10.1 COMMUNITY AND STAKEHOLDER ENGAGEMENT APPROACH - MOVE, CONNECT, LIVE - PARKING POLICY

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1. PURPOSE

1.1 To present the proposed community and stakeholder engagement approach for Move, Connect, Live – Parking Policy, for endorsement by Council.

2. EXECUTIVE SUMMARY

2.1 Transport and parking is a transformational priority in the Council Plan 2017-27.

2.2 In September 2018, Council endorsed the Move, Connect, Live Integrated Transport Strategy 2018-2028 (the Strategy), which includes a 10-year program of actions for Council, its external partners, and the community to work together to create a well-connected City for the future to make it easy for people to move around and get to places in a way that suits them as the City grows.

2.3 Our resident population (110,397 ABS 2017) is projected to grow by 23% by 2027 (Move, Connect, Live). Our road network is finite and we have limited ability to increase capacity for on-street car parking and vehicle movement.

2.4 One of the core outcomes of the Strategy, Outcome 4, is that “Our community understands that parking is a limited and shared resource, and works with Council to ensure fairest access”.

2.5 To support this outcome, two priority actions are identified in the Strategy:

   Action 30 Develop and implement a new Parking Permit Policy

   Action 31 Develop and implement a new Parking Controls Policy (Paid and time controlled parking)

2.6 The two parking policies (permits and controls) will be presented and considered together under the topic “parking policy” throughout the communications and engagement process, for ease of interpretation and clarity for community members. In this report, the two parking policy areas are referred to collectively as the Policy.

2.7 Community engagement will be conducted to help us to:

   2.7.1 build on the policy settings of the Strategy,

   2.7.2 confirm and build on what we already know about community expectations and needs around parking, and
2.7.3 ensure engagement outcomes inform policy development.

3. RECOMMENDATION
That Council:

3.1 Endorses the community and stakeholder engagement approach for Move, Connect, Live – Parking Policy.

4. KEY POINTS/ISSUES

Background

4.1 Strategic Direction 2 of the Council Plan 2017-27 identified developing new policies for paid parking and on-street permits as a priority.

4.2 Council’s Move, Connect, Live - Integrated Transport Strategy 2018-2028 (the Strategy) expresses its commitment to make it easy for people to move around and connect with places in a way that suits them as our city grows.

4.3 Outcome 4 in the Strategy “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 improve equity in car parking while also supporting the economic vitality of the City.

4.4 Critical to achieving improved parking management is the development of new parking policy for parking permits and parking controls (paid and time-controlled parking).

4.5 The Strategy includes the following scope for the Policy relating to parking permits:

4.5.1 Introduction of fixed parking precincts for individual permits, changed from street location based

4.5.2 Consolidation and simplification of the existing number of permit types, including the introduction of single-use visitor parking permits

4.5.3 Review of the maximum number of permits allowed per household, taking off-street parking into account

4.5.4 Introduction of tiered pricing structure for permits

4.5.5 Investigation into a transition from paper to electronic permits for some uses to enable a better customer experience.

4.6 The Strategy includes the following scope for the Policy relating to parking controls (paid and time-controlled parking):

4.6.1 Covers paid parking, time-controlled parking, permit parking locations, uncontrolled parking (on-street and council owned off-street car parking)
4.6.2 Developing criteria for municipality-wide pricing models, seasonal responsiveness, best-practice demand-management, and integration with land uses.

4.6.3 Considers areas of highest population, congestion and growth (South Melbourne, St Kilda Road North, Port Melbourne, Balaclava and St Kilda) and address concerns of both existing and new residents.

4.7 The following are not within the scope of Policy development:

4.7.1 changes to specific on-street parking controls

4.7.2 addressing individual parking issues.

4.7.3 developing additional Council-owned off-street parking areas

4.7.4 increasing the total number on-street parking spaces

4.7.5 reducing the total amount of controlled parking.

Policy scope and development

4.8 Policy development and refinement will be undertaken in two distinct stages:

4.8.1 Stage 1 - Policy Development will involve data collection and analysis, benchmarking against other councils, development and assessment of options, and preparation of the draft Policy. Stage 1 is programmed to be complete, including Council endorsement to release draft parking policy for consultation, in September 2019.

4.8.2 Stage 2 - Testing and Refinement will involve testing of the Policy with community and key stakeholders. Stage 2 is programmed to be complete, including Council adoption of final parking policy, in February 2020.

4.9 Both stages will involve community and stakeholder engagement. The proposed engagement approach is outlined in more detail within section four of this report.

4.10 The Policy will include an implementation plan and an evaluation plan which will commence following endorsement of the Policy:

4.10.1 The implementation plan will include staged introduction for different parts of the Policy, to manage impacts on the community and Council resources.

