

FOI REQUEST – Response required by March 4, 2016

“Please provide itemized costs for the parking ambassador initiative, including, but not limited to: salaries, benefits, expenses, materials, overtime, social media activities, online promotion, etc.”

Salaries, Benefits, Overtime:

The Ambassador Program started August 11, 2015, with 4 Ambassadors in the downtown weekdays, and two on Saturdays.

On October 13th, we reduced the number of Ambassadors to 2 weekdays, and one on Saturdays.

During the week before Christmas, we increased the number of Ambassadors to 4 as there would be more traffic in the downtown. After Christmas, the numbers resumed until January 6, 2016 where we decreased the number of Ambassadors in the downtown to one weekdays and one on Saturdays.

From January 6, 2016 to January 20th, we had two Ambassadors in the time restricted areas near the University of Regina to interact with the drivers during the first two weeks of Winter Semester.

The total contracted cost of Ambassadors paid to Corps of Commissionaires from August 11, 2015 to February 23, 2016 is \$58119.60. However, this cost is covered under the current enforcement contract through reallocation of resources. Ambassadors are employees of the Corps of Commissionaires who are contracted by the City of Regina Parking Services, therefore any benefits would be through the Corps of Commissionaires.

There is no overtime hours for Ambassadors as they work during regular hours.

Expenses:

Vests were purchased for Parking Ambassadors. This is to differentiate them from Parking Enforcement. The cost of this purchase was \$650.83.

9400 brochures were ordered. The cost of this purchase was \$3776.54

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“Please provide any documentation regarding any evaluation of the program using criteria such as (but not limited to): comparison of average tickets issued before and after the campaign;”

2014 Total – 100,477 tickets issued

2015 Total – 75,315 tickets issued

Ambassador Program began August 11th, 2015

2014 – August 11th – December 31st = 38,941

2015 – August 11th – December 31st = 25,359

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“the experience of members of the Regina Downtown Business Improvement District; “

They should ask the Downtown BID, if they want to know this.

“an analysis of the effect of the Ambassador program on complaints received by Parking Services;”

2014 Total Complaints – SR’s = 9034

2015 Total Complaints – SR’s = 10210

2014 – August 11th – December 31st =3529

2015 – August 11th – December 31st = 3904

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“Ambassador debrief (copies of documents from debrief meetings held with the Ambassadors regarding this program); social media survey; and the number of brochures distributed.”

Ambassadors received training with materials outlined below (also hard copies are attached). For daily briefings they receive the same briefing as the rest of Parking Enforcement Personnel which covers customer service, sections of the Traffic Bylaw and safety.

Training/Q &A’s:

Two documents provided to Ambassadors, Enforcement, Parking Services staff, Service Regina are the Ambassador Program Questions and Answering Questions from the Public located at:

<I:\Wordpro\PARKING SERVICES\Ambassador Program August 11'15\Scripting Training>

Ambassadors and Enforcement also received a third document Ambassador Program Training also located in the same directory.

Brochure distribution

The number of brochures ordered were 9400. Approximately 8500 have been distributed to date.

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“Please provide all documents related to this initiative, including, but not limited to: emails, briefing notes, media lines, Q & As, memos, correspondence, analysis, complaints from the public, etc.”

**Email correspondence, training material, Q&A, complaints from public, Ambassador Program material are attached.

Tracking Positive and Negative Interactions

Ambassadors track numbers of positive and negative interactions with the public. Since August 11, 2015 there have been 10867 positive and 106 negative interactions.

Ambassadors will advise the office of suggestions or concerns upon an individual's request. Comments provided were:

- Have Ambassadors around when there are huge events in the City
- Have brochures available for the public in various locations
- Increase number of Accessible Parking Stalls in the downtown
- Increase number of Loading Zones in the downtown.
- Build pedestrian bridge over railyard near Four Points hotel to connect to downtown, use Rail yard as parking.
- Build new parkades and parking lots.
- Some individuals stated they do not want to use Impark and suggest that the City of Regina provide parking lots or parkades.
- A few stated that the parkades downtown are not safe so they park on the street.
- The City needs to provide off street parking.
- Transit needs to be more viable. They shouldn't have to walk many blocks to catch bus.

Service Requests regarding Ambassador Program:

SR1631897 – August 12, 2015 – found receiving a ticket ironic as there is an Ambassador Program

SR1631955 – August 12, 2015 – is not pleased there is an Ambassador Program

SR1632066 – August 12, 2015 – commends action taken with the program but believes enforcement policies should be changed.

SR1634937 – August 24, 2015 – Inquiry on fines, Ambassador program, vehicle information

SR1637550- September 3, 2015 – felt the Ambassador could not provide a solution to his parking concern.

SR1661840 – February 3, 2016 – was pleased with the information provided by the Ambassador.

Emails to Parking:

August 26, 2015 – acknowledged the efforts with the Parking Ambassadors and had suggestions.

Parking Ticket Review:

August 12, 2015 – thought that tickets weren't being issued, instead there would be education through Ambassadors.

Social Media:

October 2, 2015 – Twitter – Inquiry about what the Parking Ambassadors do.

August 14, 2015 – Facebook – Comment on how an Ambassador interrupted her lunchtime activities at Victoria Park.

September 18, 2016 – Facebook – Parking Ambassador/Enforcement inquiry regarding meters.