

Faisal Kalim

From: Faisal Kalim
Sent: Monday, August 17, 2015 2:27 PM
To: Linda Brailean
Subject: Re: Week One Ambassador Stats

I'm just about to go into my one on one with Laurie. I'll touch base with her.

Thanks,
-Faisal

Sent from my iPhone

On Aug 17, 2015, at 2:25 PM, Linda Brailean <LBRAILEA@regina.ca> wrote:

I'm not sure if you'd like to send the feedback from Ambassadors and stats on to Kim and Laurie, or if you'd rather me do it. The positive interactions total was 775 and negative interactions total was 24. Please advise. Thanks.

Linda Brailean
Coordinator, Parking Services
Community Services Department
City Services Division
p: 306-777-6468
f: 306-751-4475
regina.ca

Faisal Kalim

From: Faisal Kalim
Sent: Monday, August 17, 2015 4:06 PM
To: Desirae Bernreuther; Jason Weitzel
Cc: Kim Onrait; Laurie Shalley; Erin Navin
Subject: RE: MEDIA REQUEST - The Wolf

Linda spoke with the CEO of the Corps and they agreed that they didn't want their staff interviewed. We have had instances where individuals have been interviewed and cornered with questions that they couldn't answer and we're reticent to repeat that (especially for a live interview).

Of course, we could offer someone from the City to speak about the ambassador program but they would not be a field worker.

-Faisal

From: Desirae Bernreuther
Sent: Monday, August 17, 2015 3:05 PM
To: Jason Weitzel; Faisal Kalim
Cc: Kim Onrait; Laurie Shalley; Erin Navin
Subject: MEDIA REQUEST - The Wolf

Hi Jason and Faisal,

Kevin from the Wolf is looking to talk to a Parking Ambassador about their job. He is looking to speak to someone this week. Can you please check with the Commissionaires if this request can be done?

Kevin
The Wolf
1-306-612-0440

Parking Ambassadors
Re- phone interview – possibly live
Deadline this week

- What is it like to do your job?
- Do you approach people or do they approach you?
- How is the response?
- He mentioned parking wars, so he may ask if you can tow folks.

If the Commissionaires do not want their employee interviewed and they want me to pass that along, I can.
D

Desirae Bernreuther
Media Relations Consultant
Communications Department

P: 306.777.7486
C: 306.530.0970
E: dbernreu@regina.ca
Regina.ca

Faisal Kalim

From: Faisal Kalim
Sent: Tuesday, August 25, 2015 5:02 PM
To: Laurie Shalley
Subject: RE: Parking meter work

Kim suggested having the ambassadors out on 11th explaining the work to people. I'm going to brief them at 8:45; if you're free it might be a good opportunity to gain some insight.

-Faisal

From: Laurie Shalley
Sent: Tuesday, August 25, 2015 4:54 PM
To: Faisal Kalim
Subject: Re: Parking meter work

Thx Faisal. I still haven't gone out to check out the meters. I'll do that tomorrow am. In case I'm interviewed then I'll know what I'm talking about.

Sent from my iPhone

On Aug 25, 2015, at 4:47 PM, Faisal Kalim <FKALIM@regina.ca> wrote:

I chatted with Kim and he gave the update to the Mayor's office. From the sounds of it we are still on track for installation tomorrow morning. I've sent some notes to Erin if/when the media request an interview.

-Faisal

From: Laurie Shalley
Sent: Tuesday, August 25, 2015 2:39 PM
To: Faisal Kalim
Cc: Debbie Herperger
Subject: Fwd: Parking meter work

Faisal, can you check in with Kim on this as I am meetings until end of day

Sent from my iPhone

Begin forwarded message:

From: Kim Onrait <KONRAIT@regina.ca>
Date: August 25, 2015 at 2:17:46 PM CST
To: Laurie Shalley <LSHALLEY@regina.ca>
Subject: Fwd: Parking meter work

Can you tell me what this about. Thx k

Sent from my iPhone

Begin forwarded message:

From: Patrick Book <PBOOK@regina.ca>
Date: August 25, 2015 at 2:06:05 PM CST
To: Kim Onrait <KONRAIT@regina.ca>
Subject: Parking meter work

The Mayor wanted to talk about this today, but he had back-to-back-to-back-to-back meetings this morning, so I think it might've slipped his mind.

