

Ambassador Program Training

A Growing City.....

Over the years, Regina has grown considerably with an increase in population, commerce, and activity.

The downtown is flourishing with new construction, businesses and attractions. Along with increased urban density is an increase in traffic flow creating a higher demand for parking in the downtown and surrounding area. As the city is limited with the amount of available on-street parking, it is imperative to ensure that there is regular turnover of vehicles to meet motorists' short-term parking needs.

The City's growth is also reflected in the suburban areas. New subdivisions are being created with street layouts to accommodate a larger housing stock. At one time it was common for a household to own only one vehicle, but with changing times, it is more common to see multiple cars per household. These factors impact the availability of on-street parking and an increase in calls to the City of Regina with parking concerns.

Why an Ambassador Program?

The City of Regina has implemented the Ambassador program to 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.

What is Parking Services?

The City of Regina 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."

By enforcing the regulations in a fair and consistent manner, you are ensuring that our customers are able to find available parking within the scope of the existing regulations.

We strive to achieve voluntary compliance. How do we do this? Speak with the public. Educate the public. Ask for compliance. If voluntary compliance is not achieved, a ticket is then issued to the vehicle in violation.

Customer Service

Who are our customers?

- Individuals contacting the City of Regina with a parking concern.
- The motorist to whom you issue a ticket.
- The motorist to whom you ask to park their car legally.

- The motorist who parks legally and does not commit any offences.

Be sincere. Be respectful. When interacting with customers utmost courtesy is expected at all times. This is even more important when interacting with motorists to whom you have issued a ticket. Although you see these violations on a daily basis, often this is the first time they have been in violation.

Educate. Inform. Majority of the public are unaware of the parking regulations. Always take the time to educate the customer of the regulations. A person who is aware of regulations is usually more conscientious when parking.

Be friendly. Be approachable. Be an Ambassador. Not only do you represent the Corps of Commissionaires, you are representing the City of Regina. People may approach you with non-parking related inquiries such directions, activities occurring in the downtown or around the city, or even ask to call 911 in an event of an emergency.

Dealing with an angry customer? They may feel they're being "punished" for doing something wrong. Do not take it personally. Sincerity is the best tool to use, regardless how upset the customer may be. Provide the customer with a Parking Services Card if they would like to complain or have the ticket reviewed. Sometimes an upset individual reacts to those who they see in an 'authority' position. Redirecting their 'focus on authority' to Parking Services can deflect anger away from you. It's important to remember that often these individuals will rethink their behaviour after a cooling down stage and do feel bad.

Why do we write tickets?

If a motorist is not in proximity of the vehicle to ask for voluntary compliance, a ticket is left on the vehicle as a corrective action. They are written not only to educate but assure compliance.

Why do we have parking regulations?

Thousands of vehicles travel along Regina's roads and streets daily. Parking regulations are an important tool help to ensure the safe and efficient movement of pedestrians, cyclists, motorists and public transit. They not only enhance public safety and security but ensure there is available parking for both Regina residents and visitors.

Why do we have Parking Meters?

Parking meters are installed in areas where there is a high demand for parking. The presence of a parking meter with a parking limit (i.e. 2 hour limit) ensures that vehicle turnover will occur, thereby allowing each parking stall to be used by many different users throughout the day; and is important in order to support an economically vital and vibrant downtown.

- Parking meters are in effect from 8 a.m. to 6 p.m., Monday to Friday.

- Parking on Saturdays at meters is free, but limited to two hours.
- Parking is free at meters after 6 p.m. on weekdays, all-day Saturdays (subject to 2 hour limit) and Sundays, and all statutory holidays.
- Parking meters accept Canadian (and American) currency in quarters, dollar coins (loonies), and two dollar coins (toonies).
- Credit Card-Capable Parking Meters on 11th Avenue also accept credit cards (Visa and MasterCard only). When using a credit card to purchase time at a parking meter there is a minimum purchase requirement of \$1.00.
- After two hours, a vehicle cannot be on the same side of the street in the same block where the vehicle was parked in the previous hour. This assures a turnover of vehicles for that block.
- A vehicle must be parked within 2 meters of a meter pole. Vehicles parked more than 2 metres are potentially infringing on another parking stall on the street.
- A vehicle must be parked no further than 0.6 meters from a curb. Enforcement ensures that parked vehicles are out of the driving lane and pose no safety hazard to motorists or pedestrians.

Why do some areas of the city have signed time limits for on-street parking?

Neighbourhoods such as the General Hospital, City Square and Heritage have been identified as high-traffics area which demand parking for a large volume of people on a daily basis. Prior to the two-hour parking limit being implemented, both residents and individuals looking for short-term parking had difficulties finding available parking. This was due to a large percentage of vehicles being parked on the streets for extended periods of time.

As such, a two-hour parking limit was imposed in these areas with the intent of providing short-term parking to traffic and ensuring that residents of the areas and their visitors have fair and reasonable access to parking. These regulations ensure sufficient turnover of vehicles.

A vehicle cannot park on the same side of the street of the same block where the vehicle was parked previously to the maximum time allowed by the limited parking zone. This assures turnover of vehicles for that location.

