

## Cindy Howden

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**From:** Melissa Butler  
**Sent:** April-07-16 8:57 AM  
**To:** Iryna Smela  
**Cc:** Erin Navin  
**Subject:** FW: Parking Program Brochures Online

Here is an email we had for setting up evaluations for the campaign.

**Melissa Butler**  
Interactive Communications Manager  
C: 306.526.9477

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**From:** Erin Navin  
**Sent:** Wednesday, September 23, 2015 12:55 PM  
**To:** Kelsey Koshinsky <KKOSHINS@regina.ca>; Melissa Butler <MBUTLER@regina.ca>  
**Subject:** RE: Parking Program Brochures Online

Oh good, just wanted to be sure. Apparently I missed a lot of convo yesterday!  
Thanks.

Regards,

Erin Navin  
Communications Department  
306-777-7907  
306-536-9470

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**From:** Kelsey Koshinsky  
**Sent:** Wednesday, September 23, 2015 12:54 PM  
**To:** Erin Navin; Melissa Butler  
**Subject:** RE: Parking Program Brochures Online

Yes, I've worked with Myrna on this. I'll forward you what I sent her.

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**From:** Erin Navin  
**Sent:** Wednesday, September 23, 2015 12:42 PM  
**To:** Melissa Butler; Kelsey Koshinsky  
**Subject:** Parking Program Brochures Online

Hi there,

Is there a way we can monitor how many times the parking ambassador brochure has been clicked on or downloaded on our website?

This is a response going out about evaluation:

*We are considering the following criteria to evaluate the Ambassador campaign:*

1. *A comparison of average tickets issued before and after the ambassador campaign in the specified locations/zones frequented by the Ambassadors (DT).*
2. *RDBID discussion to gather information to determine if parking knowledge has improved based on their members' experience as compared to pre-Ambassador program.*
3. *An analysis of the effect of the Ambassador program on complaints received in Parking Services.*
4. *Parking Ambassador debrief – Public receptiveness, increasing level of knowledge, repeat interactions.*
5. *A survey administered via social media to assess the public perception of the Ambassador program.*
6. *Total brochures distributed by Ambassadors or accessed electronically via the website.*

Regards,

Erin Navin  
Senior Communications Strategist  
Communications Department

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C: 306.536.9470  
E: [enavin@regina.ca](mailto:enavin@regina.ca)  
Regina.ca



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**From:** Kelsey Koshinsky  
**Sent:** April-07-16 8:59 AM  
**To:** Melissa Butler  
**Subject:** FW: Number of hits on webpage

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**From:** Kelsey Koshinsky  
**Sent:** Wednesday, September 23, 2015 12:55 PM  
**To:** Erin Navin (ENAVIN@regina.ca) <ENAVIN@regina.ca>  
**Subject:** FW: Number of hits on webpage

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**From:** Myrna Stark Leader  
**Sent:** Tuesday, September 22, 2015 2:14 PM  
**To:** Kelsey Koshinsky; Faisal Kalim  
**Cc:** Melissa Butler  
**Subject:** RE: Number of hits on webpage

Very helpful Kelsey. Faisal, here is what we can see. So, if I were to summarize the finding below, I would say:

As at September 22, the parking brochure PDF has been viewed 66 times since it was posted on Aug. 12. The parking landing page, nearly 3,000 times. From this, we conclude that online visitors may not be thinking of searching for parking "tips" online. At the same time, there is value in keeping this material online as a quick reference for those who do, and to enable the City to respond to social media questions about parking. This result also points to the value of the "live" ambassadors in sharing the tips and helping to educate the public.