Desirae shared the draft parking meter PSA with me at the end of the day yesterday. The Mayor was concerned with the idea that we would restrict people from parking anywhere on 11th Ave. for two full days. Aside from bus lanes, he is worried that the City will be pilloried if we prohibited parking all along 11th while they're working on a few meters at a time.

Is it possible to just restrict parking on blocks where work is actively happening?

Patrick Book
Senior Advisor
Office of the Mayor

P: 306.777.7309
C: 306.541.7560
E: pbook@regina.ca
Regina.ca

<image001.png>

Faisal Kalim

From: Faisal Kalim
Sent: Friday, August 28, 2015 8:58 AM
To: Parking
Subject: RE: Suggestion

His suggestion is noted. Do we ever use this as an opportunity to educate people on the purpose of our branch? Just wondering... I'm not necessarily expecting you to change the response back to him.

-Faisal

From: Parking
Sent: Thursday, August 27, 2015 11:16 AM
To: Faisal Kalim
Subject: FW: Suggestion

Hey we just received this suggestion, I am going to write back to the gentleman and advised I have forwarded the request on is there anything else you would like me to do?

Becca

28(1)

Sent: Wednesday, August 26, 2015 4:55 PM
To: Parking
Subject: Suggestion

Hi,
Since the city made the effort to deploy "Parking ambassadors" to clarify the rules of parking, I'm writing to submit a suggestion on downtown parking.

I recognize that the 2-hour limit was thought to provide potential customers of downtown businesses the opportunity to park while doing their business.

In actual fact, people that use the 2-hour downtown parking spots are mostly people who work downtown and go out of their office every 2 hours to move spots. This is a known fact to everybody.
Having established this, one can see that the 2-hour parking rule does not help.

I suggest that during spring and summer (May to October), the 2-hour max rule would still be valid, as potential customers would park somewhere downtown and walk a couple of blocks to do their business.
I winter (November to April), it is not the case. For those who can justify working downtown, rather than make them go out in the cold every two hours to move their cars-which serves no purpose- I suggest creating a permit (at a price) allowing these employees to park from 8h to 17h in such a spot.

This would generate revenue without spending one extra dime while avoiding downtown workers moving their cars unnecessarily for the sake of a rule that doesn't solve the parking problem.

Thank you for your consideration,

Yours sincerely,

Faisal Kalim

From: Faisal Kalim
Sent: Monday, August 31, 2015 10:45 AM
To: Erin Navin
Subject: RE: Ambassador Program PSA

I think I want to meet with the ambassadors and get a firsthand account of how the program is doing. When were you thinking of sending this out? Can you give the week to get some key messages?

-Faisal

From: Erin Navin
Sent: Monday, August 31, 2015 10:23 AM
To: Faisal Kalim
Subject: Ambassador Program PSA

Hey Faisal,

Myrna had a meeting with Mayor this am and he is very interested in seeing what our key messages would be for a PSA update on the program – one month in.

Do you think you could provide me with some info?

ie. How many brochures have been handed out? How many positive comments (perhaps we should do percentage of positive feedback)? Any other interesting info we should include...

How long do we plan to keep the program running to make sure we can effectively evaluate it? I believe we initially said when it gets cold (roughly November), then we said 6 months (but we started 2 months later than planned)... just curious where we are at with a rough timeline.

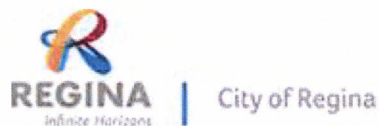
Let me know your thoughts.

Thanks.

Regards,

Erin Navin
Senior Communications Strategist
Communications Department

P: 306.777.7907
C: 306.536.9470
E: enavin@regina.ca
Regina.ca



Faisal Kalim

From: Faisal Kalim
Sent: Tuesday, September 15, 2015 11:58 AM
To: Laurie Shalley
Subject: Fwd: PSA - Parking Ambassador Update

Just a heads up this might hit your desk. The Mayor's office is considering an one month update on the ambassadors program. It's a good news story but it may lead to media requests.

