

Linda Brailean

From: Linda Brailean
Sent: Monday, January 25, 2016 11:34 AM
To: Faisal Kalim; Jason Weitzel; Rebecca Stoneham; Arloe Scott; Lorella Nagel; [28\(1\)](#)
[28\(1\) Personal](#) Christal Monckton
Subject: Reduction of Ambassadors and Enforcement in the Downtown/covering Bus Routes
Attachments: SCHAL13F16012511180.pdf; Reduction of Ambassadors and Enforcement in the Downtown.docx

Please see the attached which shows who's covering what.

14(1)(k)^a

14(1)(k)

Urban Patrol Areas during Reduced Ambassadors

Urban Patrol areas during reduced Ambassadors

Urban Patrol Areas during reduced Ambassadors

16(1)(a)(b)(d)

Linda Brailean

From: Linda Brailean
Sent: Thursday, December 31, 2015 1:17 PM
To: Rebecca Stoneham; Arloe Scott; Lorella Nagel; [28\(1\) Personal](#)
Cc: Faisal Kalim
Subject: Ambassadors in the U of R area
Attachments: University of Regina.docx

Effective January 6th, we will have two Ambassadors patrolling near the U of R for a few weeks to educate students of the parking regulations. During this time the Ambassador program will continue in the downtown with 2 Ambassadors.

Should you have any questions, please see me. Thanks!

Linda ☺

Ambassadors at the University of Regina
January 6, 2016 (Monday – Fridays)

14(1)(k)

Linda Brailean

From: Linda Brailean
Sent: Thursday, December 10, 2015 2:19 PM
To: 'Leasa Gibbons'
Subject: RE: Parking ambassadors and Mary Christmas

Good afternoon Leasa! I think that would work great. So we can have two Ambassadors meet up at your office at 9:30 on Monday and Tuesday. Thanks!

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

From: Leasa Gibbons [mailto:marketing@reginadowntown.ca]
Sent: Tuesday, December 08, 2015 2:59 PM
To: Linda Brailean <LBRAILEA@regina.ca>
Subject: Parking ambassadors and Mary Christmas

Hi Linda,

Do you want to have a mini training session or just have the parking ambassadors walk with Mary Christmas? I have two dates we can start with (our parking promotion folks are students so I'm working around their schedule).

Do Monday and Tuesday next week work? I have Mary starting at 9:30am and going until noon, then the elves will take over her duties. Do you want them to meet up with her in our office?

Cheers,
Leasa



Leasa Gibbons / Manager of Marketing & Communications
marketing@reginadowntown.ca / 306-359-7520

Regina Downtown Business Improvement District
Office: 306-359-7541 / Fax: 306-359-9060
1822 Scarth St., 2nd Floor Regina, SK S4P 2G3
<http://reginadowntown.ca>



Linda Brailean

From: Faisal Kalim
Sent: Tuesday, October 13, 2015 9:01 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 I'm off this week but in case he needs a status update early I've copied Laurie; Jason please provide as needed upon request. I'm spending most of my day in airports today so feel free to email if you have any questions.

Thanks,
-Faisal

Linda Brailean

From: Linda Brailean
Sent: Thursday, October 08, 2015 1:43 PM
To: 28(1)
Cc: Faisal Kalim
Subject: 14(1)(k)

14(1)(k)

28(1) Personal

14(1)(k)

Linda Brailean
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Linda Brailean

From: Linda Brailean
Sent: Monday, October 05, 2015 2:11 PM
To: Faisal Kalim
Subject: Total Stats for Ambassador Program

Our total interactions are:

Positive: 7305
Negative: 62

The daily numbers do fluctuate, but it appears there's a decrease in numbers. This is due to: Less people out due to cooler weather and Ambassadors are more often running into people they've already spoken with in the past.