Myrna

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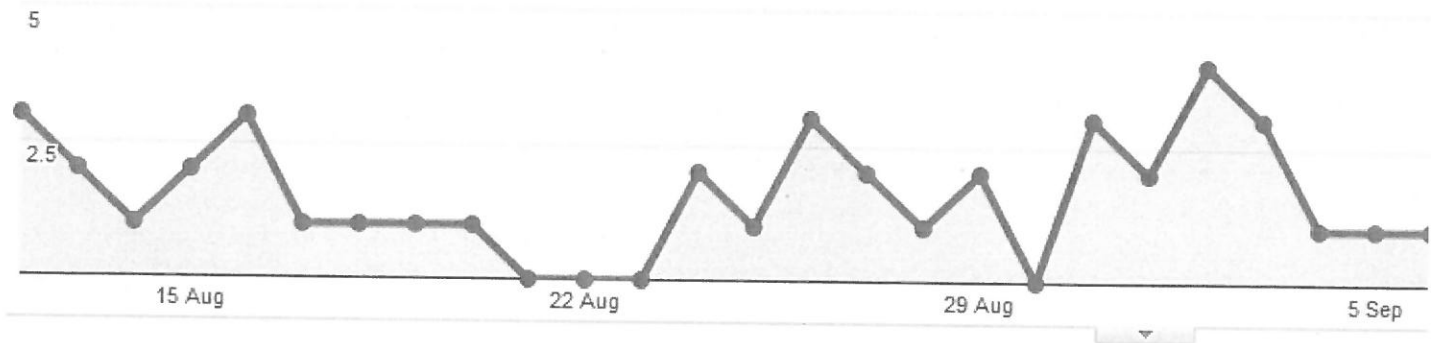
**From:** Kelsey Koshinsky  
**Sent:** Tuesday, September 22, 2015 2:06 PM  
**To:** Myrna Stark Leader  
**Cc:** Melissa Butler  
**Subject:** RE: Number of hits on webpage

Yes ma'am.

The first time the pdf was opened was August 12. Since then (ending yesterday) the parking tips brochure has been viewed 66 times.

Here's a graph specific to the brochure:

● Total Events



In that same time period, the Parking homepage (where the brochure is located) has been viewed 2,979 times.

Does this help?

Thanks,

Kelsey

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**From:** Myrna Stark Leader  
**Sent:** Tuesday, September 22, 2015 1:58 PM  
**To:** Kelsey Koshinsky  
**Cc:** Melissa Butler  
**Subject:** Number of hits on webpage

Hi Kelsey,  
I know that you can measure many things in social and online.

Is it possible to measure the number of page hits, and opens for the parking tips brochure at a point in time? Or to have a graph that would show this over time?  
Myrna

**Myrna Stark Leader**  
Manager, Communications  
Communications Department

P: 306.777.6769  
C: 306.530.4221  
E: [mstarkle@regina.ca](mailto:mstarkle@regina.ca)  
[Regina.ca](http://Regina.ca)



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**From:** Erin Navin  
**Sent:** September-16-15 3:01 PM  
**To:** Myrna Stark Leader  
**Subject:** RE: PSA - Parking Ambassador Update  
**Attachments:** KeyMessagesParkingAmbassadorProgram.doc

Here are my initial thoughts...

Let me know if you think we should present something to Mayor's Office for a PSA.  
Again, I'd still like to run this past Kim and Laurie.

Regards,

Erin Navin  
Communications Department  
306-777-7907  
306-536-9470

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**From:** Myrna Stark Leader  
**Sent:** Tuesday, September 15, 2015 1:35 PM  
**To:** Erin Navin  
**Subject:** RE: PSA - Parking Ambassador Update

I think there is a good news story here. I think we could easily build a media lines document with Key messages and a few Q&A that would be used for any subsequent interview request.

I would love to see your crack at four key messages from the info below.  
Myrna

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**From:** Erin Navin  
**Sent:** Tuesday, September 15, 2015 12:17 PM  
**To:** Myrna Stark Leader  
**Subject:** FW: PSA - Parking Ambassador Update

Hey Myrna,

Please see below...

I know Mayor said he would want to see some key messaging before we sent out a PSA.  
Shall I send Patrick some of these points?

We are more than a month into the program now but I think that's okay.  
I will also chat with Kim/Laurie and get their thoughts.

Regards,

Erin Navin  
Communications Department  
306-777-7907  
306-536-9470

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**From:** Linda Brailean  
**Sent:** Tuesday, September 15, 2015 11:52 AM  
**To:** Erin Navin; Faisal Kalim  
**Subject:** RE: PSA - Parking Ambassador Update

Good morning Erin. Sorry for the delay.

Our Ambassadors were asked to track their interactions with the public, breaking it down between “positive” and “negative” – negative meaning negative feedback, not a person just walking away.

From August 11<sup>th</sup> to September 11<sup>th</sup>, there were 2564 positive interactions where they were able to educate, sometimes provide brochures and even receive positive feedback. During this time frame, there were 30 negative interactions.

We did not document how many brochures were handed out to date, but some people asked for more than one to distribute to coworkers or family members. Some businesses approached our Ambassadors asking for a number of them to distribute in their businesses (such as CIBC, Open Door Society).