-Faisal

Sent from my iPhone

Begin forwarded message:

From: Erin Navin <ENAVIN@regina.ca>
Date: September 15, 2015 at 11:56:09 AM CST
To: Linda Brailean <LBRAILEA@regina.ca>, Faisal Kalim <FKALIM@regina.ca>
Subject: RE: PSA - Parking Ambassador Update

These are great points – thanks so much for documenting and tracking the info.
And please extend a huge thank you to our ambassadors and parking enforcement – we know their job is not always easy!
I will pass this information along and we will see if they are interested in sending out an update to the public.
Stay tuned...

Regards,

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

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 11th to September 11th, 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 ☺

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

From: Faisal Kalim
Sent: Thursday, September 10, 2015 7:24 AM
To: Erin Navin
Subject: RE: PSA - Parking Ambassador Update

Sorry Erin, I was 28(1) (and I'm supposed to be in training today). I haven't done much with this yet but I'll chat with Linda before I leave; 28(1)

-Faisal

From: Erin Navin
Sent: Wednesday, September 09, 2015 4:48 PM
To: Faisal Kalim; Linda Brailean
Cc: Laurie Shalley
Subject: PSA - Parking Ambassador Update

Good afternoon,

There is some interest from the Mayor's Office about doing a Parking Ambassador update "one-month-in" – which would be this Friday.

We actually have quite a busy media day on Friday, so I'm wondering if Monday would work.

Faisal and I had talked about gathering some stats to include – ie. Percentage of positive comments, number of brochures handed out, etc...

Could you confirm this for me and send me any other key messages that should be included? (assuming there are more positive than negative)

Mayor would like to see them before we put in the PSA.

Thanks so much!

Regards,

Erin Navin
Senior Communications Strategist
Communications Department

P: 306.777.7907
C: 306.536.9470
E: enavin@regina.ca
Regina.ca



Faisal Kalim

From: Faisal Kalim
Sent: Wednesday, September 16, 2015 1:07 PM
To: Laurie Shalley
Subject: Fwd: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

Just a heads up we received an FOI for the ambassador program. I'm not sure if it will end up in the media. We received another one asking about our revenues too.

-Faisal

Sent from my iPhone

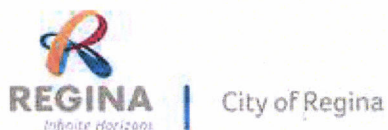
Begin forwarded message:

From: Darlene Loucks <DLOUCKS@regina.ca>
Date: September 16, 2015 at 10:21:01 AM CST
To: Faisal Kalim <FKALIM@regina.ca>
Cc: Linda Brailean <LBRAILEA@regina.ca>
Subject: RE: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

Was this just a one month program (to September 15th)?

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

C: 306-777-7070
F: 306.777.6809
E: dloucks@regina.ca
Regina.ca



From: Faisal Kalim
Sent: Wednesday, September 16, 2015 10:19 AM
To: Linda Brailean
Cc: Darlene Loucks
Subject: Re: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

The budget for this came from our enforcement line item. There was not a line item in place specifically for this program.

-Faisal

Sent from my iPhone

On Sep 16, 2015, at 8:46 AM, Linda Brailean <LBRAILEA@regina.ca> wrote:

I'm not sure. Faisal would be the one to answer this one.....Faisal?

From: Darlene Loucks
Sent: Wednesday, September 16, 2015 8:32 AM
To: Linda Brailean
Subject: RE: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

Thanks very much for getting this information so quickly. Would there be a financial report that could be provided to the applicant as proof of the information below rather than us just telling them? Is there a budget line item or is this information mixed with other information in a budget line item?

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

C: 306-777-7070
F: 306.777.6809
E: dloucks@regina.ca
Regina.ca

<image001.jpg>

From: Linda Brailean
Sent: Wednesday, September 16, 2015 8:29 AM
To: Darlene Loucks
Cc: Faisal Kalim
Subject: RE: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

It was to Executive Committee.

