

A D D I T I O N A L A G E N D A

/

for the **Regular Meeting of RED DEER CITY COUNCIL**
to be held on **MONDAY, JULY 25, 1988**
in the Council Chambers, City Hall,
Red Deer, Alberta.

- 1) Parks Manager - Re: Capital Equipment Purchase - Flail Mower .. 1
- 2) Alta. Ambulance Operators Association - Re: 1988 A.A.O.A.
Recommended Rates .. 3
- 3) Towne Centre Association - Re: Parking Token Program .. 7

NO. 1

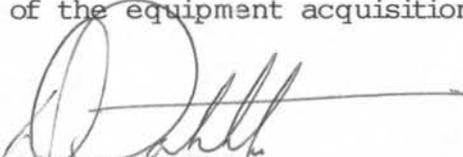
DATE: July 21, 1988
TO: CITY COUNCIL
FROM: DON BATCHELOR
Parks Manager
RE: CAPITAL EQUIPMENT PURCHASE - FLAIL MOWER

The Parks Department has found it necessary to obtain an additional flail mower unit to be used in the Weed Control Program throughout the City. One existing flail mower unit has deteriorated to the extent that repairs are impractical and uneconomical.

In view of the extensive weed control required by the City, in accordance with the Provincial Weed Control Act, it is essential that the City respond promptly to all noxious weeds and all weeds in undeveloped City lands.

With City Council's approval in the 1988 Parks Department budget to implement weed control in the Edgar, Riverside and C.N. Industrial areas it has become apparent that a total of three (3) units are required to be in operation at one time.

With the major failure of one of the existing units its immediate replacement is apparent. Replacement cost for a new flail mower unit is \$2,800. I request City Council's consideration of the equipment acquisition to the Capital Equipment Fleet.



DON BATCHELOR

/ad

DATE: July 21, 1988 CS-1.767
TO: CITY COUNCIL
FROM: CRAIG CURTIS
Director of Community Services
RE: CAPITAL EQUIPMENT PURCHASE:
FLAIL MOWER

I support the recommendation to replace an existing flail mower unit for weed control, at a cost of \$2,800. This cost will be recovered through the Parks Department Operating Budget, and will be included in the City's Capital Equipment Fleet.



CRAIG CURTIS

CC:dmg

- c. Alan Wilcock, Director of Financial Services
Don Batchelor, Parks Manager

DATE: JULY 20, 1988
TO: CITY CLERK
FROM: DIRECTOR OF FINANCE
RE: PURCHASE OF FLAIL MOWER

I would recommend approval of the request from the Parks Department for the above.

The cost of the equipment would be charged to the Equipment Fund.

M. Kuckenbecker

for

A. Wilcock, B. Comm., C.A.
Director of Finance

AW/mrk

Commissioners' Comments

We would concur and recommend Council approve the purchase of said equipment and that same be charged to equipment fund.

"R.J. MCGHEE"
Mayor

"M.C. DAY"
City Commissioner

Box 9110, Station "E"
Edmonton, Alberta T6P 4K1
(403) 484-1568



NO. 2



JULY 15, 1988

TO: All A.A.O.A. Members
FROM: Jackie Osborne, Executive Director
SUBJECT: 1988 A.A.O.A. Recommended Rates

At the 1988 AGM members voted not to increase the basic recommended rates for 1988, but to discontinue the discount to Alberta Blue Cross and government sponsored Alberta Blue Cross subscribers. Members were told the possibility did exist that the provincial government and Blue Cross would not "approve" of the recommended rates and probably threaten to cancel direct billing agreements.

On July 7, 1988 Mr. Moffat, Mr. Winter and the writer met with representatives of the Department of Hospitals & Medical Care to reaffirm the Association's position on our recommended rates. Several other matters were also discussed, some of those being: FST exemption, gas rebate/discount from the provincial government and interhospital transfers. We left the meeting feeling very positive about the response we had been given.

