGN

This campaign reminds motorists of the most common parking issues that occur in and around school and playground zones so they can understand their impact and avoid them.



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DAY OF GIVING

Many of the CPA's employees give back to their local communities by volunteering with charitable organizations and the CPA wants to support their efforts. The Day of Giving offers one paid day off per year to volunteer with a charitable organization of the employee's choice.

YYC FOOD AND DRINK EXPERIENCE 2020

In support of this annual event that promotes locally owned restaurants in the core and surrounding Business Improvement Areas, we provided participants free parking within our participating lots between 4 p.m. and 6 a.m. the following day so these foodies could safely enjoy their evening out. Held between February 28 – March 15, this two-week dining event featured 68 restaurants offering set lunch and dinner menus at reduced prices to encourage Calgarians to try out new places to eat.

PAY IT FORWARD

The CPA gifted Calgarians the option of receiving a \$5 credit onto their ParkPlus account or donating it to either the Calgary Homeless Foundation or Calgary Food Bank, just for activating a session using their MyParking app during the latter half of December. This holiday campaign was our way to reward our app users, encourage the use of contactless payment methods and financially support our partner charities.

COVID SUPPORT

30 MINUTES FREE, 15 MINUTES FREE, RUSH HOUR PARKING, EVENING RATES AT 3PM

From the onset of the pandemic, the CPA worked jointly with The City of Calgary to help support Calgarians and local businesses by implementing 30 minutes of free parking in the Spring. We also provided enforcement relaxations in rush-hour no parking zones and 15 minutes of free parking to help local businesses facilitate pick-up and delivery leading up and through the holiday season. Across our parking facilities, evening rates were adjusted to start at 3 p.m. to provide some financial relief to our customers.

SANDY BEACH

Our Parking Safety & Compliance team works collaboratively to support Calgary's emergency responders by attending lower risk calls to ensure they are able to responsibly deploy their resources across the city. With few activities to enjoy inside, many Calgarians made their way to the many beaches and river access points when warm weather arrived. CPA was notified that Sandy Beach had become an area of high vehicle congestion, so much so that emergency vehicles were unable to gain access if required. Our officers stepped up our presence and worked to gain compliance while still encouraging residents to enjoy a safe and fun experience at the beach.



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STREET SWEEPING RELAXATION

CLEAN YOUR SPOT, CANCEL YOUR TICKET

As the COVID-19 pandemic forced Calgary into lockdown weeks prior to the beginning of The City of Calgary's 2020 Street Sweeping program, we jointly offered a unique opportunity to residents as a gesture of compassion and good faith. Residents who received a parking ticket during street sweeping could have their ticket cancelled if they swept up the space the sweepers couldn't reach and then sent us photographic evidence