



10.3 GRAND PRIX TRIAL TRAFFIC MANAGEMENT APPROACH EVALUATION

EXECUTIVE MEMBER: KYLIE BENNETTS, GENERAL MANAGER, CITY GROWTH AND DEVELOPMENT

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1. PURPOSE

- 1.1 To consider the Grand Prix 2022 Traffic Management Trial and Local Impact Evaluation Report, Attachment 1 including recommendations and approach for future events.

2. EXECUTIVE SUMMARY

- 2.1 The Australian Grand Prix (Grand Prix) is an international event that attracts over 400,000 visitors and is the largest event held in Port Phillip. It is a Victorian Government event run by the Australian Grand Prix Corporation (AGPC).
- 2.2 The Grand Prix took place in Albert Park from 7-10 April 2022 after a two-year absence due to COVID-19 restrictions. It has been confirmed to take place at Albert Park until 2035, with the 2023 event to be held from the 30th March to the 2nd April.
- 2.3 There was a significant increase in spending within Port Phillip over the 2022 Grand Prix weekend, \$17M higher than the average April weekend in 2022.
- 2.4 The AGPC partners with the State Government to encourage visitors to the Grand Prix to use public transport rather than cars to attend the event. In 2022 usage data over the four event days showed between 3000-11,000 people per hour travelled on public transport.
- 2.5 Council is responsible for waste management, street cleaning and management of traffic and parking services, and receives financial and other support from the AGPC to deliver these services. AGPC funding for services provided by Council is negotiated annually by Council and the AGPC.
- 2.6 In 2022 the AGPC proposed a trial of 2-hour parking restrictions and the provision of two temporary parking permits to residents to manage access during the Grand Prix.
- 2.7 The trial was evaluated using community surveys, pre- and during- event traffic and parking occupancy surveys, and community feedback.
- 2.8 The illegal removal of temporary parking restriction signage and subsequent challenges to enforcing parking restrictions during the trial, may have resulted in higher rates of long-term parking.
- 2.9 Key recommendations of the evaluation (Attachment 1) of the trial include:
 - 2.9.1 The need for temporary signage that is harder to remove;
 - 2.9.2 Ensuring only the required minimum number of poles and signs are used;
 - 2.9.3 Consideration of additional parking or traffic management measures in those streets experiencing the greatest increases in parking occupancy, particularly where parking occupancy was over 85%;



- 2.9.4 Continuing to support public and active transport access to the event to reduce the impact on traffic and parking for the local area;
 - 2.9.5 Improved communication with the community during the event; and
 - 2.9.6 Building capacity for local businesses to leverage increased visitation.
- 2.10 There is no requirement for the AGPC to support or implement the recommendations of the evaluation. However, the AGPC has worked closely with Council on the evaluation.
- 2.11 AGPC advise that the previous practice of closing roads with water filled barriers and security guards is not a treatment commonly used during major events. Instead AGPC's preference is to continue with the parking restriction approach in 2023 and beyond.

3. RECOMMENDATION

That Council:

- 3.1 Notes the findings from the Grand Prix Trial Traffic Management Approach Evaluation Report 2022 as outlined in Attachment 1 and Attachment 2.
- 3.2 Endorses temporary parking changes in the areas most likely to be impacted by the event as the traffic management approach for the 2023 Grand Prix.
- 3.3 Requests the CEO to address the recommendations outlined in the Grand Prix Trial Traffic Management Approach where feasible and practicable.
- 3.4 Requests the CEO undertakes discussions with the Australian Grand Prix Corporation on the management of parking and traffic, and other Council services, for future Grand Prix events.

