

VETERANS PARKING SUMMARY REPORT

EXECUTIVE SUMMARY

The opportunity to offer veterans courtesy parking sessions on a monthly basis is an opportunity for the City of Calgary and the Calgary Parking Authority to recognize veterans for their contribution to our great city. This report contains a summary of the one-year trial period for the Veteran's Parking Program.

ADMINISTRATION RECOMMENDATION(S)

That Council:

1. That Council receive this report for information.
2. The Calgary Parking Authority continue with the veterans parking program and annual Veterans Food Bank Campaign

PREVIOUS COUNCIL DIRECTION / POLICY

At the 2012 November 05 Combined Meeting of Council, Council approved Calgary Parking Authority report C2012-0781. By report C2012-0781 Council directed Administration to create a pilot program to offer veterans a \$10/month courtesy credit for on-street parking beginning December 1, 2012. The courtesy credit was not to be cumulative and apply only to vehicles with a valid Alberta Registered Veterans' license plate. In addition, Administration was directed to provide a one-year summary report to Council on the actual use of the activity and program cost no later than 2014 January.

BACKGROUND

Based on approved Notice of Motion "Veterans Mobility Support" NM2012-44 at the 2012 October 15 Regular Meeting of Council, the Calgary Parking Authority investigated the background data regarding veterans including practices of other municipalities and provided four potential options for a Veterans' Parking Program. Options 1 and 2 were accepted and implemented as outlined below.

The Veterans' Parking Program was implemented in December 1, 2012 for a one-year trial period based on the following criteria:

- Veterans who sign up for a ParkPlus cell phone account and notify the CPA that they would like to participate in the program receive an automatic parking credit of \$10 per month per veteran's license plate.
- Veterans can also provide their original ParkPlus parking receipts and be reimbursed by CPA. This option is reserved for veterans who are interested in receiving the parking credits but do not have a cell phone.
- Veterans without veteran's license plate can receive the \$10 parking credit by providing proof that they are veterans.

The program activity summary is outlined below.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

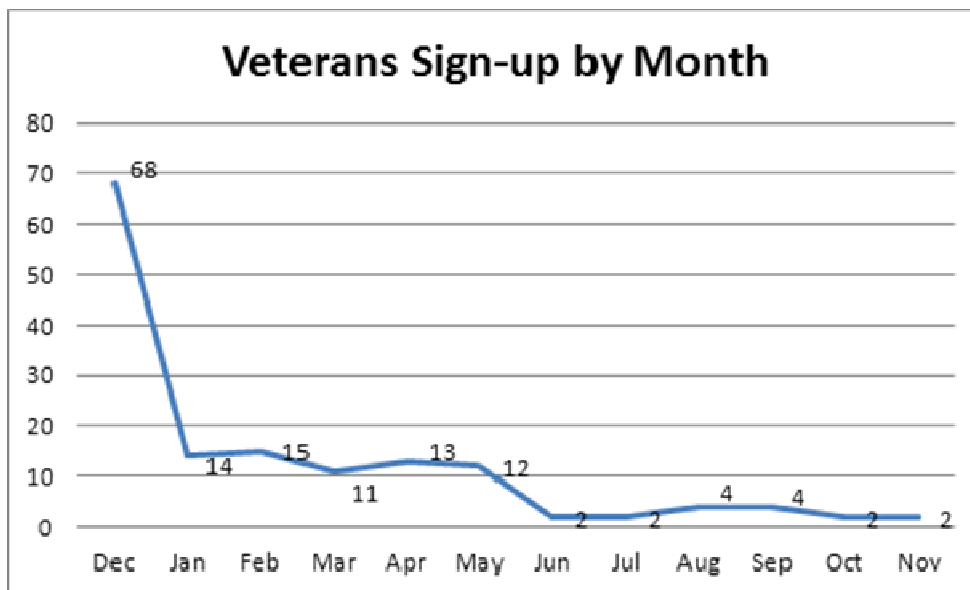
VETERANS PARKING SUMMARY REPORT

As of November 30, 2013 the following statistics have been compiled regarding the use of and cost associated with the Veterans' Parking Program.