4.10.2 The evaluation plan will include monitoring to determine effectiveness of the Policy as it is introduced, as well as review points to enable adjustment as needed.

Policy objectives

4.11 In line with the Strategy, and findings from previous work, the overarching objectives for Council’s parking policy are:
4.11.1 address the City’s growth and transport challenges and achieve the outcomes identified in the Move, Connect, Live Integrated Transport Strategy

4.11.2 be clear and easy for community and Council officers to interpret and apply

4.11.3 be fair and equitable in both the outcomes it achieves and how it is implemented

4.11.4 be adaptable and flexible to suit different circumstances across Port Phillip, and to meet changing needs as the City grows

4.11.5 be consistent with surrounding and other similar municipalities as far as practicable, while pursuing best practice

4.11.6 be realistic and practical to implement, including consideration of Council resources.

Engagement objectives

4.12 Recognising the endorsed outcomes and scope of the Policy included within the Strategy, the overarching objectives of community and stakeholder engagement are to:

4.12.1 establish ongoing dialogue with our community and Councillors to ensure they are aware, informed and engaged at key points of the policy development process

4.12.2 educate the community on the challenges facing the City regarding parking and the choices that need to be made now to ensure a sustainable approach to managing parking for the future

4.12.3 develop an understanding of the different needs and sentiment toward parking in each of our neighbourhoods and for different users

4.12.4 engage with a statistically relevant and representative sample of our City’s population

4.12.5 engage more deeply with our community on aspects of the policy that are more complex and not easily resolved

Communications and Engagement Framework

4.13 Underpinning this engagement approach is a new organisational Communications and Engagement Framework (the Framework).

4.14 The Framework will transform our communication and engagement approach to inspire the community about the future, bring them on the journey through times of change, and ensure they understand the challenges that arise during periods of transformation and what they can do to contribute to, and play their part in, designing solutions for the future.

4.15 The Framework will:
4.15.1 provide an organisation-wide approach to developing communication and engagement strategies

4.15.2 define our brand

4.15.3 prioritise when and how we engage and communicate

4.15.4 establish a foundation for evaluating and innovating engagement delivery

4.15.5 guide the governance required to deliver against the Framework.

5. CONSULTATION AND STAKEHOLDERS

5.1 Through development of the Strategy, our community expressed strong interest in being involved in parking policy development, as parking impacts many of them daily.

5.2 Councillors have also expressed strong interest in being involved throughout the policy development process.

5.3 The engagement approach proposes meaningful and where relevant, targeted engagement with community and stakeholders on aspects of the policy that are negotiable and relevant.

5.4 In developing the engagement approach, the following were taken into consideration:

5.4.1 findings from extensive community engagement undertaken in the development of the Strategy

5.4.2 implementation of a new organisational communications and engagement framework

5.4.3 community understanding of parking as a general topic versus specifically parking permits and parking controls

5.4.4 other engagement programs that will be delivered during the engagement period.

5.5 Communication to the community and stakeholders will support the overarching narrative for the Move, Connect, Live communications campaign.

Tiers of engagement

5.6 There are three tiers to the proposed engagement approach:

- Neighbourhood
- Ward
- Deep dive
5.7 The following provides an overview of the proposed engagement approach, supported by a communication strategy that supports the overarching Move, Connect, Live communications campaign.

5.7.1 Communications campaign

- The communications campaign will build the community’s awareness and understanding about the need for parking policy, the challenges of parking policy and the opportunities to be involved in exploring solutions.

- A narrative for parking policy will be developed as part of a broader story of Council Plan Strategic Direction 2: *we are connected and it’s easy to move around*.

- Key messages include:
  - Council’s *Move Connect Live: Integrated Transport Strategy 2018-28* expresses its commitment to make it easy for people to move around and connect with places in a way that suits them as our city grows.
  - Port Phillip is well connected and accessible. However, as our population grows, we face key challenges of increased traffic congestion, competition for available parking spaces and a road network at capacity.
  - Our community and Council understand that parking is a limited and shared resource. As more people move to and through our City, the number of parking spaces per head of population is decreasing, and we need to work together to ensure fairest access.
  - Managing the demand for parking will preserve Port Phillip’s lifestyles, beauty and places, whilst improving travel choices, prioritising effective and fairer access to transport options and ensuring the liveability and safety of our streets.
  - We are aiming to consolidate and simplify our parking policies and we need your help in understanding what is important now and in the future.
  - The decisions we make now on parking must respond to the challenge of growth as these have implications for the future.

- The communications campaign will commence in March and continue throughout the life of the policy development.

- Communications will be delivered in clear, easy to understand language, through various communication channels and formats, including visual formats.

- Engagement activities will also be promoted through the communications strategy.

