



10.4 **PARKING MANAGEMENT POLICY 1 YEAR REVIEW
APPROACH**

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1. PURPOSE

- 1.1 To endorse the scope and approach of the one-year implementation review of the Parking Management Policy 2020.

2. EXECUTIVE SUMMARY

- 2.1 Council is committed to making it easy for our community to move around and connect with people and places as our city grows.
- 2.2 Transport and parking is a priority in the Council Plan 2021-31 Liveable Strategic Direction: A City that is a great place to live, where our community has access to high quality public spaces, development and growth are well-managed, and it is safe and easy to connect and travel within.
- 2.3 The Parking Management Policy (the Policy) Attachment 1, delivers two high priority actions identified in the Move, Connect Live Integrated Transport Strategy:
- 2.3.1 Action 30 – Develop and implement a new Parking Permit Policy
- 2.3.2 Action 31 – Develop and implement a new Parking Controls Policy (paid and time controlled).
- 2.4 The Policy provides a foundation for management of on-street and Council-managed off-street car spaces. The key objectives of the Policy are to:
- 2.4.1 Address the City's existing and future growth and transport challenges.
- 2.4.2 Provide fairer and more reliable access to parking in all locations and at all times.
- 2.5 Development of the Parking Management Policy in 2019 included:
- 2.5.1 An existing conditions report assessing the existing parking management approach and identifying issues.
- 2.5.2 Benchmarking with councils across metro Melbourne, and similar municipalities in Sydney.
- 2.5.3 Extensive community engagement, including focus groups, in-depth interviews, telephone interviews and face-to-face interviews.
- 2.5.4 Engagement on the draft Policy through a survey and workshops. Opportunities for feedback were promoted extensively through Divercity, Leader newspaper ads, emails, flyers, face-to-face promotions and social media. A majority of respondents at the time supported the Policy.
- 2.5.5 Engagement on the Draft Policy resulted in 14 changes to the Policy.



- 2.6 The Policy was adopted in February 2020 and implemented from 1 July 2021, following system alignment works and the introduction of OneCouncil.
- 2.7 Improvements to Council's website, OneCouncil parking permit system and operational processes are regularly made to support the customer experience.
- 2.8 Section 3 of the Policy outlines the review requirements.
- A review of this Policy will be completed one year after its implementation and every five years thereafter. This timeframe assumes that it often takes six to 12 months to implement many of the Policy settings and some additional time to understand how any changes are impacting on the community.*
- 2.9 It is recommended that the review:
- 2.9.1 Considers community, councillor and other feedback and issues that have emerged from the day-to-day management of parking permits, parking enforcement and parking controls since July 2021,
- 2.9.2 Is informed by data collected over the first year of implementation of the Policy, and
- 2.9.3 Provides for community feedback on the implemented Policy settings through Council's Have Your Say website.
- 2.10 Initial issues that have been identified as requiring review include:
- 2.10.1 Existing permit types not included in the Policy. These include permits issued to community groups, volunteers, Councillors, Council officers, emergency and health services workers etc.
- 2.10.2 Eligibility and access to community service and foreshore club permits.
- 2.11 It is proposed to review the issues identified in 2.10 through a principles-based evaluation including alignment with the overarching objectives and aims of the Policy, the financial impact on Council, and the ability to effectively deliver Council services. Consultation will be undertaken with relevant community groups, and other affected stakeholders as part of the review of these permit types.
- 2.12 Other issues that have been identified as requiring review include the alignment of some resident permit parking areas.
- 2.13 Impact Assessments will be undertaken on all proposed changes to the Parking Management Policy.

3. RECOMMENDATION

That Council:

- 3.1 Thanks, the community for their feedback on the Parking Management Policy over the first year of implementation.
- 3.2 Endorses the scope of the one-year review to include those parts of the Parking Management Policy that have been implemented since July 2021 with a particular focus on the following items parking permits provisions, parking permit types and definitions, residential parking areas, hierarchy of parking allocation, driveway removal clarification, permit eligibility review, monitoring evaluation framework and opportunities more broadly to improve communication and understanding of the Policy.