Program participants	Number	Cost
With cell phone accounts	149	\$17,930.00
Without cell phone accounts	7	\$98.00
Total	156	\$18,028.00

Of the seven veterans without cell phone accounts who participated in the program, only one submitted receipts more than once. The other six participants received a single \$10 credit each.

The number of Veterans' Parking Program participants represents 2.6% of the total number of veterans in the Calgary area. The total number of veterans in the Calgary area is estimated at 5,980.



The initial investigation was conducted prior to the one-year trial and was outlined in Calgary Parking Authority report C2012-0781.

Stakeholder Engagement, Research and Communication

The Calgary Parking Authority used the following methods to let veterans and Calgarians know about the program:

- An email was sent to all ParkPlus cell phone account holders who have a veteran's license plate registered in their account. In this email they were provided with information about how the program operates and how to obtain \$10 of parking credits each month.
- Information was posted on the Calgary Parking Authority website about the program.

VETERANS PARKING SUMMARY REPORT

- A brochure was produced and sent to all Calgary registry offices, legions, the offices of the Corps of Commissionaires and the Mewata Armoury. (Attachment 1)
- A poster was developed announcing the program and was sent to all the locations that received the Veterans' Parking Program brochure. (Attachment 2)
- A media release was issued regarding the program on December 3 (Attachment 3).

Strategic Alignment

Support the mobility objectives in the MDP around the provision of parking in Activity Centres and Corridors (MDP Section 3.3 – Activity Centres). Prioritize management of parking to promote short-stay parking over long-stay parking (CTP Section 3.9 – Parking).

Social, Environmental, Economic (External)

Social: Promotes a fair and consistent approach to veterans who have registered plates ensure that this is applied equally. This is considered a positive gesture to show who served our country.

Environmental: The parking subsidy is targeted for the hours of 09:00-18:00. Peak travel demand in the AM peak is from 06:30-09:00h and will not impact the AM operation as parking is free during this period.

Economic: The parking subsidy provides an economic benefit to businesses by making it easier and more affordable for veterans to park downtown.

Financial Capacity

Current and Future Operating Budget:

Prior to the implementation of the program the financial impact was estimated to be between \$65,000 and \$185,000. The actual financial impact will be approximately \$20,000. During the month of November the Veteran's Food Bank released information regarding a shortage of food. A matching fund program was launched by CPA up to \$50,000 to help promote increased donations for the Veteran's Food Bank which resulted in matching funds of \$50,000. The total Veterans support program including the Food Bank and Parking Subsidy is \$70,000 which is within the programmed budget.

Current and Future Capital Budget:

No impacts.

Risk Assessment

1. Multiple license plates: Veterans who have a cell phone account can add additional license plates to their account. These license plates may or may not be veterans' license plates. In effect, this allows people who are not veterans to use the \$10/month veterans' parking credit.

VETERANS PARKING SUMMARY REPORT

2. Vanity plates: It is difficult to verify that a vanity plate is a veterans' plate. Unless the license plate has been captured by Calgary Parking Authority's photo enforcement vehicle and confirms that the license plate includes the image of a poppy, the plate cannot be authenticated.

The risks associated with this project are not significant and those that have been identified are being monitored by Calgary Parking Authority staff members who manage the Veterans' Parking Program.

1. Of the 149 veterans who have cell phone accounts, only seven (4.8%) have non-veterans' license plates listed in their accounts. The financial impact of these license plates is less than \$1,000 per annum.
2. Of the 156 veterans who have participated in the Veterans' Parking Program to date, three license plates cannot be positively identified as veterans' plates. The financial impact of vanity plates is less than \$400 per annum.

REASON(S) FOR RECOMMENDATION(S):

It is recommended that the Veterans' Parking Program be continued indefinitely as an opportunity for the City of Calgary and Calgary Parking Authority to recognize veterans for their contribution to creating our great city. Further, it is recommended that a matching fund program be set-up annually in November for the Veteran's Food Bank in line with the CPA's Corporate Social Responsibility Policy.

ATTACHMENT(S)

1. Veterans' Parking Program Brochure
2. Veterans' Parking Program Poster
3. Media Release