



2018 REPORT TO THE COMMUNITY

COMMUNITY GIVING

Alberta Children's Hospital Donation

When CPA staff clean vehicles to be auctioned or scrapped, sometimes they find Canadian Tire money. This is collected and brought to the Canadian Tire in Southland, where the manager of the location matches the money with a cash donation. With this combined money, CPA purchases toys and donates them to the Alberta Children's Hospital.

Customer Appreciation Days

The two-week long celebration that is the CPA's Customer Appreciation Days was held in May and June of 2018. 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 CPA, and the event has been executed annually for over 15 years.

ParkPlus Donate Zones

CPA customers can support the Calgary Food Bank and Calgary Homeless Foundation at any ParkPlus pay machine or through your 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 you've chosen to support.

AMA School Safety Patrol

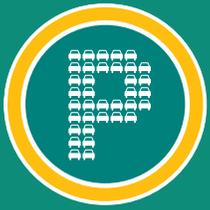
CPA was a sponsor of the annual AMA School Safety Patrol Appreciation Day Picnic, which brings together more than 7000 student cross walk patrollers from across the city to thank them for their year of hard work.

CPA Stampede Breakfast

CPA held their fourth annual free Stampede Breakfast and welcomed 1,850 attendees. The organization was again impressed by the generosity of guests who donated to the Calgary Homeless Foundation at this event. The CPA Cow Photo Contest was also held, which asked for photo submissions of the iconic giveaways enjoying some Stampede fun. Ten lucky winners each received a \$100 ParkPlus credit for their creativity.

Yahoo Crew

For the third year, 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.



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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 over 200 free parking sessions.

Backpacks for Kids

For the seventh year in a row, CPA donated 100 backpacks filled with school supplies to the Calgary Board of Education's Backpacks for Kids program. This important program helps ensure kids have the basic school supplies they need each year.

Charity Carnival

The Charity Carnival is hosted annually to raise money with CPA Gives for the year's selected charities. This year's carnival marked a special occasion, as 2018 was CPA's 50th Anniversary. The Charity Carnival was the perfect way to celebrate this with games, food, and even a cake. All of the proceeds went to charity.

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, 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.

Veterans Parking Program

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.



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Day of Giving

Many CPA employees give back to their local communities by volunteering with charitable organizations and 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. In 2018, CPA staff volunteered over 243 hours as part of this program.

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.