From: Darlene Loucks
Sent: Wednesday, September 16, 2015 8:28 AM
To: Linda Brailean
Cc: Faisal Kalim
Subject: RE: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

Do you know if it would have been to Executive Committee or Finance and Admin?

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

C: 306-777-7070
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Regina.ca

<image001.jpg>

From: Linda Brailean
Sent: Wednesday, September 16, 2015 8:25 AM
To: Darlene Loucks
Cc: Faisal Kalim
Subject: RE: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

Good morning Darlene. No there wasn't a report to Council. There was I believe a presentation in a Private Session.

From: Darlene Loucks
Sent: Wednesday, September 16, 2015 8:18 AM
To: Linda Brailean
Cc: Faisal Kalim
Subject: RE: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

Hi Linda,

Was there a report that went to Council on this that would provide a bit of an outline of the program???

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

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E: dloucks@regina.ca
Regina.ca

<image001.jpg>

From: Linda Brailean
Sent: Tuesday, September 15, 2015 4:07 PM
To: Darlene Loucks
Cc: Faisal Kalim; Jason Weitzel
Subject: RE: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

Okay. So I checked with Erin and to date \$2,442.93 has been spent on Brochures by Communications.

As for the cost of personnel.

We have 4 ambassadors Monday to Friday and 1 Ambassador on Saturdays. As the program started on August 11th to September 15th (just over a month) we have provided 4 ambassadors for 25 days, and 1 ambassador for 5 Saturdays at the cost of \$16,472.40. However, this cost is covered under the current enforcement contract through reallocation of resources.

The program evaluation will be done through monitoring positive and negative interactions and anecdotal evidence from the ambassadors. An additional criteria could be the amount of brochures that are distributed through our Ambassadors.

This is all we have. I'm not sure if this is what you're looking for, Faisal, do you have anything to add?

Linda Brailean
Coordinator, Parking Services
Community Services Department

City Services Division
p: 306-777-6468
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regina.ca

From: Faisal Kalim
Sent: Tuesday, September 15, 2015 3:42 PM
To: Jason Weitzel
Cc: Linda Brailean
Subject: Re: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

Thanks guys.

-Faisal

Sent from my iPhone

On Sep 15, 2015, at 3:41 PM, Jason Weitzel <JWEITZEL@regina.ca> wrote:

Ok cool... Linda is going to provide the response to Darlene's email.

Jason

From: Faisal Kalim
Sent: Tuesday, September 15, 2015 3:26 PM
To: Jason Weitzel
Cc: Linda Brailean
Subject: Re: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

Well I would say the measures we have used to date.

Which are positive interactions and anecdotal evidence from the ambassadors (others?). Other measures may be used in the future once the program is run to completion.

-Faisal

Sent from my iPhone

On Sep 15, 2015, at 3:21 PM, Jason Weitzel <JWEITZEL@regina.ca> wrote:

16(1)(a)(b)

J

From: Faisal Kalim
Sent: Tuesday, September 15, 2015 3:07 PM
To: Linda Brailean; Jason Weitzel
Cc: Darlene Loucks
Subject: Fwd: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

Right on cue.

Linda can you pull the numbers for corps cost and talk to Erin on brochure costs?

Jason can you draft up a synopsis of how we will evaluate the program? I'm not sure about how specific we have to be... we could use any number of measures to evaluate the program.

Thanks,
-Faisal

Sent from my iPhone

Begin forwarded message:

From: Darlene Loucks
<DLOUCKS@regina.ca>
Date: September 15, 2015 at 2:59:21 PM CST
To: Kim Onrait <KONRAIT@regina.ca>, Faisal Kalim <FKALIM@regina.ca>
Cc: Jim Nicol <JNICOL@regina.ca>, Erna Hall <EHALL@regina.ca>, Linda Ungar <LUNGAR@regina.ca>, Christine Clifford <CCLIFFOR@regina.ca>, Chris Holden <CHOLDEN@regina.ca>
Subject: RE: URGENT: FOI Advisory #2015-62 Parking Ambassador Initiative

Please reply by September 18, 2015

This is to let you know that I've received an Access to Information Request for the information below and am forwarding it to you as

your areas would likely have information that would be responsive to this request. If you are aware of anyone else who should be advised, please contact me as soon as possible.