We received many positive comments on the brochures and having Ambassadors providing information and assistance. We did receive a few negative comments that the program is a waste of time and resources, there is too much enforcement, there is not enough enforcement.

Some comments received include:

- 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.

That's what I have gathered so far.

Linda ☺

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**From:** Erin Navin  
**Sent:** Tuesday, September 15, 2015 11:18 AM  
**To:** Faisal Kalim  
**Cc:** Linda Brailean  
**Subject:** RE: PSA - Parking Ambassador Update

Good morning,  
Just wondering if you have had a chance to discuss this at all?  
Let me know your thoughts.

Regards,

Erin Navin  
Communications Department  
306-777-7907  
306-536-9470

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**From:** Jim Nicol  
**Sent:** September-23-15 10:50 AM  
**To:** Myrna Stark Leader; Darlene Loucks  
**Cc:** Laurie Shalley; Linda Ungar; Erin Navin; Faisal Kalim  
**Subject:** RE: FOI - parking

Good to go. Thanks everyone for the short turn-around on this.

I'll leave it to Myrna and Darlene to finalize as needed.

jim

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**From:** Myrna Stark Leader  
**Sent:** Wednesday, September 23, 2015 8:22 AM  
**To:** Darlene Loucks; Jim Nicol  
**Cc:** Laurie Shalley; Linda Ungar; Erin Navin; Faisal Kalim  
**Subject:** RE: FOI - parking

Hi Darlene,  
As Jim flagged the original response before you hit send, it would be good to hear from him.  
Myrna

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**From:** Darlene Loucks  
**Sent:** Wednesday, September 23, 2015 8:12 AM  
**To:** Myrna Stark Leader  
**Cc:** Laurie Shalley; Linda Ungar; Jim Nicol; Erin Navin; Faisal Kalim  
**Subject:** RE: FOI - parking

Good Morning Myrna,

Is the wording Faisal has indicated how you would like me to respond to the applicant?

**Darlene Loucks**  
Privacy & Freedom of Information Officer  
Office of the City Clerk

C: 306-777-7070  
F: 306.777.6809  
E: [dloucks@regina.ca](mailto:dloucks@regina.ca)  
Regina.ca



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**From:** Myrna Stark Leader  
**Sent:** Tuesday, September 22, 2015 9:39 PM  
**To:** Faisal Kalim  
**Cc:** Laurie Shalley; Darlene Loucks; Linda Ungar; Jim Nicol; Erin Navin  
**Subject:** Re: FOI - parking



16(1)(a)(b)

Sent from my iPhone

On Sep 22, 2015, at 9:16 PM, Faisal Kalim <[FKALIM@regina.ca](mailto:FKALIM@regina.ca)> wrote:

16(1)(a)(b)

On Sep 22, 2015, at 5:23 PM, Faisal Kalim <[FKALIM@regina.ca](mailto:FKALIM@regina.ca)> wrote:

Myrna,

I spoke with Laurie after I sent my last email and revised the FOI response. I have copied Darlene and Linda for comments as well. Let me know if you want us to send it to the Clerk's office.

Thanks,  
-Faisal

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*We are considering the following criteria to evaluate the Ambassador campaign:*

- 1. A comparison of average tickets issued before and after the ambassador campaign in the specified locations/zones frequented by the Ambassadors (DT).*
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**From:** Faisal Kalim

**Sent:** Tuesday, September 22, 2015 4:58 PM

**To:** Laurie Shalley

**Cc:** Myrna Stark Leader

**Subject:** RE: FOI - parking

16(1)(a)(b)

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**From:** Laurie Shalley

**Sent:** Tuesday, September 22, 2015 4:38 PM

**To:** Myrna Stark Leader; Faisal Kalim

**Cc:** Linda Brailean

**Subject:** RE: FOI - parking

Hi all,

16(1)(a)(b)

16(1)(a)(b)

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**From:** Myrna Stark Leader  
**Sent:** Tuesday, September 22, 2015 1:57 PM  
**To:** Faisal Kalim; Laurie Shalley  
**Cc:** Linda Brailean  
**Subject:** RE: FOI - parking

Thanks for this Faisal. Laurie may want to weigh in too so I'm interested in that too.