5.7.2 Broad engagement (neighbourhoods)

- We will engage with our community on parking and elements of parking policy in their neighbourhoods (nine in total), where they live, work and play.
• We will have the opportunity to understand community sentiment at a broad level, but also to identify shifts in sentiment at a neighbourhood level.

• This proactive approach to engaging with our community in all nine neighbourhoods will increase participation rates. It will also allow us to gather statistically relevant data to support drafting of parking policy by gaining insight into the community’s understanding, wants and needs for parking and elements of parking policy.

• Additionally, it provides opportunities to understand sentiment and gather data on other key actions in the Strategy.

• A target sample size for this engagement is 1.5 per cent of our population, which equates to approximately 1,630 people. This sample size has been determined to provide a 95% confidence rate, with a confidence interval of 4, to ensure that the data and insights drawn from the engagement are representative of the residential population.

5.7.3 Test and trial (wards)

• We will have deeper conversations with multiple stakeholders to clarify and validate what we heard through neighbourhood engagement.

• This provides opportunity to test trends in sentiment, better understand the scale of any emerging issues, test community response to the draft policy and deliver innovative activities that allow our community to trial policy in action.

• There is also opportunity to test ideas and directions with the community, and start a conversation about possible solutions.

• A proposed minimum sample size for this engagement is 300 participants, based on 100 participants per ward, and will include representation from:
  - residents with / without permits
  - resident with / without cars
  - residents living in controlled / uncontrolled parking areas
  - residents who are / are not eligible for parking permits
  - residents who are owner-occupiers / renters
  - traders and workers, including those in activity centre interface areas
  - visitors.

5.7.4 Direct and deep

• Topics requiring deeper deliberations with key community stakeholders will be identified through data from previous from neighbourhood or ward engagements.

• A deliberative engagement approach to complex issues allows the community and Council to work through these issues, possible trade-offs and co-design proposed solutions together.
• Where appropriate, Officers will design a tailored collaborative engagement approach to resolve issues that emerge through neighbourhood and ward engagements.

5.7.5 Review and reporting

• Metrics and additional key performance indicators will be applied to the communication strategy and each tier of engagement.

• Each tier of engagement will be further assessed to understand opportunities for learning and improvement in design and approach.

• Councillors will be provided regular updates on the outcomes of each stage of the communication and engagement approach.

6. LEGAL AND RISK IMPLICATIONS

6.1 Parking is a complex and contentious policy area and the policy outcomes that result from these engagement activities are unlikely to be popular with everybody. Some individuals and community sectors might continue to voice and pursue their dissatisfaction.

6.2 Additionally, community members are likely to have high expectations of the depth of engagement and their level of control over policy outcomes, based on previous conversations and input. Community members might be dissatisfied with the scope and extent of engagement proposed.

6.3 These risks will be managed through consistent and clear communication about the opportunity and extent of engagement to influence policy development, and what is in / out of scope, through our communications campaign.

7. FINANCIAL IMPACT

7.1 Costs associated with parking policy development, including communications and engagement activities, are included in Council budgets for FY2018/19 and FY2019/20. Budgets for community engagement for parking policy are $100,000 in FY2018/19 and $50,000 in FY2019/20.

8. ENVIRONMENTAL IMPACT

8.1 Community and stakeholder engagement will not have a significant environmental impact.

9. COMMUNITY IMPACT

9.1 Community members, including residents, business owners and operators, and visitors will be able to provide input into various elements of policy development, and participate in broad and targeted consultation activities.

9.2 Some of the proposed policy changes are expected to impact on parts of the community. Clear communications about what the policy will deliver, and a robust and
meaningful engagement program that considers the views of all members of our community will promote a greater understanding and acceptance of outcomes.

9.3 The community and stakeholder engagement approach will provide a strong foundation for developing parking policy that ensures fairest access to a limited and shared resource.

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 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 2018-2028 which expresses its 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 “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 improve equity in car parking while also supporting the economic vitality of the City.

10.4 The development of new policies for parking permits and parking controls are key actions in the Strategy.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 The community and stakeholder engagement approach for Move, Connect, Live – Parking Policy will commence implementation in March 2019, subject to Council endorsement.

11.1.2 Stage 1 engagement will align with Stage 1 of the parking policy development program. This is programmed to be complete (including Council endorsement to release draft parking policy for consultation) in September 2019. Engagement activities for this stage will be conducted predominantly March to June 2019.

11.1.3 Stage 2 engagement will align with Stage 2 of the parking policy development program. This is programmed to be complete (including Council adoption of final parking policy) in February 2020. Engagement activities for this stage will be conducted predominantly September to November 2019.

11.2 COMMUNICATION

11.2.1 Engagement activities for the development of parking policy will be communicated through the Move, Connect, Live Communications Campaign.
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.

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ATTACHMENTS Nil