- 3.3 Endorses the principles by which any proposed changes to the Parking Management Policy will be assessed to include: -
 - 3.3.1 Address the City's existing and future growth and transport challenges.
 - 3.3.2 Provide fairer and more reliable access to parking in all locations and at all times.
 - 3.3.3 Be clear and easy for the community and Council officers to interpret and apply.
 - 3.3.4 Be fair and reasonable in both the outcomes it achieves and how it is implemented.
 - 3.3.5 Be flexible to suit different circumstances across Port Phillip, and responsive to changing needs as the City grows.
 - 3.3.6 Be consistent with surrounding and other similar municipalities.
 - 3.3.7 Be realistic and practical to implement, including consideration of Council resources (including the administrative efficiency of the solution).
- 3.4 Endorses the approach for undertaking the one-year review of the Parking Management Policy to be informed by data collected over the first year of implementation of the Policy and include community, councillor and other feedback received and issues that have emerged from the day-to-day management of parking permits, parking enforcement and parking controls since July 2021.
- 3.5 Provides an additional community feedback opportunity for the community on the implemented Policy settings through Council's Have Your Say website.
- 3.6 Notes the outcome of the one-year review of the Parking Management Policy will be brought back to Council at the earliest possible opportunity.

4. KEY POINTS/ISSUES

- 4.1 Our current population is projected to grow 44.12 per cent to 176,816 people between 2022 and 2041 (City of Port Phillip 2019 population forecast, forecast.id.com.au, informed decisions). This population growth and associated car use will increase demand for our limited supply of on-street parking.
- 4.2 Currently 17% of Port Phillip land is road space and 20% of this road space is used to store cars in approximately 53,000 on-street car parks.
- 4.3 Our parking management system seeks to improve equity in car parking and support the economic vitality of the City. Management of on-street car parking is done via parking permits (who can park where) and parking controls. Parking controls help us ensure turn over and access based on the local context.

Scope of the review

- 4.4 When the Parking Management Policy was implemented in July 2021, the following changes were included:
 - 4.4.1 An area-based approach for residential parking permits replaced the surrounding streets model.
 - 4.4.2 The provision of permits to new applicants was reduced compared to existing permit holders.



- 4.4.3 The prices of Foreshore Club, Musician Loading, Temporary and Visitor permits were changed; and
- 4.4.4 Organisation, Agency and Disability Organisation permit types were consolidated into Community Service Permits.
- 4.5 This report recommends that the one-year review of the Policy focuses on those settings implemented in July 2021.
- 4.6 The key items identified for review are:
 - 4.6.1 Parking permit provisions and pricing: Clarity is needed around the number of Foreshore Club Permits available for each foreshore club member and the removal of Foreshore Club concession Permits.
 - 4.6.2 4.6.2 Parking permit types and definitions: This considers which organisations are eligible for community service permits and how they are able to use them.
 - 4.6.3 It involves reviewing the range of permits issued to community groups, volunteers, Councillors, Council officers, emergency and health services etc that are not currently captured in the Policy. Temporary permit extensions to 31st December 2022 have been issued to these permit holders while this review takes place.
- 4.7 It is also proposed that the following updates and clarifications be considered in the review:
 - 4.7.1 **Residential Parking Areas:** The introduction of an area-based system for resident parking permits to replace the surrounding street model was one of the most far-reaching changes introduced in July 2021.

There has been feedback that some areas do not have enough permit parking options; and some areas are too big and encourage people to misuse their permits by using them for reasons other than to visit their home, such as going to shops or leisure services. Realignments to area boundaries to address this issue will be considered.
 - 4.7.2 **Hierarchy of Parking Allocation:** The Hierarchy is a guide to how Council prioritises the use of on street kerb space. It is divided into ten user categories, which each detail the relevant control within that type of use. Issues that will be considered include improving network efficiency by, extending “no stopping” zones to allow additional vehicle queues prior to an intersection (Category 1: Safety for People).
 - 4.7.3 **Driveway removal clarification:** Parking Permit provisions include a note that residents can request Council remove their driveway and replace it with an on-street parking space. This increases their permit eligibility. Clarification is required as to who should be responsible for the cost of this removal, and in which circumstances.
 - 4.7.4 **Permit Eligibility Review:** The Permit Eligibility Review provides an appeal channel for a review in ‘exceptional circumstances’. The review will consider if the Council officers who can undertake the review should include the delegate for Manager of Safety and Amenity.



