

CALGARY PARKING AUTHORITY

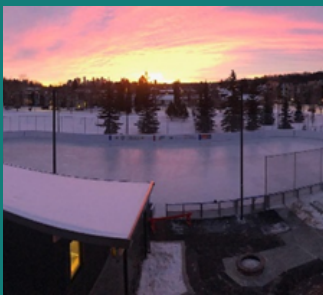
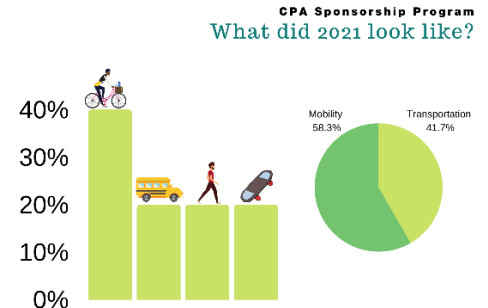
2021 REPORT TO THE COMMUNITY

Community Giving

SPONSORSHIP PROGRAM

The CPA's Sponsorship Program funds parking, transportation or mobility related projects within Calgary that benefit members of the community. The program provides non-profit groups and organizations access to a pool of funding to help complete projects, build community spaces and achieve success. Despite the ongoing pandemic, our program saw a big recovery in applications compared to the previous year.

In 2021, we invested almost \$35,000 back into Calgary through our Sponsorship Program. Congratulations again to the successful recipients! Our communities will benefit from an accessible pathway in Parkdale, custom bike racks for enthusiasts in Riverbend, crosswalk murals in Crescent Heights and an adaptive skateboard showcase – just to name a few.



ACCESSIBLE PATHWAY AROUND CALGARY'S FIRST OUTDOOR ACCESSIBLE SKATING RINK

Parkdale Community Association is revitalizing their community hub and has built Calgary and Alberta's first outdoor accessible community rink. The Calgary Parking Authority is proud to have provided \$10,000 via the CPA Sponsorship Program to build an accessible pathway around the existing barrier-free outdoor rink. The Parkdale Community Rink and Hub will become a gathering place for community members of ALL abilities. People with disabilities have been and are disproportionately impacted by barriers to physical activity and wellness opportunities. The entire community rink facility is accessible, including access from both parking lots to an accessible social area, an accessible building with a dressing room and washrooms, as well as a garage for the Zamboni. We are thrilled to support this accessible outdoor rink that is welcoming, inclusive and will be resilient for the next 30 years.



"I LOVE BOWNESS" BENCH



With \$2500 in funding from the CPA Sponsorship Program, the Mainstreet Bowness Business Improvement Area (BIA) installed a stunning red and blue 'I LOVE BOWNESS' bench. One of the busiest corners in Bowness' eclectic community now has a functional art piece for people to relax and enjoy the lively bustling of people checking out the more than 60 neighbourhood shops, services, and eateries. "Showing the LOVE and getting active in Bowness is our goal with these projects. We can't wait to share our functional new art installations with Calgarians who visit our community," shares Jaqui Esler, Executive Director of Mainstreet Bowness BIA. We love how the multi-purpose bench can be used as a great photo opportunity for humans and their furry friends!

ACCESSIBLE SKATEBOARD SHOWCASE



Alt Route is an accessible skatepark project that focuses on creating an accessible, inclusive, and diverse skatepark environment. The overall goal is to enable low vision and blind youth the ability to unlock skateboarding for themselves and incorporate this unique skill into a healthy and active lifestyle. The CPA's Sponsorship Program provided \$1,700 used to host an accessible skateboard showcase event to demonstrate Alt Route's adaptive methods and the opportunity to highlight the ability of youth living with sight loss when they are provided with the right accommodations and environment. Alt Route's work contributes to a greater global movement that seeks to open the world of skateboarding to diverse user groups including willing, adaptive athletes and we are proud to support this vision.



CALGARY PARKING AUTHORITY

2021 REPORT TO THE COMMUNITY

Community Giving



FREE PARKING IN CHINATOWN'S LOT 888

The Calgary Parking Authority, The City of Calgary, and the Chinatown Business Improvement Association (CBIA) partnered together to offer free two-hour parking for several months beginning in August 2021 as a pilot program in Lot 888 for people to enjoy Chinatown's rich culture and all it has to offer.

ALBERTA CHILDREN'S HOSPITAL DONATION

For the past 15 years, one of our incredible team members, Mindy Jensen, has coordinated an amazing toy haul for the kids at the Alberta Children's Hospital. In partnership with a local Canadian Tire store who graciously matches any funds the CPA contributes, this year Mindy had \$1000 to spend. The opportunity to spread cheer 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.



PARKPLUS DONATION 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.

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.

DECK THE STALLS CAMPAIGN

In 2021 we introduced a new pandemic-conscious approach of partnering with Business Improvement Areas/Business Revitalization Zones to reward holiday shoppers and parkers and promote local businesses – the Deck the Stalls! parking credit campaign, which offered \$100 in ParkPlus credits to select business areas to use in giveaways as part of their holiday promotions.

CPA GIVES

Our employee-driven committee focused on charitable giving, CPA Gives, continued to support community initiatives in 2021 including fundraisers for the United Way, Pink Shirt Day, and International Women's Day.

UNITED WAY

Once again, CPA employees stepped up to the plate to support one of Calgary's great social agencies. In 2021, our employees came together to donate and pledge \$1780 to the United Way and its many valued recipients, who are fortunate to receive much needed aid in today's challenging world.

INTERNATIONAL WOMEN'S DAY

On this important day marking the leadership and strength of all who identify as women, the generosity of CPA employees shone bright as CPA Gives encouraged donations to the Calgary Women's Emergency Shelter, which provides critical support to women and their children fleeing domestic violence. Employees rose to the occasion with donations in the amount of \$1085.00!

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 registered charitable organization of the employee's choice.