

2019 REPORT TO THE COMMUNITY

COMMUNITY GIVING

FAST PITCH

The CPA, the Calgary Municipal Land Corporation and Platform Calgary joined forces to support local not-for-profit, Social Venture Partners and their annual Fast Pitch event. This event aims to showcase how collaboration and leveraging resources can positively impact the future of our city. We've taken that same approach with the 9th Avenue Parkade and Platform Innovation Centre.

DONALD SHOUP

The CPA was proud to host renowned parking guru, Donald Shoup in Calgary. He shared his thoughts on sustainable municipal planning and innovative ideas on parking in urban centres.

ALBERTA CHILDREN'S HOSPITAL DONATION

For the ninth year in a row, the CPA supported a great cause by delivering a truck load of new toys to the Alberta Children's Hospital. Throughout the year, the Impound Lot team collects Canadian Tire money they find left behind in cars headed for the vehicle disposal program. Their efforts this year resulted in collecting \$230 in Canadian Tire money and \$970 from recycling cans and bottles for a total of \$1,200 to spend on toys. Through the generosity of the Canadian Tire Southland and Macleod store that matches the donation amount, they were able to double the funds for a grand total of \$2,400!

SPONSORSHIP PROGRAM

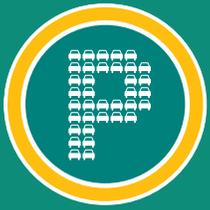
In 2019, the CPA's Sponsorship Program was revamped to focus on funding parking, transportation or mobility related projects within Calgary that benefit members of the community. The CPA received 42 applications and was able to fund 19 of those projects, investing a total of \$33,258 back into Calgary communities.

GLOW WINTER FESTIVAL

The Glow Winter Festival celebrates the beauty of winter through live music, winter activities, outdoor lounges, and stunning lights that put a glow in Calgary's downtown core. The CPA was proud to sponsor this event and provide free parking in three downtown parkades for festival attendees.

EV CHARGING

Electric vehicle ownership is on the rise and we want to help keep Calgary moving. The CPA partnered with The City of Calgary and added 42 additional charging stations in our parkades.



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CUSTOMER APPRECIATION DAYS

The two-week long celebration that is the CPA's Customer Appreciation Days was held in May and June of 2019. The CPA staff gave away prizes and free food and drinks to parkade and surface lot patrons. The goal of Customer Appreciation Days is to thank those customers for parking with the CPA, and the event has been executed annually for over 16 years.

CPA STAMPEDE BREAKFAST

The CPA held its fifth annual free Stampede Breakfast and welcomed 2,200 attendees. Attendees enjoyed delicious pancakes and grooving music. A Stampede Instagram giveaway was also held during the Stampede week and one lucky winner received a \$200 17th Avenue Gift Card and a \$50 ParkPlus credit.

HOLIDAY PARKING ELVES

Parking elves were out again this year spreading cheer during the holiday season! In December the CPA elves went to Kensington Village, 4th Street SW, Inglewood and 17th Avenue to spread the spirit of the holidays by giving away free parking sessions. This was also the first year the parking elves were available over text! All together we gave away over 700 free parking sessions.

PARKPLUS DONATE ZONES

The CPA customers can support the Calgary Food Bank and Calgary Homeless Foundation at any ParkPlus pay machine or through their ParkPlus cell phone account. Enter zone 3663 (FOOD) to give money to the Food Bank and zone 4663 (HOME) to donate to the Homeless Foundation. One hundred per cent of the money donated goes directly to the organization they've chosen to support.

YAHOO CREW

For the fourth year in a row, the CPA staff volunteers formed the Yahoo Crew and suited up in inflatable horse costumes to roam the streets of downtown Calgary, giving away free parking sessions during Stampede week.

CHARITY CARNIVAL

The Charity Carnival is hosted annually to raise money with the CPA Gives for the year's selected charities. The Charity Carnival had games, food, raffles and Alberta Animal Rescue Crew Society (AARCS) puppies! All the proceeds went to the charities.



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CHILD SAFETY AWARENESS

People often don't realize how quickly a parked car can get dangerously hot during warm weather, and they'll leave their children and pets in the car while they run into a store. Using social media as a means of communication, the CPA shared the Child Safety Awareness Campaign, in partnership with Calgary Police Service, Alberta Health Services Emergency Medical Services, and Calgary Humane Society to remind citizens to never leave kids and pets in a hot car.

DAY OF GIVING

Many of the CPA 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.

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 schools and playground zones so they can understand their impact and avoid them.