



10.1 PAID PARKING FEE TRIAL EVALUATION: SOUTH MELBOURNE PRECINCT FINDINGS AND RECOMMENDATIONS

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1. PURPOSE

To provide Council with an update on the findings from the South Melbourne parking fee trial evaluation and seek endorsement to changes to improve parking availability and ensure paid parking controls are simpler to understand and manage.

2. EXECUTIVE SUMMARY

- 2.1 Council resolved on 21 June 2017 to implement trials of paid parking pricing changes at Fitzroy Street precinct, Waterfront Place precinct, Elwood Beach car park and South Melbourne. This report covers the evaluation of the trial removal of the 10 minute free parking zones in South Melbourne and accompanying recommendations.
- 2.2 A further report on the findings and recommendations of the remaining parking fee trials at Fitzroy Street precinct, Waterfront Place precinct and Elwood Beach car park concluding on 30 June 2019 will be tabled for consideration at a Council meeting in late 2019.
- 2.3 The South Melbourne trial started on 13 September 2017 for a 12 month period. The trial involved the removal of the 10 minutes free parking zones from four streets in South Melbourne, including on Coventry, Dorcas, Bank and Park streets between Cecil and Moray streets (the Trial Streets) and are shown in the map included at **Attachment 1**.
- 2.4 The objectives of the South Melbourne paid parking fee trial are to:
 - 2.4.1 Increase parking turnover helping customers to access local businesses.
 - 2.4.2 Reduce the amount of parking overstays within the trial streets.
 - 2.4.3 Provide consistent and easier to understand parking controls throughout the municipality.
- 2.5 The paid parking fee trials support the delivery of Council's Move, Connect, Live: Integrated Transport Strategy 2018-28 (The Strategy), endorsed in September 2018.
- 2.6 The analysis of the data collected to evaluate the impact of the trial demonstrated that:
 - 2.6.1 Based on a comparison of the average four hour peak occupancy data for before and during the trial, parking occupancy in the Trial Streets varied by one percent across both a typical week day and Saturday. This indicates the trial did not deter people from parking within these four streets. The parking occupancy graph for the Trial Streets is included at **Attachment 2**.
 - 2.6.2 On Clarendon Street (Between York and Park streets), which adjoins the trial streets and contains free, time controlled parking, the trial did not increase the



- demand for free, timed parking along Clarendon Street. The parking occupancy graph for Clarendon Street is included at **Attachment 3**.
- 2.6.3 The analysis shows that the trial did not increase parking pressures within the surrounding streets with average parking occupancy on the weekday and Saturday reducing towards a more acceptable range. The parking occupancy graph for surrounding streets is included at **Attachment 4**.
- 2.6.4 The turnover for parking spaces across the area has increased from a rate of 8.3 times per day before the trial started to 9.1 time per day at the end of the trial. This increased level of parking turnover helps customers access local businesses and destinations, consistent with the objectives of the trial.
- 2.6.5 There was a 19% increase in the number of transactions and a 27% increase in parking revenue from the 38 paid parking machines in the trial area for the 12 months of the trial compared to the previous 12 months.
- 2.6.6 Over the 12 months from September 2017 to September 2018 there were additional parking infringement within the four streets of the trial compared to the previous 12 months from September 2016. Parking vehicles overstaying time limits were easier to identify with all vehicles required to display a valid parking ticket.
- 2.6.7 As part of Councils promotion of the trial, 2,300 letters were sent to occupiers of properties within the South Melbourne neighbourhood providing an overview of the changes and a link to an on-line survey, inviting people to provide feedback on the trial. Over the life of the trial, 28 responses were received via the on-line feedback form on the project webpage. Common themes included a lack of conveniently located parking spaces to complete short errands, childcare drop-off and a lack of easy payment options. The feedback received has helped inform the officer recommendations, with more detail provided within the report.

