



# ORDINARY MEETING OF COUNCIL 3 JUNE 2020

## 10.1 FISHERMANS BEND PARKING CONTROLS FINDINGS

**EXECUTIVE MEMBER:** LILI ROSIC, GENERAL MANAGER, CITY STRATEGY AND SUSTAINABLE DEVELOPMENT

**PREPARED BY:** MINH VO, TRANSPORT ENGINEER

### 1. PURPOSE

- 1.1 To present an evaluation report to Councillors on the Fishermans Bend and Port Melbourne parking controls implemented following Council endorsement on 28 June 2018 and revised on 20 February 2019.
- 1.2 This report is at the execution and evaluation phase of the PACE framework.

### 2. EXECUTIVE SUMMARY

- 2.1 On 20 June 2018, Council resolved to implement the following parking controls in Fishermans Bend and Port Melbourne for the Areas described in Attachment 1:
  - **Area 1:** Convert 80 parking spaces with 4-hour (4P) time-limited parking controls and introduce a mix of 2P and all-day paid parking at \$1.90 per hour.
  - **Area 2:** Introduce 2P, 4P and 6P time-limited parking controls and retain some unrestricted all-day parking.
  - **Area 3:** Introduce 2P time-limited parking controls on one side of residential streets and retain unrestricted parking on the other side of the street.
  - **Area 4:** No new parking controls.
  - No changes to existing specialised parking controls in all areas such as loading zones, accessible parking spaces and car share parking bays.
- 2.2 On 20 February 2019, in response to community feedback and high parking availability, Council resolved to adjust the on-street paid parking rate from \$1.90 to \$1.00 per hour within the area bounded by Woodgate Street, West Gate Freeway and Boundary Street (Area 1 of Attachment 1).
- 2.3 The results of an assessment undertaken from 12 March 2019 to 31 November 2019, after the reduction of paid parking from \$1.90 to \$1.00 per hour in Area 1 indicates the following:
  - 2.3.1 The 2P and all-day paid parking spaces utilisation and revenue increased during this period. However, parking availability remains high in Area 1. The average peak parking occupancy surveys for a 4-hour period from 8am to 6pm is 36%.
  - 2.3.2 Community feedback results indicate a number of respondents (three) are concerned about the lack of available long-term parking in Area 1, and area with a number of commercial properties.
  - 2.3.3 Replacing the existing 2P paid parking with all-day paid parking in Area 1 would provide motorists greater flexibility and not negatively impact on availability.
  - 2.3.4 Areas 2, 3 and 4 have not had any significant parking occupancy changes on a typical weekday.



### 3. RECOMMENDATION

That Council:

- 3.1 Notes that the parking occupancy results and utilisation rates support replacing the existing 2P paid parking areas in Area 1 with all-day paid parking.
- 3.2 Consult with residents and business owners in Area 1 and adjacent streets regarding changing the 2-hour paid parking restrictions in Area 1 to all-day paid parking (refer to Attachment 2).
- 3.3 Delegates the authority to the CEO to adjust on-street paid parking rates and parking controls in Area 1 as required with community notification and public information, to generate parking occupancy within the 75-85% target range to optimise the level of parking availability.
- 3.4 Retain the parking rate of \$1.00 per hour in Area 1 and retain the parking controls in Area 2, 3 and 4
- 3.5 Notes that any further parking changes by Council officers will be identified through evidence-based assessment, considering parking availability data from surveys and sensors, land use, demographics and community feedback. Parking changes will also be undertaken in accordance with Council's Parking Management Policy (refer to Section 4.18 regarding parking availability targets).

### 4. KEY POINTS/ISSUES

- 4.1 The City of Port Phillip is rapidly growing with a forecasted 23 percent increase in population by 2027. With a finite supply of available on-street car parking, Council needs to ensure this valuable public asset is managed equitably to the greatest benefit of the community. A way to achieve this is with the introduction and adjustment of parking controls.
- 4.2 On 21 June 2017, Council resolved to implement paid parking controls in Fishermans Bend and Port Melbourne to address the limited parking availability at the time, anticipated increase in future demand due to residential development in Fishermans Bend and existing high commuter parking occupancy rate. The proposed paid parking controls were proposed to improve parking opportunities for residents, visitors and businesses.
- 4.3 On 20 June 2018, Council resolved to implement the following parking controls (described in Attachment 1) in Fishermans Bend and Port Melbourne:
  - **Area 1:** Convert 80 parking spaces with 4-hour (4P) time-limited parking controls and introduce a mix of 2P and all-day paid parking at \$1.90 per hour.
  - **Area 2:** Introduce 2P, 4P and 6P time-limited parking controls and retain some unrestricted all-day parking.
  - **Area 3:** Introduce 2P time-limited parking controls on one side of residential streets and retain unrestricted parking on the other side of the street.
  - **Area 4:** No new parking controls.
  - No changes to existing specialised parking controls in all areas such as loading zones, accessible parking spaces and car share parking bays.