- 4.7.5 **Monitoring and Evaluation Framework:** The Monitoring and Evaluation Framework provides that, by 2028, paid parking will only be applied to spaces that have sensor technology to collect real time information about availability.
- As new technologies including pay by phone applications are now providing occupancy data, the review will consider if the Framework should reference these technologies.
- 4.7.6 **Clearer definitions:** The review will consider feedback that clearer definitions are needed for terms such as crossover, eligible property and dwelling.
- 4.8 When reviewing the Policy, it is proposed that any changes be measured against whether the proposed solution aligns with the overarching objectives and the aims of the Policy, which are to:
- 4.8.1 Address the City's existing and future growth and transport challenges.
 - 4.8.2 Provide fairer and more reliable access to parking in all locations and at all times.
 - 4.8.3 Be clear and easy for the community and Council officers to interpret and apply.
 - 4.8.4 Be fair and reasonable in both the outcomes it achieves and how it is implemented.
 - 4.8.5 Be flexible to suit different circumstances across Port Phillip, and be responsive to changing needs as the City grows.
 - 4.8.6 Be consistent with surrounding and other similar municipalities.
 - 4.8.7 Be realistic and practical to implement, including consideration of Council resources (including the administrative efficiency of the solution).
- 4.9 In addition to the Policy objectives and aims, when assessing community service and foreshore club permits and if permits currently not captured by the Policy should be issued and if so under what conditions, the financial impact on Council and the ability to deliver Council services efficiently will be considered.
- 4.10 Some Policy settings have not been implemented and the review does not consider any changes to these Policy settings. These include,
- 4.10.1 Electronic permits replacing paper permits.
 - 4.10.2 Tiered resident permit pricing.
 - 4.10.3 Replace annual Visitor and Foreshore Permits with single-use, short-term, Visitor Vouchers, available for residents of eligible properties.
 - 4.10.4 Withdraw Combined Parking Permit so that Resident Permits, or single-use, short-term, Visitor/Foreshore Vouchers are used instead.
 - 4.10.5 Withdraw Tradesperson permits; Temporary Permits or single-use, short-term so that Visitor Vouchers are used instead.
- 4.11 Implementation of these Policy settings are being considered as part of the development of an e-permit system due by the end of 2022/23. Detailed investigations of the ePermit solution including technical specifications, architecture and procurement options are underway and further advice will be provided to Council as this work progresses.



5. CONSULTATION AND STAKEHOLDERS

Engagement on the draft Policy

- 5.1 Feedback was received from the community on the draft Policy in 2019 online via *Have Your Say*, via email, and in person at four workshops, these opportunities were promoted through:
- 5.1.1 Divercity – delivered to 63,000 households in the municipality.
 - 5.1.2 Advertisement in the Leader newspaper – total reach of 77,000.
 - 5.1.3 Email blasts to:
 - Approximately 700 recipients who subscribed via Have Your Say, the online survey and at workshops, over 7,500 organisations including businesses, sporting and recreation clubs, community centres, schools, childcare centres, community groups, neighbouring Councils and relevant government bodies; and
 - Approximately 500 additional businesses via two Placemaking e-newsletters.
 - 5.1.4 Distribution of 4,000 flyers to cafes, businesses and surrounding areas across nine shopping strips and flyers and posters placed in community centres, town halls and Council libraries.
 - 5.1.5 Face-to-face promotions and 118 hours of intercept surveying.
 - 5.1.6 Social media promotion through Facebook, Twitter and LinkedIn with 2,147 people reached and 292 engaged.

