

# CPA 2012 SUCCESSES

## Community Support Initiatives

- June:** Launched Calgary's Road Home, a community program that uses ParkPlus pay machines and cell phone accounts to collect donations for the Calgary Homeless Foundation and Calgary Food Bank.
- December:** Implemented the Veterans' Parking Program trial that provides \$10 of parking credits for on-street parking to veterans.
- December:** Handed out free parking sessions to Calgarians with our Holiday Parking Elves campaign in three Calgary neighbourhoods.

## Customer Service Initiatives

- July:** Partnered with City of Calgary Transportation department and car2go to support car sharing by providing on-street and off-street parking.
- August:** Launched Text to Park service for ParkPlus cell phone account customers to start and end their parking session by text.
- October:** Extended our \$5 Friday promotion in select downtown parkades indefinitely.
- November:** Installed electric vehicle (EV) charging stations in Civic Plaza Parkade.
- December:** Launched MyParking, a free iPhone app that helps Calgarians locate a parking stall, pay for parking and provides enhanced access to other CPA services.

## Operational Efficiencies and Additional Capacity

- March:** Taxi hydrant report approved by Transit and Transportation Standing Policy Committee to improve access to temporary loading areas for taxis.
- July:** RV bylaw change report approved by the Transit and Transportation Standing Policy Committee to improve community standards.
- March:** In conjunction with the City of Calgary Traffic Division, 164 on-street parking spaces were added in 2012 in addition to the 213 added in 2011 to provide additional parking capacity downtown.

### \$5 Fridays promotion increased parking activity in parkades by 26%