The request is for:

- **Please provide the budget for the parking ambassador initiative**
- **Please provide the criteria by which the program will be evaluated.**

1. Please let me know by the reply date:
 - a. Whether you have any information responsive to this request
 - b. If it will take longer than 1.5 hours to locate the information.

If so, I will need to know the amount of time and an approximate volume of the information you have (~250 pages of paper = 1 inch) as I will have to compose a fee estimate before I start to process the request. I have attached a Search

Criteria Form to assist you. If you require assistance with the Search Criteria Form please contact me as soon as possible.

2. I need to be made aware of any concerns you may have about releasing any of the information so I can take that into account when I'm reviewing the records for exemptions under *The Local Authority Freedom of Information and Protection of Privacy Act (LAFOIPP)*.

If you have any questions or require additional information, please don't hesitate to contact me. Thank you for your assistance.

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

C: 306-777-7070
F: 306.777.6809
E: dloucks@regina.ca
Regina.ca

<image001.jpg>

Faisal Kalim

From: Faisal Kalim
Sent: Wednesday, September 23, 2015 10:58 AM
To: Jason Weitzel
Subject: FW: FOI - parking - FYI

Just a heads up below is the criteria to judge the effectiveness of the Ambassador program we are releasing based on a FOI request. Something to keep in mind once we wrap this program up.

-Faisal

From: Jim Nicol
Sent: Wednesday, September 23, 2015 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

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

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
Regina.ca



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> wrote:

16(1)(a)(b)

Sent from my iPhone

On Sep 22, 2015, at 5:23 PM, Faisal Kalim <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

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.*

From: Faisal Kalim
Sent: Tuesday, September 22, 2015 4:58 PM
To: Laurie Shalley
Cc: Myrna Stark Leader
Subject: RE: FOI - parking

Laurie,
16(1)(a)(b)

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,

I would be fine with a short survey via social media. I like the options Faisal and Linda presented, but I'm not sure that # of brochures distributed tells us anything. I would lean towards removing that one all together.

I'm also interested in whether there's any way to explore the level of complaints received. I'm guessing there are too many factors that would suggest that's not a valid measure, but if it was possible to do, it would be good.

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.

And, if this is what the program area is planning for evaluation, my only suggestion would be to make #2 the final number.

Could you also measure number of parking complaints logged through Hanson, pre-program, number during and number after program. Theoretically, that number should be less. You could also track the number of hits the content had on Regina.ca. I think. I will check this with my team.

A risk in this response is that all these measures could be seen as a failure to address whether or not there was value for dollar in the program. IE: Did people learn anything or do anything differently because of the program. I do think the only way to check that may be some sort of survey. I offer this only as food for thought.

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)

The informational Ambassador campaign will be evaluated by the following criteria:

16(1)(a)(b)

-Faisal

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.

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

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

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

Faisal Kalim

From: Faisal Kalim
Sent: Tuesday, October 06, 2015 9:17 AM
To: Judy Derkacz; Jason Weitzel; Linda Brailean
Cc: Laurie Shalley
Subject: Ambassador Program review and status update
Attachments: Parking SRs 0814 - 0915.xls

Team,

I met with Kim late yesterday and got some direction on the ambassador program. To measure the effect of the program he wants some hard numbers and analysis. He also had some general direction for the program. I hope that most of this data has been compiled already but other stuff may take some work:

- Number of tickets broken down by month for the past 14 months (since last August). I want to see how distinct the drop has been since the kickoff of the program. I realize there are other factors that will play into this number. If it is readily available I'd like breakdown of the types of tickets as well. If you can give me the excel with raw data (one ticket per line) I can make the reports myself (might be easier I never know exactly what I want).
- Number of SR's again since last August; I want to get an idea if there has been any change in the amount of calls we've received since the kickoff of the program. I managed to pull the data (attached) from Hansen however there are no field headings and I can't verify without access to Hansen.
- Number of reviews for the past 6 months broken down by month. I understand this isn't as easy to pull the data so a general sense will be adequate if I can't get hard numbers. I would also like to compare this review data to 2014 numbers. I'm not sure what's possible on this item so I'll leave it to you to decide on what's possible.
- Finally I'd like a revenue breakdown. I realize this may not be possible because not everyone has paid the tickets they have received after the kickoff however if we compared revenue YTD from this year compared to last year we should be able to see some effect of the program over the past couple of months.
- I would like to start engaging businesses if possible to see if they want brochures (similar to the realtor place). Is it possible for our ambassadors to canvass some businesses downtown to see if they want parking brochures or have questions that we could answer? I'm not set on this item; I realize this may require more discussion before we implement. It could be a good opportunity as it gets colder however.
- Also as I discussed with Linda I would like to confirm that we are dropping to two ambassadors as of next week (after the long weekend). The ambassador beats will have to be adjusted to ensure we are still hitting the high traffic areas.

Kim knows ²⁸⁽¹⁾ but in case he needs a status update early I've copied Laurie; Jason please provide as needed upon request. ²⁸⁽¹⁾ so feel free to email if you have any questions.

Thanks,
-Faisal

Faisal Kalim

From: Faisal Kalim
Sent: Wednesday, October 21, 2015 9:03 AM
To: Erin Navin
Subject: RE: Ambassador Program

I'm working on a memo to council which will outline some of these things. My staff have gathered the data I just haven't had a chance to draft the memo. I'll be sure it gets circulated to you before I pass it up to Kim and beyond.

Thanks,
-Faisal

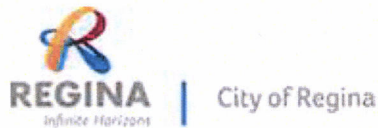
From: Erin Navin
Sent: Monday, October 19, 2015 8:29 AM
To: Faisal Kalim
Subject: Ambassador Program

Hey Faisal,
I understand we are going to scale back on the program and do some evaluation....
Could you keep me in the loop of how you guys decided on evaluating the program?
Have we considered social media? Or google alerts? Etc...
Just want to make sure we are all on the same page and have monitored all possible outlets.
Thanks.

Regards,

Erin Navin
Senior Communications Strategist
Communications Department

P: 306.777.7907
C: 306.536.9470
E: enavin@regina.ca
Regina.ca



Faisal Kalim

From: Faisal Kalim
Sent: Friday, November 06, 2015 8:33 AM
To: Albert Pieracci 28(1)
Subject: RE: SR#1649162 - Parking Concerns on 2100 Smith Street

16(1)(a)(b)

-Faisal

From: Albert Pieracci
Sent: Thursday, November 05, 2015 1:43 PM
To: 28(1)
Cc: Shawn Fraser
Subject: SR#1649162 - Parking Concerns on 2100 Smith Street 28(1)

Your email to Councillor Fraser has been forwarded to the Parking Services Branch for response. Councillor Fraser has been copied on this response for his records.

Dear 28(1)

Re: SR# 1649162 - Parking Concerns on 2100 Smith Street

Thank you for taking the time to contact the City of Regina with your parking inquiry.

In your email, you stated that there was a 12.5 m restriction at driveway crossings. Please note, that *The Regina Traffic Bylaw #9900* prescribes that a vehicle must park not less than 2.0 metres from a curb crossing. This is done to protect motorists exiting a driveway onto the street (providing clear sightlines).

Although your suggestion to install markings on the sidewalks would be informative, it is not practical or desirable for the community to install markings or signs in every case. The City has an established process to install markings or signs - where the need to identify a parking restriction may not be obvious to motorists. Driveways are easily distinguished by a parking space on private property and often by a parked vehicle on the other side of the sidewalk. The responsibility of deciding whether it is safe to park lies with the driver. For these reasons, as well as cost, the City does not look to install the markings you suggested or signs at all driveway crossings.