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Linda Brailean

From: Linda Brailean
Sent: Tuesday, September 29, 2015 11:21 AM
To: Faisal Kalim
Cc: Jason Weitzel
Subject: Update on Ambassador Program
Attachments: Suggestions from Public and Ambassadors.doc

As of September 26th our numbers for interactions are 6599 positive and 57 negative. I've attached my running tally of comments from Ambassadors and the public.

My thoughts on the Ambassador Program are that it's a positive step:

- towards educating the public about existing regulations and their intent
- In speaking with the Enforcement Personnel and Ambassadors, they feel that they're being seen and heard as people – not as the 'enemy', 'keystone cop', 'parking nazi', etc. They are just doing their jobs.
- Some understand that Enforcement want to achieve voluntary compliance and will let them move to a legal parking space.
- There has been a slight decrease in how many incidents of volatile interactions from the public.

I'm not sure if the tentative length of the program will be effective, as much of the public downtown are regular patrons or employees of the area, so the interactions will go down as those who would interact with the Ambassadors already have by now; and those not interested by now probably won't. With the cold weather coming, there will be a decrease in people in the downtown willing to stop and talk.

My thoughts are that using Ambassadors during certain events/changes such as around the new stadium, snow removal coming up, beginning of summer/farmer's market would be beneficial.

I hope the conception of this program was not to be a 'fix all', but an education tool – in an enforcement environment, there never could be a 'fix all'. I also don't think that there is any true way to measure if such a program is working.

My concern is when they decide on the stop date of the program, is what will be said. If those who came up with the idea believe the measuring tool of the program is ticket counts – they may believe it is a failure. And if this is the case, my concern is how it would be presented to the public. This would only make Parking Enforcement/Parking Services look worse in the eyes of the public.

From speaking with the Ambassadors and hearing the positive interactions, the willingness of the public to learn about regulations shows me that it is successful in educating the public – which is what we set out to do. We've received plenty of suggestions and feedback, which shows that the public is engaged. I personally see it as a success – we have interacted and educated the public so they are aware of regulations. If they choose to abide by the regulations, well, that's their choice. We have done what we can.

Linda Brailean
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Suggestions/Comments/Concerns

Received During Ambassador Program

August 11th to September 12th.

- A couple of bus drivers commented that increased parking enforcement has really made their jobs a lot easier, not just at bus lanes but all over.
- Need for safe parkades. Do not feel safe as they can be too dark and no visible security.
- Transit needs to be more viable for citizens. They shouldn't have to walk a far distance to catch bus. (especially newer areas)
- Stickers on Meters/Poles with the 2m regulation.
- South end of east alley of 1800 Cornwall can get congested. Recommends turning alley into unidirectional to attempt to ease congestion.
- McNab area resident advises they need increased enforcement during events at Evraz such as Farm Credit, Exhibition, etc. Suggested beat walker, and to check disable permits more closely like valid date, alterations, to prevent abuse of placards.
- Request to increase the number of Accessible Parking Stalls, specifically by Sears entrance on west side of 1700 Hamilton Street, in front of Cornwall Centre, west side of 2000 block Smith by YMCA and in front of YMCA on 13th Avenue.
- Loading zones needed at 1800 Cornwall for Malt City, 1800 Cornwall and Scarth.
- Should increase off street parking, building new parkades or expanding existing ones.
- Building pedestrian bridge over rail yard near Four Points hotel to connect to downtown. Also make use of centre crossing for additional parking, perhaps even using rail yard, even a new parkade west of Canada Post.

Week of Sept 14/15

- Cathedral area parking enforcement too lenient on violators. People break laws for convenience sake.
- Elphinstone between Victoria and Sask often wall to wall with parked cars during football games, when the area is no parking.
- Plaza is a waste of money. Signage should be more clear. Need a few more signs on 2100 blk section as people are always parking there. Security is an issue at the plaza. Could be used better, winter skating.
- Road surface just north of Cornwall Parkade need to be finished.
- Maybe post time restricted no stop signs on 11th as some vehicles don't read meters.

