



May 19, 2019

His Worship the Mayor and Members of City Council
City Hall, City of Saskatoon
222 3rd Avenue North
Saskatoon, SK S7K 0J5

Dear Mayor Clark and City Council:

Re: Proposed Amendments to The Cities Act – Mailing of Parking Tickets

Please accept this letter as one for maintaining the status quo when it comes to determining how people receive parking notices in the City of Saskatoon. Over the course of several years at meetings held between the City of Saskatoon and Business Improvement Districts (BIDs), BIDs have repeatedly stated they are not supportive of a change to mailing violations.

Parking is a service and the goal of the City of Saskatoon should be to provide visitors coming to pay parking areas with a clean, safe, and customer friendly parking environment. Having some parking enforcement staff on foot plays an important role in helping to educate people about the parking system, how to utilize the pay station, and their uniformed presence also plays a role in overall community safety.

Receiving a ticket at the time of the violation allows the alleged violator an opportunity to gather information that may be required should they wish to challenge the validity of the ticket, an opportunity that may well be lost if they do not receive the ticket at the time of violation. With so many people now receiving mail via community mailboxes, people may not even remember the parking event resulting in the ticket. Mailing also could lead to someone missing opportunity to pay the violation in the time period required for the reduced payment option.

The goal of the parking service should be to achieve compliance and be an ambassador for people coming to these areas. While ticketing is one way to achieve compliance, there are other important factors to consider. In a review of the Canadian Parking Association website, an article includes the following about effective parking programs:

The most effective programs take an ambassadorial approach – meaning that their enforcement personnel shift from being ticket writers to being field service representatives. They are a consistent presence around parking facilities, they can be greeters and guides, helping drivers figure out how to use parking technologies and showing them how to reach their ultimate destinations. If they spot someone parking illegally (whether out of ignorance or disregard), they can educate and guide that customer to a legal space...it's more about improving compliance than writing tickets."

On Friday, I reached out to several Downtown business owners from a variety of business types. None were supportive of tickets mailed to violators.

Receiving a ticket in the mail weeks after visiting an area does not align with what should be the goal of the parking service which is to create a positive parking experience. There continues to be a “stigma” around parking in the City of Saskatoon. Downtown Saskatoon encourages the City of Saskatoon to improve the current situation, not worsen it and encourages City Council not to consider mailing out parking tickets despite provincial legislation potentially changing to give municipalities the option.

Sincerely,



Brent Penner
Executive Director

cc: Chris Beavis, Chair, Downtown Saskatoon Board of Management
Randy Pshebylo, Executive Director, Riversdale BID
DeeAnn Mercier, Executive Director, Broadway BID
Lloyd Moker, Executive Director, Sutherland BID
Mike Jordan, City of Saskatoon
Jo-Anne Richter, City of Saskatoon