

## Notice of Motion: Item 9.2 Elwood Beach Car Parking Fees

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1. Do we have data for the trial reduction in fees for Elwood Beach parking like we do for Fitzroy Street?
2. Have we tested the hypothesis that transactions will increase?

(Cr Baxter)

### **Response:**

1. The 2012 winter trial for reduced paid parking fees along the Foreshore was in effect from 1 July 2012 to 31 October 2012 inclusive.

The data for the trial period indicates additional motorists frequented the Elwood car park as paid parking transactions increased by approximately 40% relative to the same period in 2011 (from 8,477 to 11,847 transactions). During the trial period income reduced by approximately 3% (\$1,215).

In the following year during the same period, 2013, fewer motorists visited the Elwood car park as the car parking transactions reduced by approximately 16% relative to the 2012 trial period (from 11,847 to 9,979 transactions). Income during this period increased by 46% (\$20,564) for the same period.

2. While the data from the 2012 winter trial isn't conclusive due to such a short trial period it may indicate price elasticity at the Elwood carpark (a lower parking price increases the number parking transactions). However, as there are a large range of users of the adjacent Elwood parkland the activities provided during the year may have impacted on the number of people parking in the Elwood car park and resulting revenue. The current winter trials over a two year period, in the Waterfront Place/Station Pier and Fitzroy Street precinct and the Elwood off street car park will provide further data that can be used to analyse the impact of paid parking pricing reduction on car parking. Trial data will be reported to Council on a regular basis.

*\*Note: answers to any questions in Councillor Question Time which were answered at the meeting are included in the minutes of that meeting.*