4. KEY POINTS/ISSUES

- 4.1 Since 1996 physical barricades have been placed around residential streets to block access to visitors who tried to park in the area during Grand Prix. Local Area Access Passes were provided to residents so they could pass the barricades.
- 4.2 When the barriers were first implemented most parking in the area was unrestricted. Over the years a greater proportion of the affected area has been changed to permanent parking restrictions.
- 4.3 Council heard from our community that the barricades created issues including:
 - 4.3.1 People moving the barricades to access the area.
 - 4.3.2 Visitors not being able to access residences and businesses.
 - 4.3.3 Rideshare vehicles not being able to access the area.
 - 4.3.4 Inadequate checking of permits for access to the affected area.
- 4.4 In 2022 a trial, recommended by AGPC, replaced the physical barricades with temporary 2-hour parking restrictions to manage access during the Grand Prix.
- 4.5 The objectives of the trial included minimising traffic and parking disruptions to residents and businesses and to support local businesses to leverage Grand Prix visitation.



- 4.6 Unrestricted and longer-term parking was restricted to 2P between 8 am to 6 pm Thursday 7th to Sunday 10th April 2022 and residents, businesses and community organisations in the area were provided with temporary permits so they could park unrestricted in these spaces for this period.
- 4.7 An annual agreement between Council and the AGPC outlines the services provided by Council that are paid for by AGPC including the contribution made to managing parking and traffic impacts. The AGPC managed and paid for all temporary parking signage installation and removal in 2022.

Evaluation of the trial

- 4.8 Evaluation of the trial included pre- and during- event traffic, parking occupancy and community surveys and community feedback.
- 4.9 Parking occupancy surveys were undertaken on Friday 8 April and Sunday 10 April during the Grand Prix Event, and, for comparative purposes, baseline parking occupancy surveys were completed on Friday 18 March and Sunday 20 March 2022.
- 4.10 Key findings from the parking occupancy surveys were as follows
 - 4.10.1 Parking demand was highest on Sunday 10 April 2022, coinciding with the largest attendee numbers at the Grand Prix.
 - 4.10.2 There was an average of 60% - 81% occupancy rate across the survey area with streets further away from gates into the Grand Prix showing less average parking occupancy.
 - 4.10.3 Some streets, particularly those close to Gate 1, experienced parking occupancy of more than 90% at various points during the event.
 - 4.10.4 The illegal removal of parking signage which resulted in a lesser ability for Council officers to undertake enforcement activities may have contributed to increased parking occupancy.
- 4.11 Traffic surveys monitoring vehicle speed and volumes were undertaken during the Grand Prix between Friday 8 April - Sunday 10 April 2022 and for comparative purposes, baseline traffic survey data was collected between Friday 18 March to Sunday 20 March 2022 at the same locations.
- 4.12 Key findings from the traffic surveys were that most locations experienced an increase in average daily vehicle volumes during the Grand Prix and traffic speeds decreased across the area. Locations closest to Gates 1 and 2 experienced the greatest increase in traffic volumes, particularly Richardson Street, Wright Street, Nimmo Street, McGregor Street and Langridge Street. Locations further from these gates saw a smaller increase or even a decrease in traffic volumes compared to non-event days.
- 4.13 The key findings from the traffic and parking occupancy surveys were that traffic volumes and parking occupancy increased in areas closest to the Grand Prix gates.
- 4.14 The community survey (Grand Prix Traffic Management Community Survey Report 2022, Attachment 2) conducted as part of the evaluation sought to determine community perceptions on how new parking and traffic management approaches, trialled for 2022, compared to previous approaches.
- 4.15 61 people completed pre-event surveys, and 70 completed post-event surveys. All respondents indicated they were CoPP residents, and two-thirds lived within the



impacted area. Just over half of respondents were women, almost one third were aged between 35-49 years of age, and two-thirds had previously attended the Grand Prix.