Engagement through the Review

- 5.2 As extensive engagement was undertaken for the Policy development in 2019, it is proposed that the review be based on community, Councillor and officer feedback received over the last 12 months and focus on settings that were changed with the introduction of the new Policy on 1 July 2021.
- 5.3 Additional community feedback on recently implemented Policy settings is also proposed to be sought through Council's Have Your Say website.
- 5.4 Further it is proposed that consultation be undertaken with key community groups, and other affected stakeholders on changes to permits proposed through the review.
- 5.5 Residents affected by any realignments to Residential Parking Area boundaries will be engaged.
- 5.6 The proposed engagement can be completed within BAU funding. There is no funding for more extensive community engagement.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 Legal and risk reviews were undertaken on the Parking Management Policy in 2020.
- 6.2 Risk will be considered when assessing possible review outcomes. Where necessary a legal review will be undertaken.
- 6.3 Requirements under the Local Government Act to ensure transparency around benefits for Councillors and staff, and Fringe Benefit Tax reporting requirements will be assessed as required.



- 6.4 Interaction with other relevant projects and policies will be reviewed, including Council's approach to private electric vehicle charging, the Parklet Policy, the Car Share Policy and the Council Fleet Policy.

7. FINANCIAL IMPACT

- 7.1 The cost impacts to Council of any changes to the Policy will be considered.
- 7.2 The review of the Parking Management Policy has been assumed as a BAU operational cost, this includes staffing for analysis of data and community feedback.
- 7.3 The Policy seeks to provide residents, workers and visitors travel choices that support liveability, promote health and wellbeing and contribute to the City's economic vitality.
- 7.4 The economic impact for businesses of any changes to the Policy will be assessed through an Impact Assessment, in particular changes to parking areas that abut or include retail precincts, and the types of permit available where these will be used in retail precincts.
- 7.5 This review does not propose to consider changes to the cost of parking permits or paid parking, these are set each year in the annual budget.

8. ENVIRONMENTAL IMPACT

- 8.1 The environmental impact of any changes to the Policy will be assessed through an Impact Assessment.

9. COMMUNITY IMPACT

- 9.1 The Policy aims for a City where residents, workers and visitors have lots of travel choices that support liveability, promote health and wellbeing and contribute to the City's economic vitality.
- 9.2 Ensuring carparking is available is critical to making our City liveable and easy to move around, especially for our most vulnerable communities. The Policy aims to meet the needs of our City's residents, employees and visitors, recognising that each person has their own needs, and that those needs change over time.
- 9.3 The community impact of any changes to the Policy will be assessed through an Impact Assessment.
- 9.4 A Gender Impact Assessment will be made for all changes proposed to the Policy.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 Transport and parking is a priority in the Council Plan 2021-31 Liveable Strategic Direction: A City that is a great place to live, where our community has access to high quality public spaces, development and growth are well-managed, and it is safer and easy to connect and travel within.
- 10.2 The Parking Management Policy (the Policy) delivers two high priority actions identified in the Move, Connect Live Integrated Transport Strategy:
- 10.2.1 Action 30 – Develop and implement a new Parking Permit Policy
- 10.2.2 Action 31 – Develop and implement a new Parking Controls Policy (paid and time controlled).



11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 The Policy review will be undertaken from August to December 2022

11.1.2 September-October 2022 – Community, stakeholder and internal feedback sought on implemented Policy settings.

11.1.3 November-December 2022 – Present feedback and proposed policy amendments to Council.

11.1.4 December 2022-January 2023 - Communicate changes to community

12 COMMUNICATION

12.1 Community feedback on recently implemented Policy settings will be sought through Council's Have Your Say website.

12.2 Consultation will be undertaken with key community groups, and other affected stakeholders on any changes to permits proposed through the review.

12.3 Residents affected by any realignments to Residential Parking Area boundaries will be engaged.

13 OFFICER DIRECT OR INDIRECT INTEREST

13.1 No officers involved in the preparation of this report have any material or general interest in the matter.

ATTACHMENTS 1. City of Port Phillip Parking Management Policy 2020  [Download](#)