However, on July 14th the Department advised Mr. Moffat that it had checked with a number of municipalities to determine whether or not our recommended rates were being approved by councils. The Department claimed that the response from the few municipalities surveyed indicated that not one had approved our recommended rates and, therefore, the Department did not feel "threatened" by the Association's stated position of solidarity for our recommended rate. Quite the contrary.....the Department was confident that municipalities had succumbed to the Minister's plea not to approve our recommended rates and had the previous day announced approval of the following rates:

ALS	\$147.50	Mileage:	\$ 1.76/km
BLS	113.50	Standby:	\$74.00/hr
ERU	91.00	Response Fee:	\$75.00

In a letter to ambulance operators on July 14th, Alberta Blue Cross announced it was prepared to "match" the government approved rates. Members who choose to charge more than the above rates have been asked to notify Blue Cross accordingly in order for their Direct Bill Agreement to be terminated.

It is the Association's position that each member service strongly recommend to their municipality the need to approve our recommended rates and direct patient billing as required. Members at the AGM recognized that this year would be critical for the Association to provide a strong, united approach to the government. It is time for all operators (not just one or two) to stand together in unity to show the provincial government that Alberta's ambulance operators are serious about their needs to have operating costs met in order to continue to provide quality patient care.

For those services who are able with the support of their municipality to charge the A.A.O.A. rates, the Association has drafted sample 'statements' for you to enclose with direct billing invoices. Copies of the notice to the Seniors has also been sent to the media for their information.

In order for the Association to accurately determine actual rates being charged by its members, all services are asked to contact the office as soon as possible to advise of their approved rates for 1988.

Your cooperation and support is necessary in order to keep the Association viable.

A handwritten signature in cursive script, appearing to be 'J. J. S.', with a long horizontal stroke extending to the right.

/jso

Encl.

MINISTER OF HOSPITALS
DELIBERATELY OPTS FOR
SENIORS EXTRA BILLING

Standard, province-wide, recommended ambulance Rates for all Albertans has not been increased, but remains precisely the same as it was in 1987.

In 1987, as a voluntary, one year gesture of good faith, ambulance operators entered into a "Gentleman's Agreement" to "donate" up to 30% of all Seniors' bills to the Minister's budget to assist him in covering promises and pressure in other health care areas. At the end of that year the government was to continue its policy of covering all of the standard billing for Seniors.

It now appears that the Minister, having made his political gain at our financial expense, has deliberately decided to ignore the "Gentleman's Agreement" and to hold Alberta's Senior Citizens "hostage" for some imagined further political prestige.

Your ambulance bill has been calculated on precisely the same basis as the bills for all of your fellow citizens: however, now the Minister of Hospitals has directed the government insurance agent (Alberta Blue Cross) not to pay the full, standard bill! In short, the Minister is taking credit for medical care savings by making Seniors pay up to some 18% of their own ambulance bill! In addition, as the provincial government does not recognize the rates approved by this municipality, you must pay this account and then seek reimbursement up to the allowable rate from Blue Cross.

If you feel that this apparent change in your government's policy discriminates against you, or places you in financial difficulty.....then please register your complaint with your M.L.A. and with the Premier.

YOU MAY THANK THE MINISTER OF
HOSPITALS & MEDICAL CARE FOR
THIS BILL!

ALBERTA BLUE CROSS RESPONSIBLE
FOR DIRECT PATIENT BILLING

Standard, province-wide, recommended ambulance Rates for all Albertans have not been increased, but remain precisely the same as in 1987.

Your insurance agent, Alberta Blue Cross, will no longer pay directly the enclosed ambulance bill on your behalf. Therefore, we are required to seek reimbursement from you, the subscriber, who in turn are responsible for paying the account and then seeking reimbursement up to the allowable rate from Blue Cross.

This action is by direction of Alberta Blue Cross as it has chosen not to honor the ambulance rates approved in this municipality.

As a subscriber, you must decide whether to continue coverage with Alberta Blue Cross, [pay your own ambulance costs and only be partially reimbursed] or find another insurance agent who will cover directly the entire cost of an ambulance trip on your behalf.

If you have questions regarding this direct billing to you, please contact Alberta Blue Cross at 423-5221.

Commissioners' Comments

The attached was received too late to include in the regular agenda with the reports on this matter. However, we feel it important that Council see the letter and have therefore included it in an additional agenda. It does not change our recommendations, but we would very strongly recommend that Council not use the suggested statement for inclusion with direct billing invoices.

"R.J. MCGHEE"
Mayor

"M.C. DAY"
City Commissioner



NO. 3

Let yourself go . . . Downtown

7.