Is there a difference between parking and stopping?

Yes.

Parking: the standing of a vehicle, whether occupied or not, on a public highway, otherwise than temporarily for the purpose of and while actually engaged in loading or unloading or in obedience to traffic regulations, signs or signals.

What does that mean? When you see a **No Parking sign**, you may only stop your vehicle momentarily to actively drop off or pick up someone.

Stopping: when required, a complete cessation from movement; and when prohibited, any stopping, even momentarily, of a vehicle, whether occupied or not, except when necessary to avoid conflict with other traffic.

What does that mean? A **No Stopping sign** means a vehicle may not stop, not even to drop off or pick up a passenger. The only exceptions are stopping for traffic signals, traffic signs, emergency personnel, traffic flow or due to an emergency.

Parking Regulations

No Stopping - a vehicle may not stop not even momentarily unless stopping for traffic signals or signs, emergency personnel, etc.

No Parking – a vehicle may stop only momentarily to actively drop off or pick someone up.

Bus Lanes

Bus lanes are intended for the use of City Transit buses and emergency vehicles. No person shall drive in a bus lane other than to turn right at the next intersection, alley or driveway.

Unauthorized vehicles may interfere with transit operations and cause delays or safety hazards.

Bus Stops

Bus stops are signed No Parking as this space is required for City Transit buses to drop off and pick up passengers safely. Vehicles stopped or parked in Bus Zones may interfere with operations and cause delays or safety hazards.

“Stopped Within”

- **10 meters of street intersection**
- **3 meters of alley intersection**
- **2 meters of curb crossing**
- **2 meters of property access**
- **5 meters of railway track**

These regulations are in place to provide a sufficient sight line distance for pedestrians and/or vehicles. Diagrams on how to measure these distances are located in the Traffic Bylaw.

Crosswalk/ Tee Intersections

Vehicles may not be parked within 10 meters of an intersection with a painted crosswalk. At a “Tee” intersection, parking is not allowed on the continuous side between the crosswalks. These regulations are for pedestrian safety.

Fire Hydrants

The Fire Department needs clear access to hydrants at all times. A vehicle may not be parked within 2 metres of a fire hydrant. Often people assume the measurement is from the hydrant to the street, but it is a measurement of 2 metres on either side of the hydrant, allowing space for a fire truck to park adjacent to the hydrant with clear access.

Alleys

Enforcement ensures that enough room is given for safe movement of other vehicles in the alley, including emergency vehicles. Vehicles with a valid Business Motor Vehicle Parking Permit may park in an alley for up to 10 minutes. Vehicles without permits are only allowed to park in an alley for a maximum of 10 minutes as long as they are actively involved in loading or unloading of goods.

Is there an order of priority?

Priority of Enforcement

1. Traffic Safety Hazards: such as vehicles abandoned in intersections, parked on the sidewalk or in the traffic lane, parked on shoulder of a road where the speed limit exceeds 50 km/hr, too close to intersection, vehicle blocking fire hydrants or crosswalks.
2. Blocked driveways: in most cases a blocked driveway requires a prompt response as it's typically somebody attempting to enter or leave their driveway.
3. Other calls: most other calls can be addressed in the order received or in the order which is the most efficient to address all the calls. Within this category certain calls, such as vehicles parked for longer than 24 hours, can be addressed as time permits.

Answering Questions from the Public

1. Can I park here?

- Take the time with the individual to see if it is a legal location, find out how long they intend to park and advise of regulations.

2. Asking for directions.

- If an individual is asking you for directions and you know the location, definitely provide them the information. There are Downtown Regina maps available for you to take on patrol to use as a reference. Helping the public this way is great customer service!

3. How do you record timings?

- You may discuss the process on recording timings, that we check and record valve stems, and you may even explain that timing vehicles is a way to measure parking activity for a specific area.

4. They are upset because another vehicle parked improperly first.

- Explain that it's unfortunate that people choose to park improperly, however, it's up to the driver to park legally. When one individual parks incorrectly, others on that block may follow suit and affect the entire block.

5. Why should they move to the opposite side of the street or another block after they have been parked the allotted time?

- Time restricted areas are high traffic locations. Placing these restrictions create a turnover of traffic to accommodate driver's needs. Moving off that block after the maximum time allows others to have access to that location.

6. Plugging meter while in vehicle?

- Any vehicle parked in a metered stall must either pay at a meter or display one of the parking permits identified in the bylaw. The vehicle is using the stall, regardless of occupancy, therefore, must follow the regulations.

7. Do Police, SaskPower, etc. get tickets?

- The Traffic Bylaw has specific regulations pertaining to Police, SaskPower, etc. These regulations are outlined in the Bylaw. However, any vehicle in violation of the Traffic Bylaw is eligible to receive a ticket.

8. Why a measuring tape?

- The measuring tape is used to ensure that a vehicle is in compliance. Enforcement will first look at the distance and gauge if the vehicle is in compliance and will measure.

If they ask you how they could measure or are they expected to carry a measuring tape. You may explain that using a boot is a good gauge.