- Vehicles stopping on the Plaza can be highly problematic.
- Set up a meeting with the Cab Companies in an effort to get cabbies to follow parking rules when possible.
- Would like more Persons with Disabilities parking in the downtown. (ie 2200 block Smith Street)

Week of September 21, 2015

- East side of 1800 block Cornwall is confusing to customers. Suggestion was if the time restricted no stop sign was the first one top to bottom.
- Safety hazard on south side of 2100 block Sask Drive by the Cornwall Entrance. Vehicles park in No Stop east of the meters and in the driving lane. Possibly could a yield sign in near the barrier to inform motorists there is a ramp there. Or a no stop sign west of the sidewalk ramp to emphasize it is a no stop.
- Customer suggested selling monthly parking permits to the public for all day parking at meters within a one block radius – like the residential.
- The sidewalk section near the 1800 block Cornwall could use repair.
- Safety concerns for pedestrians at entrances of private parkades. The ticket station at Hill Centre Parkade is in an awkward location and can cause near hits with pedestrians.

Linda Brailean

From: Jason Weitzel
Sent: Thursday, September 17, 2015 1:29 PM
To: Erin Navin
Cc: Linda Brailean; Faisal Kalim
Subject: RE: PSA - Parking Ambassador Update

16(1)(a)(b)

Cheers,

Jason

From: Linda Brailean
Sent: Thursday, September 17, 2015 1:19 PM
To: Erin Navin
Cc: Faisal Kalim; Jason Weitzel
Subject: RE: PSA - Parking Ambassador Update

Hi Erin.....Sorry for the late reply....^{28(1) Personal} We will not be able
to really provide an answer as we have reallocated existing resources, ^{14(1)(k) 16(1)(a)(b)(d)}
^{14(1)(k) 16(1)(a)(b)(d)} It's difficult to measure if the
program is working...but basically we'd have to compare after the program to before the program. Faisal and Jason,
what are your thoughts?

From: Erin Navin
Sent: Thursday, September 17, 2015 9:13 AM
To: Linda Brailean
Subject: RE: PSA - Parking Ambassador Update

Hey Linda,
Could you possibly tell me if our parking tickets have gone down since we started this program? I feel like that will be a
main question from the media...
Thanks so much.

Regards,

Erin Navin
Communications Department

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 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

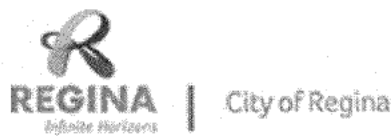
From: Erin Navin
Sent: Wednesday, September 09, 2015 4:48 PM
To: Faisal Kalim; Linda Brailean
Cc: Laurie Shalley
Subject: PSA - Parking Ambassador Update

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

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E: enavin@regina.ca
Regina.ca



Linda Brailean

From: Linda Brailean
Sent: Thursday, August 13, 2015 1:09 PM
To: Kim Onrait
Cc: Jason Weitzel; Faisal Kalim
Subject: Feedback on Ambassador Program

Hi! I was told you were looking to speak to either Jason or myself regarding feedback on the Ambassador Program.

I've had the Ambassadors track daily positive interactions and negative interactions. Tuesday's totals were 124 positive and 10 negative. Wednesday's totals were 155 positive and 5 negative.

I've asked them what kind of feedback or comments are they getting from the public and they said often the people are glad to get the information and the brochure is helpful. They seem to be enjoying interacting with the public in a positive way instead of regular negative interactions. ²⁸⁽¹⁾ said a few times she's waved the brochures telling people "10 ways to avoid a parking ticket" to catch people's attention and yesterday ²⁸⁽¹⁾ took out his harmonica a couple of times and sang a little tune he made up about parking regulations. I'm not sure how appropriate it may be, but the people around him were receptive, chuckled and came to speak with him.

We had CIBC Call Centre approach an Ambassador asking for as many brochures they could provide to take in to their staff, as did the Open Door Society.

Linda Brailean
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regina.ca

Linda Brailean

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, 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.

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

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Thanks so much!