3. RECOMMENDATION

That Council:

- 3.1 Notes the findings of the 12-month trial to remove the 10 minute free parking zones from South Melbourne.
- 3.2 Endorses the permanent removal of the 10 minute free parking zones from Coventry, Dorcas, Banks and Park streets in South Melbourne on 1 July 2019 to provide consistent municipal-wide application of paid parking.
- 3.3 Endorses changing parking controls on three (3) parking spaces on Dorcas Street, adjacent to the Childcare Centre at 219 Dorcas Street, to operate as free 10 minute parking spaces at pick-up and drop-off times between Monday and Friday, with paid parking to apply outside of these times.
- 3.4 Investigates the installation of in-ground parking sensors on Clarendon and surrounding streets of South Melbourne as part of the 2019/20 budget process, to better monitor parking availability and enable parking guidance technology via Council's PayStay smart phone application.
- 3.5 Thanks the community for providing feedback on the South Melbourne paid parking fee trial.



4. KEY POINTS/ISSUES

Background

- 4.1 At the Council meeting on 21 June 2017 Council resolved to:
“Trial the removal of the 10 minute free parking zones from South Melbourne”.
- 4.2 Council also resolved on 21 June 2017 to implement two-year trials of paid parking pricing changes at Fitzroy Street precinct, Waterfront Place precinct and Elwood Beach car park. A further report on the findings and recommendations of these trials will be tabled for consideration at a Council meeting in late 2019.
- 4.3 The objectives of the South Melbourne paid parking fee trial are to:
- 4.3.1 Increase parking turnover helping customers access local businesses.
 - 4.3.2 Reduce the amount of parking overstays within the trial streets.
 - 4.3.3 Provide consistent and easier to understand parking controls throughout the municipality.
- 4.4 The South Melbourne trial started on 13 September 2017 for a 12 month period. The trial involved the removal of the 10 minutes free parking zones from four streets in South Melbourne. The streets with the 10 minute free parking zones are on Coventry, Dorcas, Bank and Park streets between Cecil and Moray streets (the Trial Streets). The extents of the trial are shown in the map included at **Attachment 1**.
- 4.5 Evaluation of the South Melbourne Paid Parking Fee Trial was completed following the review of community feedback via the on-line survey, collecting parking occupancy data and analysing parking machine and parking compliance data.
- 4.6 The data collected and analysed as part of the evaluation of the trial included:
- 4.6.1 Quarterly parking occupancy surveys (July 2017, October 2017, February 2018 and July 2018).
 - 4.6.2 Parking machine transaction and revenue data from September 2016 to September 2018.
 - 4.6.3 Parking infringement data for parking overstays between September 2016 and September 2018.
 - 4.6.4 Community feedback provided via the project’s page on Council’s website (www.portphillip.vic.gov.au/south-melbourne-parking-trial.htm). This totalled 28 responses on the trial via this feedback mechanism.

Findings of the evaluation of the trial

- 4.7 The analysis of the data collected to evaluate the impact of the trial demonstrated that:
- 4.7.1 Parking occupancy in the Trial Streets varied by one percent when comparing the pre- and post-trial data. This indicates the trial did not deter people from parking within these four streets. Before the trial there was an average 89% 4-hour peak parking occupancy on a typical weekday and 83% on a typical Saturday. During the trial there was an average 90% 4-hour peak parking occupancy on a typical weekday and 83% on a typical Saturday. The parking occupancy graph for the Trial Streets is included at **Attachment 2**.