Answering Questions from the Public

9. What does ticketing resolve? Do you think ticketing the public increases parking?

- Parking Enforcement personnel try to achieve voluntary compliance by speaking with drivers, advising of the regulations and ask them to move vehicle. However, if a motorist is not in proximity of the vehicle to ask for voluntary compliance, a ticket is left on the vehicle as a corrective action. They are written not only to educate but assure compliance.

10. Can I give you the \$20 for the ticket?

- We are not equipped to receive payments. All the payment options are listed on the ticket. (If they need further information advise them to contact Parking Service.)

11. Parking downtown sucks that's why we don't come down.

- As there is limited space available on the street for parking, time restrictions are in place to create the turnover of vehicles at these limited spaces, which increases the availability to access parking. Those wishing to park long term should find off-site parking to meet their parking needs.

12. Parking is expensive. Can't it be free?

- Parking meters are installed in areas where there is a high demand for parking. The presence of a parking meter with a parking limit (i.e. 2 hour limit) ensures that vehicle turnover will occur, thereby allowing each parking stall to be used by many different users throughout the day.

13. How many tickets do you write?

- The amount of tickets issued varies daily. Parking Enforcement personnel try to achieve voluntary compliance by speaking with drivers, advising of the regulations and ask them to move vehicle. However, if a motorist is not in proximity of the vehicle to ask for voluntary compliance, a ticket is left on the vehicle.

14. Do you have a quota?

- There is no quota for tickets. Parking Enforcement personnel try to achieve voluntary compliance by speaking with drivers, advising of the regulations and ask them to move vehicle. However, if a motorist is not in proximity of the vehicle to ask for voluntary compliance, a ticket is left on the vehicle.

Ambassador Program Questions

To be provided to:

- **Enforcement Officers**
- **Enforcement Schedulers**
- **Parking Services**
- **Service Regina**
- **Ambassadors**

1. What is the Ambassador Program about? Why was this program created? What precipitated this?

- The City of Regina has implemented the Ambassador program to 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.

2. How long is this program running?

- The program will be periodically evaluated to ensure effectiveness. The program will be run for up to 6 months.

3. Is it just in the downtown area?

- Currently the Ambassador program is concentrating in the downtown as it provides an opportunity for face to face interaction with the public.

4. Who is paying for the pamphlets/program?

- Resources have been allocated from the Parking Services Branch. The program's intent is to improve compliance and increase traffic safety and traffic flow.

5. Why does the City have Ambassadors out for Parking? Shouldn't they also be ticketing?

- The Ambassador program is ran separately than enforcement. Enforcement Personnel have areas which they patrol and enforce. Ambassadors have patrol areas which are concurrently manned. Ambassadors are not enforcing during these shifts but meeting with the public to provide information on parking regulations.

6. Because of this program, are there any areas not being enforced?

- No. Although a number of personnel are allocated to the Ambassador program, all areas of the city will continue to receive enforcement coverage.

7. Because of this program do you anticipate less tickets being issued?

- The program was created to increase awareness of the City of Regina's parking regulations with the goal to reduce the number of parking tickets issued.

8. Why did somebody receive a 'brochure' but I got a ticket?

- The Ambassador program is ran separately than enforcement. Enforcement Personnel have areas which they are patrolling. Ambassadors have patrol areas which are concurrently manned. Ambassadors are not enforcing during these shifts but meeting with the public to provide information on parking regulations. Please note that when a person receives a brochure from an Ambassador, this is an information leaflet, not a warning for a violation.

9. I've noticed that you guys aren't as quick at responding to calls? Is this because of the program?

- The City of Regina continues to provide enforcement coverage for all areas of the city. Call volumes vary from day to day, therefore, our response time may vary.

10. Is there reduced enforcement?

- No. Parking Enforcement personnel are enforcing all areas of the city.

11. I like the program and would like to submit suggestions. How would I do this?

- Please contact Service Regina at 306-777-7000 or Parking Services at 306-777-6374.

12. Where can we get further information on Parking Regulations?

- For information regarding Parking regulations, please contact Parking Services at 306-777-6374.

13. I believe this is a waste of taxpayer's money and resources. Who can I talk to about this program?

- Please contact Service Regina at 306-777-7000 or Parking Services at 306-777-6374.

December 3, 2015

- As per discussion with Faisal, he will contact RDBID and discuss.

Suggestions for Holiday Ambassador Program.

- Ambassador teams up with Mary Christmas and patrol the downtown.
- Mary Christmas places brochures under windshield after depositing coin. Ambassador will then place Understanding Parking Brochure under windshield.

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- Faisal will suggest RDBID to contact Linda to organize.
- Program runs from December 1st to 24th.

Ambassador Locations and Procedures

- First three weeks of January, 2 Ambassadors in the University area. Two Ambassadors in the downtown.
- Upon discussion with Faisal, we will reduce the number of Ambassadors in the downtown until the next event.

Ambassador Calendar			
Week	Event	Area	Communications material
JANUARY			
Week 2	Start of Winter Semester	University	Intersections, time restricted zones, no parking zones
MAY			

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