- 4.4 Before the new paid parking and parking controls were implemented the following community engagement activities undertaken:
- In August 2018, brochures were distributed to community about the consultation outcome and resolution of the 20 June 2018 Council Meeting.
  - In October 2018, letters were distributed to update the community on the parking changes that would be implemented and would come into effect on Monday 12 November 2018.
  - In November 2018, Variable Message Signs (VMS) were placed on key streets prior parking changes were implemented.
  - Additional information and ongoing updates of the project was provided via the project's webpage.
- 4.5 The parking control changes were installed, and new ticket machines were activated on 12 November 2018.
- 4.6 In accordance with Council resolution of 20 June 2018, Council officers monitored the impact of the parking control changes in the areas above by collecting and reviewing parking occupancy data, checking for evidence of parking redistribution to residential areas, and considering community feedback and compliance data.
- 4.7 On 20 February 2019, in response to community feedback and to improve utilisation, Council resolved to adjust the on-street paid parking rate from \$1.90 to \$1.00 per hour within the area bounded by Woodgate Street, West Gate Freeway and Boundary Street (Area 1, Attachment 1).
- 4.8 On 12 March 2019 the paid parking rate in Area 1 was reduced to \$1.00 per hour. No further parking rate changes were made.
- 4.9 In accordance with Council's resolution, Council officers continued to monitor parking occupancy as part of the 12-month evaluation of the Fishermans Bend and Port Melbourne parking controls concluding in November 2019. This evaluation is presented in this report.
- 4.10 An assessment of the parking control changes included a review of the parking occupancy surveys, payment transactions and community feedback (refer to Attachment 5).

**Area 1 Assessment into Parking Control Changes**

- 4.11 Area 1 peak parking occupancy surveys for a 4-hour period from 8am to 6pm:

Parking occupancy **Before** the parking controls and rates were introduced:

February 2018	August 2018
94%	91%

Parking occupancy **After** the changes are shown in the table below:

	May 2019 \$1.00 per hour	August 2019 \$1.00 per hour	February 2020 \$1.00 per hour
<b>2P Paid Parking</b>	28%	28%	36%
<b>All Day Paid Parking</b>	36%	37%	49%
<b>4P Free Parking (80 spaces)</b>	91%	89%	88%



4.12 The paid parking spaces in Area 1 remain below the desired target occupancy range of 75%-85%. All-day paid parking spaces were utilised more than 2P paid spaces. The highest parking demand was recorded in the 80 spaces that have the 4P free parking restriction.

4.13 Results from ticket machines and PayStay indicate that the reduction of the parking price to \$1.00 per hour in March 2019 has resulted in more vehicles parking in this area or parked for longer. The total hours purchased for each three-monthly period were approximately:

At a parking fee of \$1.90 per hour:

- 32,468 hours – December 2018 to February 2019

Note: November 2018 data was not included as controls were introduced on 12 November 2018 and drivers were adjusting to the new parking changes.

At a parking fee of \$1.00 per hour:

- 64,391 hours – March to May 2019
- 105,631 hours – June to August 2019
- 117,265 hours – September to November 2019

Refer to Attachment 3 of parking occupancy in Area 1.

4.14 It is noted the parking fee rate itself may not be the only factor that contributed to a low parking utilisation in Area 1. Other factors that influenced the parking utilisation include:

- There are available all-day or long-term (4P and 6P) free parking spaces in Area 1 or within a reasonable walking distance.
- Depending on locations people may have decided to catch public transport.
- People may now prefer to park more flexibly within commercial paid carparks, rather than pay for 2 hours paid-parking on-street.
- Visitors and workers in this area may not be aware of the low parking fee (\$1.00 per hour).

4.15 There were approximately 1,880 parking infringements issued in Area 1 between 1 November 2018 and 30 November 2019. These infringements were for motorist's failure to pay and overstaying the parking time limit.