- 4.7.2 On Clarendon Street (between York and Park streets), prior to the trial there was an average 97% 4-hour peak parking occupancy on a typical weekday and 96% on a typical Saturday. During the trial there was an average 96% 4-hour peak parking occupancy on a typical weekday and 96% on a typical Saturday. This demonstrated the occupancy rate has remained largely consistent pre-and post-trial. Rather, the trial may have assisted in shifting some parking demand from Clarendon Street into the trial streets that intersect it. The parking occupancy graph for Clarendon Street is included at **Attachment 3**.
- 4.7.3 The analysis shows that the trial did not increase parking pressures within the surrounding streets with average parking occupancy reducing towards a more acceptable range. Prior to the trial there was an average 93% 4-hour peak parking occupancy on a typical weekday and 91% on a typical Saturday. During the trial there was an average 91% 4-hour peak parking occupancy on a typical weekday and 88% on a typical Saturday. The parking occupancy graph for the surrounding streets is included at **Attachment 4**.
- 4.7.4 Based on the analysis of parking occupancy surveys and parking machine transactions before and during the trial, the turnover of parking spaces in the area has increased from a rate of 8.3 times per day before the trial started to 9.1 time per day. This increased level of parking turnover helps customers access local businesses and destinations, consistent with the objectives of the trial.
- 4.7.5 Greater number of people parked in Trial Streets and stayed for longer in the 12 months of the trial compared to the previous 12 months, as indicated by a 19% increase in the number of transactions and a 27% increase in parking revenue from the 38 paid parking machines on the Trial Streets. This demonstrates that the trial increased the attractiveness to people to park in these streets.
- 4.7.6 Over the 12 months from September 2017 to September 2018 there were additional parking infringement within the four streets of the trial compared to the previous 12 months from September 2016. Parking vehicles overstaying time limits were easier to identify with all vehicles required to display a valid parking ticket.
- 4.7.7 As part of Councils promotion of the trial, 2,300 letters were sent to occupiers of properties within the South Melbourne neighbourhood providing an overview of the changes and a link to an on-line survey, inviting people to provide feedback on the trial. Over the life of the trial, 28 responses were received via the on-line feedback form on the project webpage. The people who responded were primarily local residents (47% of responses). Common themes included a lack of conveniently located parking spaces to complete short errands, childcare drop-off and a lack of easy payment options.

Recommendations from the evaluation

- 4.8 Based on the findings from the evaluation of the trial, permanently removing the 10 minute free parking zones in South Melbourne provides a consistent city-wide approach to paid parking across the City of Port Phillip.
- 4.9 To address the community feedback received as part of the trial, it is recommended to:
- 4.9.1 Change parking controls on three (3) parking spaces on Dorcas Street, adjacent to the Childcare Centre at 219 Dorcas Street, to operate as free 10 minute



parking spaces at pick-up and drop-off times between Monday and Friday, with paid parking to apply outside of these times. This is consistent with parking controls outside similar centres in other neighbourhoods of Port Phillip.

- 4.9.2 Investigate the installation of in-ground parking sensors on Clarendon and surrounding streets of South Melbourne as part of the 2019/20 budget process, to better monitor parking availability and enable parking guidance technology via Council's PayStay smart phone application. (Council's roll-out of PayStay smartphone application was completed in October 2018 to made it easier for people to quickly pay for parking in South Melbourne and only for the time they use).

5. CONSULTATION AND STAKEHOLDERS

- 5.1 As part of Council's promotion of the trial, 2,300 letters were sent to occupiers of properties within the South Melbourne neighbourhood providing an overview of the changes and a link to an on-line survey, inviting people to provide feedback on the trial.
- 5.2 There were stickers placed on the sides of all parking machines within the trial area, promoting the change to parking arrangements.
- 5.3 The data collected as part of the evaluation of the parking fee trial in South Melbourne included an on-line survey that was promoted at the commencement of the trial and remained open over the 12 months to gather feedback from the community.
- 5.4 The on-line survey received 28 responses over the trial period. The people who responded were primarily local residents (12 responses - 47% of respondents).
- 5.5 The following teams within Council were consulted as part of devising the officer recommendations of this report:
- a) Finance
 - b) Parking Permits and Enforcement
 - c) Placemaking
 - d) Strategic Transport
 - e) Transport Safety Engineering

6. LEGAL AND RISK IMPLICATIONS

- 6.1 No major 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 No additional resources were allocated to monitor parking compliance with the Trial Streets.
- 7.2 The trial has resulted in approximately \$725,000 additional revenue from parking infringement notices and paid parking machine income. The increase in potential revenue from increased turnover of parking spaces and parking officers having greater certainty in determining vehicles overstaying parking time limits.



8. ENVIRONMENTAL IMPACT

- 8.1 Implementation of parking controls may reduce vehicle greenhouse gas emissions by promoting a reduced reliance on car based transport.
- 8.2 Paid parking is a travel demand mechanism that Council using in conjunction with other transport improvements to improve the range of travel choices and increase travel by walking, bike riding and public transport.
- 8.3 As part of an overall parking management approach, consistent with the Strategy, Council's consistent application of paid parking fees has the potential to reduce the amount of people driving their car around the streets of South Melbourne looking for a car space through redistributing the demand for parking across a wider number of streets. In doing so it has the potential to marginally reduce air pollution and carbon emissions through reducing the distance people are driving to find a parking space.