16(1)(a)(b)

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**From:** Faisal Kalim  
**Sent:** Tuesday, September 22, 2015 1:26 PM  
**To:** Laurie Shalley; Myrna Stark Leader  
**Cc:** Linda Brailean  
**Subject:** RE: FOI - parking

16(1)(a)(b)

-Faisal

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**From:** Laurie Shalley  
**Sent:** Tuesday, September 22, 2015 12:11 PM  
**To:** Faisal Kalim  
**Cc:** Myrna Stark Leader  
**Subject:** FW: FOI - parking

Faisal, I know you're thinking about how this program will be evaluated. Can you please share your thoughts with me and Myrna so we can create an appropriate response. We need to respond to this today.

This is time sensitive. Sorry this didn't come to you sooner. Typically this kind of request would come to you or me to respond to but for some reason this request went to Kim instead and in the absence of his admin support he wouldn't have had someone to redirect it to our department.

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**From:** Myrna Stark Leader  
**Sent:** Tuesday, September 22, 2015 12:05 PM  
**To:** Laurie Shalley  
**Subject:** FW: FOI - parking

Hi Laurie,  
Do you have time for a quick meeting today to chat about what's below. My understanding is that neither Chris nor Kim provided feedback.  
Myrna

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**From:** Jim Nicol  
**Sent:** Tuesday, September 22, 2015 9:34 AM  
**To:** Myrna Stark Leader  
**Cc:** Darlene Loucks  
**Subject:** FW: FOI - parking

Hi. I know Chris is out for the next couple of days. Can you quarterback this, and work with Darlene, as there is some time sensitivity around it.  
thx

jim

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**From:** Jim Nicol

**Sent:** Monday, September 21, 2015 10:53 AM

**To:** Kim Onrait; Chris Holden; Myrna Stark Leader

**Cc:** Linda Ungar; Darlene Loucks

**Subject:** FOI - parking

Hi. Our office recently received an FOI respecting the parking ambassador initiative. Specifically, the request asked for:

- The budget for the initiative
- The criteria by which the program will be evaluated.

16(1)(a)(b)

Please work with Linda and Darlene.

thx

Jim Nicol  
Chief Legislative Officer & City Clerk  
City of Regina  
2476 Victoria Avenue  
Regina, SK S4P 3C8  
Phone: 306-777-7609  
[jnicol@regina.ca](mailto:jnicol@regina.ca)

**From:** Myrna Stark Leader  
**Sent:** September-22-15 2:14 PM  
**To:** Kelsey Koshinsky; Faisal Kalim  
**Cc:** Melissa Butler  
**Subject:** RE: Number of hits on webpage

Very helpful Kelsey. Faisal, here is what we can see. So, if I were to summarize the finding below, I would say:

As at September 22, the parking brochure PDF has been viewed 66 times since it was posted on Aug. 12. The parking landing page, nearly 3,000 times. From this, we conclude that online visitors may not be thinking of searching for parking "tips" online. At the same time, there is value in keeping this material online as a quick reference for those who do, and to enable the City to respond to social media questions about parking. This result also points to the value of the "live" ambassadors in sharing the tips and helping to educate the public.

Myrna

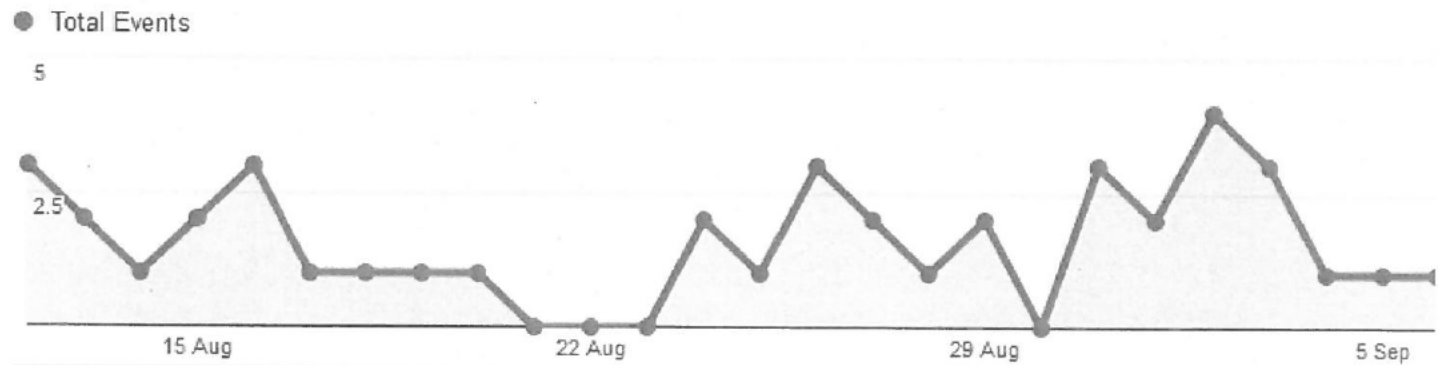
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**From:** Kelsey Koshinsky  
**Sent:** Tuesday, September 22, 2015 2:06 PM  
**To:** Myrna Stark Leader  
**Cc:** Melissa Butler  
**Subject:** RE: Number of hits on webpage

Yes ma'am.