#### **Area 2, 3 and 4 Key Findings of an Assessment into Parking Control Changes**

4.16 Areas 2, 3 and 4 (free time-restricted and all-day parking) peak parking occupancy surveys for a 4-hour period between 8am to 6pm:

	Before Parking Changes		During Parking Changes		
	February 2018	August 2018	February 2019	May 2019	August 2019
<b>Area 2</b>	95%	90%	84%	90%	89%
<b>Area 3</b>	72%	71%	66%	70%	72%
<b>Area 4 no change</b>	59%	58%	54%	58%	61%



A breakdown and grouping of the peak parking occupancy for a 4-hour period between 8am to 6pm for Areas 2 and 3:

		May 2019	August 2019
<b>Area 2</b>	<b>2P 8am to 6pm</b>	89%	89%
	<b>4P 8am to 6pm</b>	89%	87%
	<b>6P 8am to 6pm</b>	90%	89%
	<b>Unrestricted</b>	91%	90%
<b>Area 3</b>	<b>2P 8am to 6pm</b>	70%	71%
	<b>Unrestricted</b>	73%	74%

- 4.17 Parking demand in Areas 2, 3 and 4 has remained relatively stable since the introduction of parking control changes. This indicates that there is no 'spill-over' of parking demand from Area 1 to the other areas.
- 4.18 Council's Parking Management Policy (PMP), endorsed on 19 February 2020, *Section 2.1 Hierarchy of parking allocation* sets out desired parking availability targets. Refer to Attachment 4 of an extract of this Policy. In the context of Areas 2, 3 and 4 the identified parking availability is considered appropriate.

	Description of Area	Parking Category (Table 2, PMP)	Parking Availability Assessment
<b>Area 2</b>	The area comprises industrial and commercial properties that do not have convenient access to public transport.	The PMP does not specify a category or parking availability target range for an industrial and commercial area.	The parking occupancy surveys indicate at least 10 per cent of parking spaces are available. The introduction of 2P, 4P and 6P parking controls support parking turnover.
<b>Area 3</b>	The area comprises mostly residential properties with some commercial properties along Williamstown Road.	Premium long-term carparking (four-hours or more). Parking Availability Target – 10 to 25 per cent of car spaces.	The parking occupancy surveys indicate at least 25 per cent of parking spaces are available. The introduction of 2P parking controls on one side of residential street support parking turnover.
<b>Area 4</b>	The area comprises mainly residential properties.	Premium long-term carparking (four-hours or more). Parking Availability Target – 10 to 25 per cent of car spaces.	The parking occupancy surveys indicate at least 35 per cent of parking spaces are available.

## 5. CONSULTATION AND STAKEHOLDERS

- 5.1 As part of new timed and paid parking controls changes the community was able to provide feedback via email, phone call, letter, or submit their feedback via Council's online project webpage between 12 November 2018 to 31 November 2019.



- 5.2 Following the Council Meeting of 20 February 2019 resolution to reduce the parking fee in Area 1 from \$1.90 to \$1.00 per hour, emails were sent to community members listed on an existing distribution list, including businesses and community groups such as the Fishermans Bend Business Forum to update them of outcome of the Council Meeting and parking fee reduction.
- 5.3 The project webpage was updated to reflect the reduced paid parking rate of \$1.00 per hour <http://www.portphillip.vic.gov.au/FBparking.htm>
- 5.4 Variable Message Signs were installed on key roads in Area 1 to inform drivers of the paid parking rate changes.
- 5.5 Between 12 March 2019 and 31 November 2019 when parking fee was reduced from \$1.90 to \$1.00 per hour a total of 11 responses were received. A detail summary of the community feedback during this period is outlined in Attachment 5. A short summary of feedback received is as follows:
- 5 responses were received on the project webpage. This comprised of 3 responses for Fishermans Bend (Area 1 and 2) and 2 responses for Port Melbourne (Area 3).
    - 2 supported the changes
    - 2 did not support the changes
    - 1 had no preference or were unsure
  - 6 registered phone calls and emails were received. The feedback during this period was generally not supportive of paid parking and parking controls.
- 5.6 In addition to the feedback outlined in section 5.5, on 7 February 2020 emails were sent to 89 people and/or representatives who registered interest during the consultation in 2018 and the 12-months period (between 12 November and 31 November 2019). A total of three responses were received.
- 5.7 Key recurring themes of the feedback are:
- Workers in Fishermans Bend should not have to pay to park in this area.
  - Residents in Port Melbourne suggested parking permits should be free.
  - Lack of available public transport.
  - Lack of available long-term parking spaces in Area 1.
- 5.8 The following teams were engaged in the development of the Councillor Report:
- Transport Safety Engineering
  - Strategic Transport
  - Parking Enforcement
  - Finance
- 5.9 Emails will be sent to the same stakeholders identified in Section 5.6 to inform them of the Council Meeting on 3 June 2020.

## 6. LEGAL AND RISK IMPLICATIONS

- 6.1 No risks to Council have been identified.



