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From: Erin Navin
Sent: September-17-15 9:24 AM
To: Myrna Stark Leader
Subject: parking update
Attachments: ParkingAmbassadorProgram.doc

Hi Myrna,

Please see attached media lines for a possible Parking Ambassador Program update.

I'm still waiting to hear from the program area if the number of tickets have gone down since we implemented it.

Let me know if any red flags or changes.

Thank you.

Regards,

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**City of Regina - Media Lines
(Parking Ambassador Program Update)**

(not for external distribution - for use by spokespeople)

ISSUE

The City implemented a Parking Ambassador Program in August, 2015 increase awareness of the City of Regina's current parking regulations with the goal to educate the public and reduce the number of parking tickets issued.

PRIMARY KEY MESSAGE

After just over a month into our recently implemented Parking Ambassador program, the City of Regina has received mainly positive feedback.

Key Messages:

- The City is pleased with the response to the Parking Ambassador program and we feel as though the program is having a positive impact on the community.
- 99 per cent of interactions with our Parking Ambassadors have been positive
- We have handed out over 4,000 brochures to individuals and organizations.
- Less Tickets???

Background

The City of Regina's Parking Enforcement mandate is: ***"to ensure the order and safety of the general public on the public right of way by enforcing traffic bylaw regulations related to public safety, traffic flow, and community standards."***

Parking Enforcement has been negatively viewed in the media as of late and the City would like to educate residents on our parking regulations. We took 4 of our regular Parking Enforcement Officers and moved them into a position of "Parking Ambassador". Their job is to hand out brochures on the City's parking rules and regulations and explain to residents why we have these regulations in place. If they notice someone parking wrong, they will approach them in a friendly manner to let them know, in hopes of helping them avoid a ticket.

Q&A:

Q: *Have tickets gone down since you implemented the parking ambassador program?*

A:

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Q: How many "interactions" have there been with the Parking Ambassadors?

A: We have over 2,500 interactions documented, with only 30 of them being considered as "negative".

Q: What constitutes a "positive" interaction?

A: Someone who is pleased with the program and wants to learn more; someone who is thankful we have implemented the program or compliments our ambassadors on their job, etc...

Q: What constitutes a "negative" interaction?

A: Comments that suggest they are not happy with the program or would like to see a change.

Q: How long will you be running the Parking Ambassador Program?

A: Our plan is to re-evaluate the program in the winter months

Q: What other types of comments have you received from the public?

A: Residents have voiced concerns about not enough off-street parking options; more loading zones in downtown core; build new parkades, etc....

DESIGNATED SPOKESPERSON

Media Relations	Spokespeople	
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PREPARED BY:

Erin Navin

September 17, 2015

APPROVED BY:

Name

Title

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Parking Ambassador Program – Key Messages/PSA Update

- Within the first month of the program running (August 11 – September 11), we have received numerous comments, questions and feedback from residents about our Ambassador program.
- 99 per cent of interactions with our parking ambassador's have been positive, with just over one percent received as negative.
- We have handed out over 4,000 brochures to individuals and organizations to help spread awareness and education of the City's parking regulations.
- The City is pleased with the feedback we are receiving and we feel as though this program is having a positive impact on the community.
- We are taking people's comments and concerns into consideration and will re-evaluate the program in the winter months.

Commented [EN1]: Might have to change this info/dates to 6 weeks in.