Office of the Mayor
City of Red Deer

Re: Parking Token Program

Dear Mayor McGhee,

I have recently returned from a major National Downtown Conference in Toronto Ontario, where more than 600 delegates discussed issues dealing with the downtown environment.

This letter deals with one of these topics, and under direction of the Associations board, I am requesting the consideration of the following proposal, regarding the City's parking Token Program.

Parking Tokens were introduced to the downtown several years ago, but the program has never been used by the businesses in more than an extremely minimal way. In fact, it is surprising how few people are even aware that parking tokens exist. It has been suggested that one reason for this poor response, has been a total lack of any effective marketing program. Our Association has attempted several times to encourage greater use of the token program and we have met with minimal response.

Communities in both Eastern Canada and the United States have had similar experiences, and they have initiated a very effective marketing program for token use. It in essence offers volume discounts for business users of the program. The initial reaction would be that this represents a reduction in parking revenues for the local parking authority who tries to maintain an already financially burdened parking system. Surprisingly however, many communities report an increase in monthly parking receipts, which has been attributed to greater use of the parking system, particularly the off street lots. More importantly, traditionally non retail businesses began to support the parking program in a major way which in effect offers much needed relief to the constantly burdened retail sector. The most surprising of these new supporters were financial institutions and medical professionals.

(cont'd)

(page two)

The Association is proposing a joint venture program between the City and the Association to finally get the Tokens into common use.

The Association is prepared to initiate a consistent and comprehensive advertising campaign promoting the use of the tokens amongst its membership as well as a public awareness campaign to make the consumer more aware of the tokens and their availability. This would include both window and cash register stickers reminding customers to ask for their free token, continuous radio promotion of the tokens as well as advertisements identifying users of the program in both printed and electronic media.

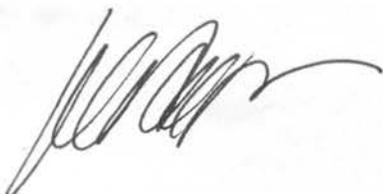
The key to the successful promotion of the tokens in other communities came from the volume discount purchasing offered to business. The following table illustrates our recommendation for an effective discount system, and is representative of discounts discussed at the seminar.

No. Rolls	COST	discount bonus	% discount
1-4	\$10 ea.	0	0
5	\$50 (\$60)	receive 6 rolls (one free)	17%
10	\$100 (\$150)	receive 15 rolls (five free)	33%
15	\$150 (\$300)	receive 30 rolls (fifteen free)	50%

It would be a simple matter to establish this price list and continue to sell the tokens through City Hall as now is done. The results of a successful token program would include the greater use of downtown parking, a broader sharing of parking costs amongst downtown business, and the shift of the cost of parking onto the businesses versus the customer. This program coupled with other programs being proposed by the Association could be a major step towards relieving the negative perceptions about the downtown and its parking problems.

We look forward to your response, and we remain available at your convenience for further discussion.

Respectfully yours,



John P. Ferguson, General Manager.

Commissioners' Comments

This matter was referred to the Parking Commission, however due to lack of a quorum, we do not have the benefit of their recommendation. It would, however, be our recommendation that the matter be tabled pending receipt of their recommendations.

"R.J. MCGHEE", Mayor

"M.C. DAY", City Commissioner

DATE: July 27, 1988

TO: The Parking Commission

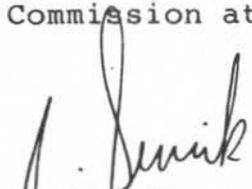
FROM: City Clerk

RE: TOWNE CENTRE ASSOCIATION - PARKING TOKEN PROGRAM

The attached correspondence was presented to Council July 25, 1988. Following is the motion passed by Council agreeing that comments be obtained from the Parking Commission before said matter is considered by Council.

"RESOLVED that Council of The City of Red Deer hereby agree that the matter re: Parking Token Program be tabled pending receipt of recommendations from the Parking Commission."

We look forward to receipt of recommendations from the Parking Commission at the earliest opportunity.