6.2 Changing parking controls is within Council's authority under the Local Government Act.

## 7. FINANCIAL IMPACT

7.1 The total revenue generated from Area 1 in this review of the 12-months between December 2018 and November 2019 was approximately \$351,805. The result was lower than originally forecasted because of the low parking utilisation and parking fee reduction on 12 March 2019. A Council report on 20 February 2019 forecasted to generate \$891,000 at a parking rate of \$1.90 per hour in the 2018/19 budget.

7.2 A summary for the revenue for each three-monthly period is:

At a parking fee of \$1.90 per hour:

- \$61,646 – December 2018 to February 2019

At a parking fee reduced to \$1.00 per hour:

- \$66,338 – March to May 2019
- \$106,004 – June to August 2019
- \$117,817 – September to November 2019

November 2018 was not included as it does not provide a full representation of a month and drivers were adjusting to the change.

7.3 Assuming parking utilisation remains consistent with the latest available data, a parking rate of \$1.00 per hour could generate approximately \$470,000 per year.

7.4 The forecasts are based on the latest available data for September to November 2019 and during the holiday period December 2019 to January 2020.

7.5 The \$1.00 per hour is competitive with the surrounding commercial car parks and maintains a balance for the convenience of parking on-street. Refer to Attachment 6 for the benchmarking assessment. A further parking price reduction may reduce revenue if parking occupancy does not increase.

7.6 Future fees and charges, cost associated with parking occupancy surveys, consultations and installation of new parking controls (signs only) are included in Council's draft 2020/21 budget. Annual parking occupancy surveys are required to implement Council's newly endorsed Parking Management Policy.

## 8. ENVIRONMENTAL IMPACT

8.1 Paid parking is a travel demand mechanism that Council uses in conjunction with other transport improvements to improve the range of travel choices and increase travel by walking, bike riding and public transport.

## 9. COMMUNITY IMPACT

9.1 On-street parking is a public resource and it is essential that parking is shared by residents, visitors, employees and tourists in accordance with Council's Parking Management Policy.

9.2 Paid parking controls are a critical tool to support the vibrancy and activation of places, to ensure the opportunity to use on-street spaces is equitable and to allow more people to use the spaces more often.



## 10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 Strategic Direction 2 of the Council Plan 2017-27 – “We are connected and it’s easy to move around”, identified developing new policies for paid and time-controlled parking and on-street permits as a priority.
- 10.2 The project relates to Council’s Transport and Parking transformation detailed in Council’s Move, Connect, Live: Integrated Transport Strategy 2018-28 (the Strategy) and expresses Council’s commitment to make it easy for people to move around and connect with places in a way that suits them as our City grows.
- 10.3 Outcome 4 in the Strategy is that “Our community understands that parking is a limited and shared resource and works with Council to ensure fairest access” is about improving parking management to ensure equitable access whilst also supporting the liveability and economic vitality of the City.

## 11. IMPLEMENTATION STRATEGY

### 11.1 TIMELINE

- 11.1.1 July 2020: Notify the community and relevant stakeholders of Council resolution.
- 11.1.2 Depending upon Council’s endorsing the recommendation in this report, within six months, affected properties in Area 1 will be consulted on changing the 2-hour paid parking to all-day parking.

### 11.2 COMMUNICATION

11.2.1 The community will be informed via:

- Updates to the project webpage, and
- Notify existing community and business representative groups to enable relevant information to be disseminated and shared within the networks of groups.

11.2.2 Key messages:

- Fishermans Bend will support the growth of Melbourne by accommodating of 80,000 residents and 80,000 jobs by 2050 and is subject to high levels of parking utilisation in certain areas. Parking controls are required to manage an increasingly scarce resource and to ensure fair access to all stakeholder groups.
- The parking control changes have now been in place for over 12 months and Council officer’s evaluation indicate the park rate reduction has increased parking utilisation in Area 1.
- This project is part of the implementation of Council’s Move, Connect, Live – Integrated Transport Strategy 2018-20.

## 12. OFFICER DIRECT OR INDIRECT INTEREST

- 12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.





# ORDINARY MEETING OF COUNCIL 3 JUNE 2020

**TRIM FILE NO:**

**30/21/22**

**ATTACHMENTS**

- 1. Fishermans Bend and Port Melbourne Existing Parking Controls**
- 2. Parking Controls Changes for Area 1**
- 3. Fishermans Bend (Area 1) Parking Occupancy Surveys**
- 4. Parking Management Policy Section 2.1**
- 5. Fishermans Bend and Port Melbourne Community Feedback**
- 6. Parking Price Comparison February 2020**