The first time the pdf was opened was August 12. Since then (ending yesterday) the parking tips brochure has been viewed 66 times.

Here's a graph specific to the brochure:



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Does this help?

Thanks,

Kelsey

---

**From:** Myrna Stark Leader  
**Sent:** Tuesday, September 22, 2015 1:58 PM  
**To:** Kelsey Koshinsky  
**Cc:** Melissa Butler  
**Subject:** Number of hits on webpage

Hi Kelsey,  
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Is it possible to measure the number of page hits, and opens for the parking tips brochure at a point in time? Or to have a graph that would show this over time?  
Myrna

**Myrna Stark Leader**  
Manager, Communications  
Communications Department

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[Regina.ca](http://Regina.ca)



## Cindy Howden

---

**From:** Erin Navin  
**Sent:** August-14-15 9:01 AM  
**To:** Jason Weitzel; Faisal Kalim  
**Cc:** Linda Brailean  
**Subject:** RE: Parking Regulations - Farmer's Market Public Education

Thanks Jason.

This was discussed again more recently, with the exact same concerns.

We questioned our resources and what two people would sit at the tent for 4-5 hours, and would we do it only on Wednesdays, and would we do it every week or just a one-time thing as the program launches, etc...

I do like the idea of having parking ambassadors walk along City Square during the farmers market though. That is a free marketing tactic and still reaches that target audience. Perhaps we could steer in that direction. I'm not actually sure how much a tent costs, and wouldn't want to upset residents more with the City spending money on that.

I don't believe we have ever done this before with our programs (that I'm aware of).

However, if it is something that is really desired, we can meet to discuss and weigh the pros and cons.

Faisal – let's chat when your back.

Regards,

Erin Navin

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**From:** Jason Weitzel  
**Sent:** Friday, August 14, 2015 8:25 AM  
**To:** Erin Navin; Faisal Kalim  
**Cc:** Linda Brailean  
**Subject:** Parking Regulations - Farmer's Market Public Education

Faisal & Erin,

Kim approached me on Tuesday (at the Mayor's Ambassador media scrum) and proposed that there could be an additional opportunity for the City to get information in the hands of the public by having a tent/stand at the Farmer's Market. Now I am not sure how this would actually work, or if this is even a good idea, but I will leave this up to you and Faisal to discuss.

Prior to anything being planned, I think a few things need to be contemplated:

1. Is it even possible to get a tent during the Farmer's Market?
2. What is the result the City is looking for?
3. Who is going to be at/manning the tent?
4. Is this consistent with current City practices?

Given the attention that the program has received from the media, is this even a good idea. The biggest thing that needs to be considered is who will be at this event, and what is the outcome we are expecting? This was something that was tossed around a few years ago; however, it was put on ice due to the fact that we didn't want this tent/stand to become a "bitch fest" about tickets and parking enforcement. It might be possible that we could just divert an Ambassador or two to walk in the vicinity of the Farmer's Market and achieve the same result.



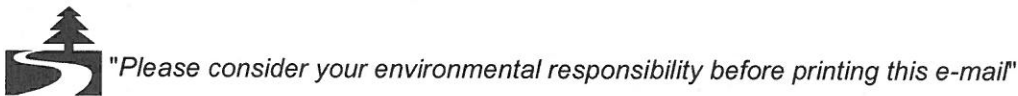
This ultimately is a call that Faisal will have to make, but I think he may need some answers from Communications prior to even considering this. I am off on Monday, so please touch base with Faisal about this opportunity.

Faisal, Kim mentioned that he probably would talk to you about this when you return.

Cheers,

Jason Weitzel  
Policy Analyst, Parking Services Branch  
Community Services Department  
City Services Division

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F: 306-751-4475  
[jweitzel@regina.ca](mailto:jweitzel@regina.ca)



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