Regards,

Erin Navin
Senior Communications Strategist
Communications Department

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Linda Brailean

From: Rebecca Stoneham
Sent: Thursday, August 27, 2015 11:04 AM
To: Faisal Kalim
Cc: Linda Brailean
Subject: RE: Ambassador stats

Below are the stat numbers for up to date. As for comments what I can find for you are:

- Customer felt that the increase in parking rates/fines should be compensated with a corresponding increase in some benefit ie. Increase in allowable time.
- Ministers and other government officials make enough money that they should have to pay for parking like everyone else
- Increase in the number of bike paths which might encourage people to use alternate modes of transport. Consider decreasing sidewalk width to make room for bike lanes
- Concerns with the state of sidewalks in downtown and North Central
- Increase loading zone times around seniors complexes to 15, 20 or 30 minutes
- In the 2 hour areas, workers should be able to purchase a permit to allow them to park as well
- Increased awareness for time restricted signs

Let me know if you need anything else.

Becca

	Positive Interactions	Negative Interactions
11-Aug-15	124	10
12-Aug-15	155	5
13-Aug-15	94	1
14-Aug-15	303	4
15-Aug-15	99	4
16-Aug-15		
17-Aug-15	200	2
18-Aug-15	203	2
19-Aug-15	273	1
20-Aug-15	232	2
21-Aug-15	232	2
22-Aug-15	45	1
23-Aug-15		
24-Aug-15	197	1
25-Aug-15	231	3
26-Aug-15	226	1
Total	2614	39

From: Faisal Kalim
Sent: Thursday, August 27, 2015 10:35 AM

To: Rebecca Stoneham
Subject: Ambassador stats

Can you put together the ambassador stats to date? Include some stories (negative/positive) as well.

Thanks,
-Faisal

Linda Brailean

From: Linda Brailean
Sent: Monday, August 17, 2015 2:25 PM
To: Faisal Kalim
Subject: Week One Ambassador Stats

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
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Linda Brailean

From: Linda Brailean
Sent: Wednesday, August 12, 2015 10:32 AM
To: Erin Navin; Faisal Kalim
Cc: Jason Weitzel
Subject: RE: Ambassador Program Brochures, notifying Service Regina

Yes, I met with Service Regina and they have all the info they need.

FYI, the Open Door Society approached one of our Ambassadors and asked for a stack of brochures for their clients...so they got a big stack from him. I think we'll see various organizations in the downtown asking for bunches. We should consider this when ordering brochures.

From: Erin Navin
Sent: Wednesday, August 12, 2015 9:56 AM
To: Linda Brailean; Faisal Kalim
Subject: RE: Ambassador Program Brochures, notifying Service Regina

Hi there,
Was info/scripts provided to Service Regina? Just want to make sure we are on top of things...
Sorry if I missed an email explaining that.

Regards,

Erin Navin

From: Linda Brailean
Sent: Thursday, August 06, 2015 8:13 AM
To: Erin Navin; Faisal Kalim
Subject: Ambassador Program Brochures, notifying Service Regina

Good rainy morning!

I was wondering when we'd be able to get the brochures, as I'd like to go over them with the Ambassadors. Also will it be Parking Services who notifies Service Regina and providing a script in regards to the Ambassador program? Please advise. Thanks!!!

Linda Brailean
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Linda Brailean

From: Linda Brailean
Sent: Thursday, July 09, 2015 4:43 PM
To: Arloe Scott; Rebecca Stoneham; Lorella Nagel;
Subject: Ambassador Program Questions
Attachments: Answering Questions.doc; Scripting for Ambassador Program questions.doc; Ambassador Program Training Plan.doc

Attached is the Scripting for Ambassador Program...I also attached the Training Plan info and some of the questions Enforcement get asked regularly. (Answering Questions)

Your message is ready to be sent with the following file or link attachments:

Answering Questions.doc
Scripting for Ambassador Program questions.doc Ambassador Program Training Plan.doc

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.