C. Sevcik
City Clerk
CS/ds
Encl.

c.c. Bylaws & Inspections Manager
Dir. of Eng. Services
Dir. of Finance
Towne Centre Association



THE CITY OF RED DEER

P. O. BOX 5008, RED DEER, ALBERTA T4N 3T4 FAX: (403) 346-6195

Engineering Department 342-8158

November 7, 1988

Towne Centre Association
300 - 4929 - 50 Street
RED DEER, Alberta
T4N 1X9

Attention: Mr. John Ferguson

Dear Sir:

RE: PARKING TOKENS

Further to our November 1, 1988 telephone conversation, we understand you will be submitting a revised proposal and detailed procedure for parking token promotion to the Parking Commission. The Administration will provide comment on your proposal when it is received by the Parking Commission.

Yours truly,

Chi Y. Lee, P. Eng.
Traffic Engineer

CYL/jt

c.c. Parking Commission

Alan Wilcock,
Director of Finance

Vernon Parker,
Red Deer Regional Planning Commission

DATE: July 27, 1988

TO: The Parking Commission

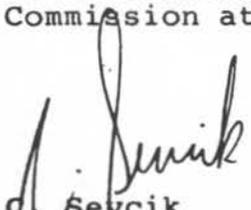
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G. Sevcik
City Clerk
CS/ds
Encl.

c.c. Bylaws & Inspections Manager
Dir. of Eng. Services
Dir. of Finance
Towne Centre Association



NO. 3

Let yourself go ... Downtown

Office of the Mayor
City of Red Deer

Re: Parking Token Program

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We look forward to your response, and we remain available at your convenience for further discussion.

Respectfully yours,

John P. Ferguson, General Manager.

Commissioners' Comments

This matter was referred to the Parking Commission, however due to lack of a quorum, we do not have the benefit of their recommendation. It would, however, be our recommendation that the matter be tabled pending receipt of their recommendations.

"R.J. MCGHEE", Mayor

"M.C. DAY", City Commissioner

NO. 3

DATE: June 13, 1988
TO: City Clerk
FROM: Bylaws and Inspections Manager
RE: **PARKING TOKEN PROGRAM**

In response to your memo on the above subject, we have the following comments for Council's consideration:

The request for a discount on volume purchase of parking tokens should be referred to the Parking Commission for their input. One of the concerns this department will be bringing to the Commission's attention is the fact that the Parking Commission has, in the last several years, functioned with either a small deficit, or a very small surplus. Any reduction in the revenue will result in the operation of the Commission becoming a deficit, which will have to be financed from general revenue.

We appreciate Mr. Ferguson's remarks that in other communities, a parking token does not affect revenues. However, in the downtown core, where the majority of the town centre businesses are located, the meters are in almost continual use. It seems unlikely that the use of tokens wouldn't affect revenue under the circumstances.

We trust this is the information required.

Yours truly,



R. Strader
Bylaws and Inspections Manager
BUILDING INSPECTION DEPARTMENT

RS/pr

Following
pages
attached
on the
C of W
agenda

DATE: JUNE 10, 1988
TO: CITY CLERK
FROM: DIRECTOR OF FINANCE
RE: PARKING TOKEN PROGRAM

The proposal from the Towne Centre Association could have merit. The only way to determine if it was feasible would be a trial period for 3 or 6 months (whatever was considered reasonable) and review the results.

One concern with the proposal is that it could make parking cheap for someone who wanted to obtain cheap employee parking. For example, if the tokens were accepted at the manned lots, by buying \$150 (\$300) of tokens a person could park all day (8 hours) for \$.20 or \$.15 per hour, and \$1.60 or \$1.20 per day (\$32 or \$24 per month). This could be a problem if a manned lot was presently being used to capacity. A similar situation could occur at parking meters.

Another possible concern is that if any private parking lots are metered or spittered (eg. Hospital) the tokens may be accepted by the machines and the City would have to reimburse the owners. I believe in the past that car washes have purchased tokens for their machines. If their machines accepted the tokens, would the City have to reimburse the operator? There may be other types of machines that could accept the tokens (eg. pin ball games) and widespread use for tokens for such machines could be a problem.



A. Wilcock, B. Comm, C.A.
Director of Finance

AW/mrk

DATE: June 14, 1988
TO: City Clerk
FROM: Director of Engineering Services
RE: PARKING TOKEN PROGRAM

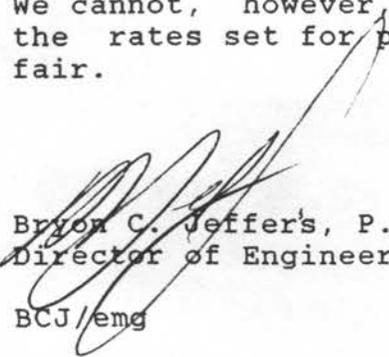
We have reviewed the correspondence from the Towne Centre Association and have a number of comments to make.

