



NEWS RELEASE

City of Chico

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MAKE CHANGE COUNT - GIVE A HAND UP, NOT A HAND OUT

The Parking/Access Resource Committee (P/ARC), a volunteer group of interested citizens, downtown advocates, and business owners, has been working closely with City of Chico staff, the Downtown Chico Business Association (DCBA), and the Clean and Safe Action Group to create awareness about the negative impacts of panhandling and to provide an alternative through a new donation initiative.

This program will utilize six red-top parking meters to be used as donation stations throughout the downtown, and will be paired with public awareness campaigns. The donation stations will be located near the intersections of First and Salem Streets, Second and Main Streets, Second and Broadway, Third and Broadway, Third and Main, and Fourth and Broadway.

The goal of this initiative is to help redirect one's generosity to providing support to local assistance programs. The intent is to provide better access to supportive services that promote long-term solutions to people in need, along with building community awareness of the benefits of donating to these programs rather than directly to panhandlers.

The City's smart parking meeting vendor, IPS Group, has fully donated the cost of the donation meters to the City. The donation proceeds will be administered by the North Valley Community Foundation. Service groups to receive these funds have not yet been identified and will be determined at a later date.

For more information about this project, please visit www.GoDowntownChico.com or call the City Engineering Division at 530-879-6900.

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