

Jason Weitzel

From: Jason Weitzel
Sent: Tuesday, August 11, 2015 10:41 AM
To: Desirae Bernreuther
Cc: Jeff Erbach; Kim Onrait; Lorrie Snook; Linda Brailean; Faisal Kalim
Subject: RE: MEDIA REQUEST FYI

Hi Desirae,

As discussed, we do not feel it is right to put one of our Ambassadors in front of a camera. Most people try to avoid this sort of thing, and I don't want to do this to one of these individuals. This is not part of their job - to be on tv and put in such a stressful, anxiety filled position.

As for being filmed doing their work, that is not a problem. And we will be sure to let the Ambassadors and Corps office know this.

Cheers,

Jason

From: Kim Onrait
Sent: Tuesday, August 11, 2015 9:46 AM
To: Desirae Bernreuther; Jason Weitzel; Jeff Erbach
Cc: Debbie Herperger; Lorrie Snook
Subject: RE: MEDIA REQUEST FYI

Jason and Jeff, I will leave this with you, let me know your thoughts on this one before we actually sign up for an interview. k

From: Desirae Bernreuther
Sent: Tuesday, August 11, 2015 9:43 AM
To: Jason Weitzel; Kim Onrait; Jeff Erbach
Cc: Debbie Herperger; Lorrie Snook
Subject: FW: MEDIA REQUEST FYI
Importance: High

To follow up on this, the Mayor's Office wants to know if we are able to accommodate this request. If the Core has a person who would be able to speak to their role only and they are comfortable let me know. If the answer is no, I can pass along. We will want to let them know that media will be getting footage of them today regardless.

From: Desirae Bernreuther
Sent: Tuesday, August 11, 2015 9:31 AM
To: Faisal Kalim (FKALIM@regina.ca); Jason Weitzel; Kim Onrait
Cc: Myrna Stark Leader; Chris Holden; Lorrie Snook
Subject: MEDIA REQUEST FYI
Importance: High

Hi Jason and Kim,

CTV has asked to interview a parking ambassador, the request is with the Mayor's Office.

We may get requests to get footage of the Ambassadors doing their job.

Would we have someone who could do this? Or do we need to check with the Core of Commissionaires?

Please advise if this is do-able.

D

Desirae Bernreuther

Media Relations Consultant

Communications Department

P: 306.777.7486

C: 306.530.0970

E: dbernreu@regina.ca

Regina.ca



Jason Weitzel

From: Kim Onrait
Sent: Thursday, August 13, 2015 1:26 PM
To: Linda Brailean
Cc: Jason Weitzel; Faisal Kalim; Jeff Erbach; Laurie Shalley; Erin Navin
Subject: RE: Feedback on Ambassador Program

Ok, worth a discussion, maybe Judith has some feedback for us, might be worth a call to them. k

From: Linda Brailean
Sent: Thursday, August 13, 2015 1:24 PM
To: Kim Onrait
Cc: Jason Weitzel; Faisal Kalim; Jeff Erbach; Laurie Shalley; Erin Navin
Subject: RE: Feedback on Ambassador Program

Jason asked me to send 100 brochures to RDBID on Thursday so they can distribute them. I think we may get requests from agencies or businesses too. ☺

From: Kim Onrait
Sent: Thursday, August 13, 2015 1:22 PM
To: Linda Brailean
Cc: Jason Weitzel; Faisal Kalim; Jeff Erbach; Laurie Shalley; Erin Navin
Subject: RE: Feedback on Ambassador Program

Thanks Linda, there may be an opportunity to work with RDBID in distributing some brochures to downtown businesses???? Thoughts? k

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

Jason Weitzel

From: Erin Navin
Sent: Friday, August 14, 2015 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

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.

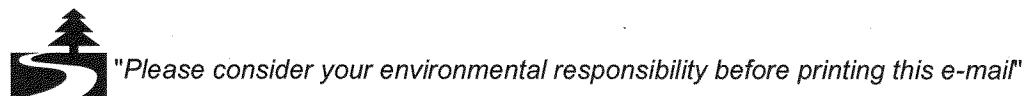
This ultimately is a call that Faisal will have to make, but I think he may need some answers from Communications prior to even considering this. I am off on Monday, so please touch base with Faisal about this opportunity.

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

P: 306-751-4382
F: 306-751-4475
jweitzel@regina.ca



Regina.ca

Jason Weitzel

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
f: 306-751-4475
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

<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>

Jason Weitzel

From: Erin Navin
Sent: Thursday, September 17, 2015 1:25 PM
To: Linda Brailean
Cc: Faisal Kalim; Jason Weitzel
Subject: RE: PSA - Parking Ambassador Update

Hi Linda,
Thanks for the message.
There has been some more discussion regarding this and I think we will hold off for now... Laurie will chat with Faisal next week about some options.
Thanks so much and feel better!!

Sent from [Outlook](#)

On Thu, Sep 17, 2015 at 12:18 PM -0700, "Linda Brailean" <LBRAILEA@regina.ca> wrote:

Hi Erin.....Sorry for the late reply...
to really provide an answer as we have
28(1)
14(1)(k) 16(1)(a)(b)(d)
14(1)(k) 16(1)(a)(b)(d)
We will not be able
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
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, [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)

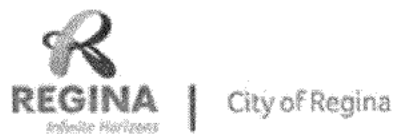
Mayor would like to see them before we put in the PSA.

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



Jason Weitzel

From: Erin Navin
Sent: Thursday, September 17, 2015 3:13 PM
To: Jason Weitzel
Cc: Linda Brailean; Faisal Kalim
Subject: RE: PSA - Parking Ambassador Update

Thanks for the feedback Jason.... Definitely good to get your guys' thoughts. There has been quite a bit of discussion about this and I think Myrna and Laurie have come up with some thoughts that will be discussed more next week when Faisal is back.

Regards,

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

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

Erin,

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....I was off 28(1) and am in now, 28(1) LOL. We will not be able to really provide an answer as we have 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
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, 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



Jason Weitzel

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)

Myrna

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.*

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

I threw together some wording for the FOI request below. We have also discussed surveying customers that have interacted with the ambassadors. This idea is still in its infancy and I'm not sure how we would execute it in the field so I'm reticent to include it in the response.

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

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

-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.

The answer for the budget that we have received from Administration is satisfactory . . . essentially it is a reallocation of existing enforcement staff for up to 6 months. The dollar figures have been provided.

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

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

Jason Weitzel

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

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.

Jason Weitzel

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

Thanks,
-Faisal