The concept of the tokens was first introduced in 1982. At that time it was agreed that if the City bore the cost of producing and dispersing the tokens, that the Towne Centre Association/Downtown merchants would market the tokens.

We would have serious reservations with respect to a discount for volume purchases for three reasons:

1. The tokens can be used interchangeably with quarters in a number of instances. It is our understanding that the tokens work in laundromat facilities, vending machines, etc. It would certainly not be in the City's best interest to sell tokens at a discount for these uses.
2. Our most expensive parking is presently \$.40 per hour, with \$.25 per hour existing in a lot of areas. Given that the utilization of parking in the Downtown is quite heavy now, it does not seem prudent to encourage heavier use by lowering the rate. This would, in turn, generate demands for more parking.
3. Making parking more economical makes Transit usage appear less attractive.

We would continue to support the concept of parking tokens, as the idea has merit, and the City has already an investment in tokens. We cannot, however, support the concept of reducing significantly the rates set for parking, which are considered to be eminently fair.


Bryon C. Jeffers, P. Eng.
Director of Engineering Services

BCJ/emg

c.c. Director of Finance
c.c. By-laws and Inspections Manager
c.c. Parking Commission

DATE: July 27, 1988

TO: Parks Manager

FROM: City Clerk

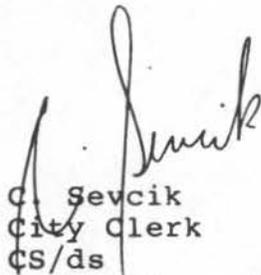
RE: CAPITAL EQUIPMENT PURCHASE/FLAIL MOWER

Your report dated July 21, 1988, concerning the above topic was presented to Council July 25, 1988, and at which meeting Council passed the following motion agreeing to acquisition of the flail mower unit.

"RESOLVED that Council of The City of Red Deer hereby authorize purchase of a flail mower unit to be used in the weed control program throughout the City at a cost of \$2,800.00, said acquisition to be charged to the equipment fund, and as recommended to Council July 25, 1988."

The decision of Council in this instance is submitted for your information and appropriate action.

Trusting you will find this satisfactory.



C. Sevcik
City Clerk
CS/ds

c.c. Dir. of Finance
Dir. of Community Services
Purchasing Agent

DATE June 10, 1988

- TO:
- DIRECTOR OF COMMUNITY SERVICES
 - DIRECTOR OF ENGINEERING SERVICES
 - DIRECTOR OF FINANCE
 - BYLAWS & INSPECTIONS MANAGER
 - CITY ASSESSOR
 - ECONOMIC DEVELOPMENT MANAGER
 - E. L. & P. MANAGER
 - F.C.S.S. MANAGER
 - FIRE CHIEF
 - PARKS MANAGER
 - PERSONNEL MANAGER
 - R.C.M.P. INSPECTOR
 - RECREATION MANAGER
 - TRANSIT MANAGER
 - URBAN PLANNING SECTION MANAGER
 - PARKING COMMISSION *June 22 - no quorum*

FROM: CITY CLERK *next met in August.*
July 20 - no quorum.

RE: Parking Token Program

Please submit comments on the attached to this office by July 4
 for the Council Agenda of July 11/88.

C. Sevcik
 C. SEVCIK
 City Clerk



THE CITY OF RED DEER

P.O. BOX 5008, RED DEER, ALBERTA T4N 3T4

City Clerk's Department 342-8132

June 10, 1988

Mr. J. Ferguson, General Manager
Towne Centre
#300, 4929 Ross Street
Red Deer, Alberta
T4N 1X9

Dear Sir:

RE: PARKING TOKEN PROGRAM

Thank you for your letter in regard to the above, and we would advise that this matter will be presented to Red Deer City Council at its meeting on July 11, 1988.

We shall call you prior to the meeting to determine a suitable time, in the event you wish to be present.

Trust you will find this satisfactory.

Sincerely,

C. Sevcik
City Clerk
/ds