



# Media Release

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For Immediate Release  
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## **Calgary Parking Authority announces Parkade Reservation System** *First of its kind program in Canada*

The Calgary Parking Authority (CPA) will introduce its Parkade Reservation System beginning in September.

The reservation system will allow people to use their credit card to pre-book a parking stall in a CPA parkade on an occasional basis.

“We are responding to calls from Calgarians who are seeking parking during times when parkades are full,” said Dale Fraser, CPA General Manager. “When the demand is high mid-day and in the winter months, Calgarians are often left out in the cold when looking for parking. The reservation system will give people the option of reserving a stall closer to their destination.”

The system, which will be accessed through the CPA website, will require people to confirm their request with a credit card. That same credit card will be used to gain access to the parkade once they arrive at the entrance. Customers must arrive within half-an-hour of their booked time to secure their parking stall. A fee will be charged for the service, and that fee will be levied whether the customer shows up or not.

“We see this service as being especially useful for people who visit the downtown infrequently or those with important meetings or long-standing appointments,” said Fraser. “The parkade reservation system will allow them to take the guess work out of parking by reserving a stall before they come downtown.”

The Parkade Reservation System is a value-added service for existing customers. “This service won’t create a higher demand for short-stay parking stalls,” said Fraser. “It simply provides a convenience to customers already using the existing system.”

Calgary is the first city in Canada to introduce a parkade reservation system. A similar system is currently in use in Minneapolis.

The Calgary Parking Authority provides quality municipal parking services throughout the downtown and inner city.

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