- 4.16 The response rate was relatively low and thus findings are indicative of views from a portion of the community rather than representative.
- 4.17 Key findings from the Community Survey were as follows:
- 4.17.1 Dissatisfaction levels for almost all criteria were more than double that of satisfaction levels, this included for: 'quality of information received', 'success of 2P restrictions', comparisons of 2022 and 2019, 'satisfaction with ability to park', and assessments of traffic flow, amount and speed of traffic, and public transport.
 - 4.17.2 Most survey respondents reported frustration at both blatant parking infractions and at being unable to readily access their own homes during the Grand Prix. The 2P restrictions were deemed ineffective mainly due to a perception of lack of enforcement. Respondents particularly noted a perception of a lack of patrolling enforcement officers, and to a lesser degree, argued that potential fines are too small to deter Grand Prix attendees from parking all day within 2P restriction zones.
 - 4.17.3 Many respondents acknowledged the difficulty for Council in managing poor parking behaviour and wanted to see greater efforts by Council. This included better enforcement, greater fines, towing offending vehicles, or the establishment of a 'hotline' for reporting issues.
 - 4.17.4 Respondents reported witnessing removal of temporary 2P stickers from signage, reserving of multiple car parking spaces by parking across multiple parking bays, verge parking, and the theft of temporary resident parking permits from letterboxes.
 - 4.17.5 Respondents felt that the barrier approach used during the 2019 Grand Prix was more effective as they felt there were fewer non-resident cars present. However, many respondents acknowledged the difficulty in policing poor behaviour whichever traffic management approach is followed.
- 4.18 Findings from the community, traffic and parking surveys resulted in the following recommendations to resolve issues observed during the 2022 Grand Prix:
- 4.18.1 Install temporary signage that is harder to remove, especially in areas that saw a high level of illegal removal such as within 400m of the Gate 1 on Canterbury Road.
 - 4.18.2 Install temporary signage the week preceding the Grand Prix to enable time to check all signage is correct and in place before the event commences.
 - 4.18.3 Ensure only the minimum number of poles and signs required for parking management are installed.
 - 4.18.4 Investigate opportunities to enhance parking enforcement for the 2023 event.
 - 4.18.5 Consider how to manage observed increases in traffic along Richardson Street, Wright Street, Nimmo Street, McGregor Street and Langridge Street.
 - 4.18.6 Consider how to further protect resident parking access on streets with parking occupancy over 85%.



- 4.18.7 Provide a Grand Prix option in the numbered menu at the beginning of phone calls to CoPP to better direct customer inquiries and provide better capacity to quantify the number of calls specifically regarding the Grand Prix.
- 4.18.8 Set aside additional dedicated space for shared mobility parking to minimise safety and amenity issues especially around Gate 1.
- 4.18.9 Continue to support visitors to use public transport to travel to and from the Grand Prix and look to support public transport access to local businesses.
- 4.18.10 Council to continue to advocate for improved public transport connections to key high streets in the municipality to enhance the economic benefit for these areas.
- 4.18.11 Leverage increased visitation to the area and support a range of Grand Prix related community events and business activities.
- 4.18.12 Council work with AGPC to support local sports clubs during future events.
- 4.19 This report recommends Council continue to partner with the AGPC to manage parking and traffic impacts from the Grand Prix, and that recommendations from the Evaluation Report inform future discussions with the AGPC.

Other Council services and community impacts

- 4.20 Noting that, over the event period, visitors to the area increased the local spend by up to 82%, the Grand Prix provides an opportunity for local business to leverage increased visitation.
- 4.21 The evaluation recommended that Council continue to work with local businesses and the AGPC to leverage increased visitation to the area and support a range of Grand Prix related community events and business activities.
- 4.22 In addition to traffic and parking management, Council services provided to support the event include waste management, cleaning of public roads, and food safety checks on all temporary food outlets at the Grand Prix.
- 4.23 Waste management and street cleaning costs are recouped through the annual agreement with AGPC. Council directly resources health services for the event.
- 4.24 The evaluation recommended that Council continue to seek to recoup waste management and street cleaning costs from the AGPC and seeks to recoup health service costs for future events.
- 4.25 Council accommodated some Albert Park sports clubs displaced from Albert Park by the Grand Prix at Council managed sport grounds. This had flow on impacts on other sporting clubs. The evaluation recommended that Council work with AGPC to support local sports clubs during future events.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 4,000 properties impacted by the temporary parking changes were hand delivered information regarding the changes and provided two temporary parking permits to exempt them from the temporary changes.
- 5.2 Broader communication about the event to our community was undertaken through multiple channels and community members were able to submit customer requests online, via email and by telephone through ASSIST.