Additionally, please note that the number of parking enforcement personnel have remained unchanged for more than two years. In fact, implementation of the Ambassador program in August 2015 has resulted in a 14(1)(k) 16(1) of enforcement personnel in the downtown. The City's 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." () (b)(d)

While we understand your concerns, our established processes ensure that we carry out parking services in a judicious manner. If you have any further questions, please contact the Parking Services office at 306-777-6374.

Yours truly,

Faisal Kalim

From: Faisal Kalim
Sent: Thursday, November 26, 2015 9:08 AM
To: 'Judith Veresuk'
Subject: Ambassador issue

Judith,

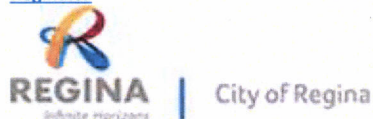
Thanks for bringing the issue with our officers to my attention. This sparked a very useful discussion with our enforcement folks about our responsibility to the public in these situations. The officers claimed that they did not intervene because there were other people in the vicinity and they assumed somebody else had already called for help. I explained that because we wear uniforms and are in positions of authority it is our responsibility to get involved and at the very least stay on the scene until paramedics or police arrive on scene.

This procedure was already in place with my internal staff however it is sometimes difficult to maintain consistency with our contracted staff because of the high turnover. My coordinator has daily briefings with the officers and she is planning on including this topic on a regular basis.

Thanks again for the feedback; please don't hesitate to contact me if you see any other opportunities for improvement.

Best,
Faisal Kalim, P.Eng.
Manager, Parking Services
Community Services

P: 306.777 7238
E: fkalim@regina.ca
Regina.ca



Faisal Kalim

From: Faisal Kalim
Sent: Wednesday, December 09, 2015 9:59 AM
To: Laurie Shalley
Subject: Ambassador voice mail

I got your voicemail. Sounds good. Linda already uses a calendar for events that are high parking draws which I'm going to use as a starting point for an ambassador strategy. I'll have a draft to you before we meet with Kim. I spoke with Carolyn and the last she heard is snow routes are not going until next year. I have a call into Chris Warren but he hasn't gotten back to me yet.

-Faisal

Faisal Kalim

From: Faisal Kalim
Sent: Thursday, January 21, 2016 6:33 AM
To: Erin Navin; Linda Brailean
Subject: RE: brochures

Kim's been involved with the ambassador program and thus far has not wanted to release a PSA. I am drafting a briefing note which should be done next week but currently we have no plans for a PSA.

-Faisal

From: Erin Navin
Sent: Wednesday, January 20, 2016 10:40 AM
To: Linda Brailean <LBRAILEA@regina.ca>
Cc: Faisal Kalim <FKALIM@regina.ca>
Subject: RE: brochures

I've ordered more.

Do you know if there are some in the info kiosk on main floor? Should make sure those are stocked up too.

Regards,

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

From: Linda Brailean
Sent: Tuesday, January 19, 2016 1:32 PM
To: Erin Navin <ENAVIN@regina.ca>
Cc: Faisal Kalim <FKALIM@regina.ca>
Subject: RE: brochures

I can't speak to any PSA update, but it's anticipated to continue in a scaled-back, some form or another. For example, we had some around the University when school started back as it's been a bit of a hot spot for parking. Yes, the 1500 would work for quite some time.

I cc'd Faisal to comment on the PSA thing. 😊

From: Erin Navin
Sent: Tuesday, January 19, 2016 1:29 PM
To: Linda Brailean <LBRAILEA@regina.ca>
Subject: RE: brochures

Hi Linda,
Sure thing... so 1,500 more?

To: Linda Brailean
Subject: brochures

Have finally arrived!!

I brought them up to your office and set the box on the chair... I also left the cookbook on your desk. You can bring me the \$\$ tomorrow or just shoot me a message and I can come up and grab it.

Thanks Linda ☺

Regards,

Erin Navin
Senior Communications Strategist
Communications Department

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E: enavin@regina.ca

Regina.ca

