

NewsRelease

For Immediate Release

Downtown Calgary Goes ParkPlus *ParkPlus System™ makes short-stay parking more available and more convenient*

Calgary, Alberta – September 20, 2007, The Calgary Parking Authority and the City of Calgary today started the process of implementing the \$6 million ParkPlus System™ throughout the downtown core. Mayor Dave Bronconnier joined guests at a special ceremony to officially launch the conversion. Over the next several months all downtown parking meters will be removed and replaced by the ParkPlus System. Work will begin immediately starting at the west end of the core and moving east. Weather permitting; the change-over will be completed by the end of December.

“We’re committed to making it easier for Calgarians to find short-stay park downtown,” said Calgary Mayor Dave Bronconnier. “The ParkPlus System is convenient to use and adds close to 200 spaces to our downtown parking inventory.” There are currently about 2000 spots throughout the core.

The ParkPlus System uses state of the art technology specifically designed for Calgary use. “We have received many favorable comments from ParkPlus users during the two month ParkPlus Preview Zone trial period,” said Calgary Parking Authority General Manager Dale Fraser. “We’re implementing user survey results to fine-tune the system to make it even more convenient.”

Some of the changes included a larger font and easier to follow command prompts on the ParkPlus Pay Machines. As well, the pay machines will be positioned to minimize glare.

The user survey also showed widespread approval for the ability to pay by credit card and to set up cell phone accounts. The ParkPlus Preview Zone created on average an additional two parking spaces per block.

Solar-powered ParkPlus System pay machines will be strategically located throughout downtown. Parkers simply follow the prompts, key in the posted parking zone and their license plate number and then have the convenience of paying with cash or credit card. Alternatively, set up a cell phone account online and receive additional benefits including a small vehicle discount. There is no need to display a coupon on the dash and unlike metered parking no designated parking spots. Parking rates will remain the same. Cell phone

account holders driving vehicles less than 3.8 meters long (including motorcycles) will receive a 25% discount.

ParkPlus System provides better enforcement. "ParkPlus keeps short-stay parking short, so it's there when you need it for a medical appointment, business meeting or a lunch date," said Fraser. "You won't be able to plug a meter every couple of hours so you can park all day." Parking Enforcement patrol cars equipped with a Global Positioning System (GPS) and digital cameras will replace foot patrols. Violators will now receive their parking tickets including a photo in the mail. Even if you continue to pay for more parking time, you will receive a ticket for parking longer than the posted time. During the first year of operation offenders will receive a one-time only warning, instead of a ticket.

ParkPlus account holders will save money because they only have to pay for the time they use. Account holders simply use their cell phone to start and end parking sessions.

ParkPlus is secure and will reduce theft and vandalism so prevalent with parking meters today.

There will be no layoffs with the introduction of ParkPlus. Affected staff members will be re-assigned to other positions within the Calgary Parking Authority or the City of Calgary.

Calgary Parking Authority surface parking lots are also being converted to the ParkPlus System. Business Revitalization Zones (Kensington, 17th Avenue SW, Inglewood, etc.) and other metered areas will be converted to ParkPlus starting in the spring of 2008.

For more information about ParkPlus including how to sign-up for your cell phone account online, please visit our website at www.parkplus.ca.

Our goal is to make short-stay parking more convenient and easier to find.

About the Calgary Parking Authority

The Calgary Parking Authority fulfills the City of Calgary's parking responsibilities and implements the municipality's parking policies by managing public parking facilities, restricted parking systems, the enforcement program and providing parking advisory services.

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