6. LEGAL AND RISK IMPLICATIONS

- 6.1 The 2022 trial approach was undertaken under delegation from the CEO.
- 6.2 Council is the road management authority for local roads, manages parking, and is responsible for waste management and street cleaning on all roads within Port Phillip.
- 6.3 Penalty units for an offense under the Road Safety Road Rules 2017 created under the Road Safety Act 1986 are set by the State Government. This includes breaches of parking restrictions. The value of a penalty unit is set annually by the Victorian Treasurer.
- 6.4 Under the State Food Act 1984 Council is obligated to perform inspections and surveillance of mobile and temporary food premises operating at the Grand Prix. All food premises operating within Albert Park Lake (year-round) are delegated by the State Department of Health to Council as the registering Authority.

7. FINANCIAL IMPACT

- 7.1 Council services totalling \$48,292.94 were refunded by AGPC including waste management and street cleaning, parking occupancy surveys, and half the cost of the resource for management of temporary parking permits and the community survey.
- 7.2 Council funded services totalling \$15,500 including communication across Council platforms, traffic surveys, and half of the cost of the resource to manage temporary parking permits and the community survey. In addition, Council's Environmental Health Officers attendance at the Grand Prix cost Council around \$9,900.
- 7.3 Spendmapp data shows visitors to the area over the Grand Prix period increased the local spend by up to 82%.
- 7.4 The 2022 Grand Prix period attracted 29% more local spend than did the 2019 Grand Prix period (with total spend of \$48,819,076 vs. \$37,588,165 in 2019).

8. ENVIRONMENTAL IMPACT

- 8.1 Poles, signs and sleeves used in 2022 will, where possible, be re-used in future years, reducing the need for new materials.

9. COMMUNITY IMPACT

- 9.1 The number of visitors attending the Grand Prix has an impact on the amenity of the surrounding community.
- 9.2 Having a high-profile international event held in Albert Park restricts public access to sporting clubs and the general public for a number of weeks during the event set up and pack down.
- 9.3 Council and AGPC seek to mitigate these impacts through traffic and parking management, waste management, supporting sporting clubs, and clear communication on event related works that impact the community.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 This project aligns with the Liveable and Vibrant strategic directions within the Council Plan:



10.1.1 Liveable: 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.

10.1.2 Vibrant: A City that has a flourishing economy, where our community and local businesses thrive, and we maintain and enhance our reputation as one of Melbourne's cultural and creative hubs

10.2 This trial parking management approach aligns with the Parking Management Policy Parking Permit Management section 2.4.1

10.2.1 In some instances, (such as during major sporting events) temporary parking restrictions may be applied to some spaces.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 September – December 2022 - Negotiate terms of Agreement between Council and the Australian Grand Prix Corporation for 2023 Grand Prix.

11.1.2 January 2023 – April 2023 - Support the AGPC to deliver the 2023 Grand Prix traffic management approach.

11.2 COMMUNICATION

11.2.1 Community members who expressed interest will be provided information regarding the 7th September 2022 Council meeting and how they can register to speak if they wish.

11.2.2 The Council website will be updated to reflect the findings from the evaluation and the endorsed position for future events after the 7th September 2022 Council meeting.

11.2.3 Communication will be provided to impacted residents prior to the 2023 event outlining the approach and providing temporary parking permits for the event.

12. OFFICER DIRECT OR INDIRECT INTEREST

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

ATTACHMENTS

1. **Grand Prix 2022 Traffic Management Trial and Local Impact Evaluation Report**  

2. **Grand Prix 2022 Traffic Management Trial Community Survey Report**  