9. COMMUNITY IMPACT

- 9.1 The trialling of consistent application of paid parking has been a success. It has improved parking turnover and provided better access to businesses and destinations within the trial area and hasn't deterred people from parking in these streets of South Melbourne.
- 9.2 Making the trial permanent will increase the ease of understanding, provide greater consistency across Port Phillip's neighbourhoods in the operation of paid parking and make it easier for Council to administer.
- 9.3 Council has heard the feedback from the community. Council intends to respond by making some changes to parking controls to provide some free short term parking spaces and deploy parking technology to ensure the parking controls suit the surrounding land uses and level of activity.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The parking fee trial and recommended actions to improve parking management in the South Melbourne neighbourhood directly supports Strategic Direction 2: 'We are connected and it's easy to move around'. The City of Port Phillip Council Plan 2017-2027 included the strategic outcome of 'demand for parking and car travel is moderated as our City grows' and that council will work toward this by 'Managing parking demand through technology, policy and pricing'.
- 10.2 The Council Plan 2017-2027 specifies the priorities for the next 4 years including:
Implement clever parking initiatives that help manage parking supply and turnover, and improve customer experience.'
- 10.3 The paid parking fee trial is directly related to Council's Transport and Parking transformation.
- 10.4 Prior to the implementation of the paid parking fee trial there was a specific arrangement for four streets of South Melbourne that was different to how paid parking operated in the remainder of Port Phillip. This lead to confusion and uncertainty for drivers wanting to park and pay. Concerns were raised from other commercial precincts about fairness of the South Melbourne parking fee arrangement and parking enforcement officers expressed difficulties in ensuring the integrity of parking management.



10.5 The paid parking fee trial has introduced easier to understand and enforce changes to parking payment, complemented by the introduction of new short-term parking spaces. This provides simple to use, understand and administer paid parking, contributing to the delivery of Council’s Move, Connect, Live – Integrated Transport Strategy 2018-28.

11. IMPLEMENTATION STRATEGY

11.1 Timeline

The proposed timeline for implementation of the officers recommendation is as follows, noting there may be minor changes to these timeframes based on Council’s contractors:

Date	Task	Comment
15 May 2019	Council Meeting	A report proposed adjustment to the paid parking pricing parking controls
June 2019	Public Information	Inform those people that provided feedback on the trial via email of Council’s decision and the 1 July 2019 start date for the permanent removal of the 10 minute free parking zones in South Melbourne.
1 July 2019	10 minute free parking zone removed	The removal of the 10 minute free parking zones in South Melbourne comes into effect, with signage on the paid parking machines updated as required to reflect the change.
July 2019	Dorcas Street parking changes implemented	The three free 10 minute parking spaces for drop-off and pick-up times are installed adjacent to the Childcare Centre at 219 Dorcas Street, in consultation with the Childcare Centre.

Communication

11.2 The community will be informed (pending a Council decision) via:

- a) The project email distribution list;
- b) Updates to the project webpage; and
- c) Sticker signs promoting the easy ways to pay for parking placed on the paid parking machines located within the four streets.

Key messages:

11.3 The paid parking fee trial for South Melbourne ran for 12 months from September 2017 has been completed and its evaluation indicates improvements to parking turnover. Based on the success of the trial, Council is making the removal of the first 10 minutes free parking arrangement permanent, commencing on 1 July 2019.

11.4 Council has listened to the feedback provided by members of the community. To make it easier for people to find an available car space in South Melbourne, Council will



implement some changes to some of the parking controls in the area alongside the deployment of additional parking technology to make it easier to find a parking space.

11.5 This includes providing three free 10 minute parking spaces to support drop-off and pick-up outside the Childcare Centre at 219 Dorcas Street and investigating the deployment of additional parking technology.

11.6 This project is part of the implementation of Council's Move, Connect Live – Integrated Transport Strategy 2018-28.

12. OFFICER DIRECT OR INDIRECT INTEREST

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

TRIM FILE NO:

30/21/22

ATTACHMENTS

- 1. Map of South Melbourne streets for the paid parking fee trial**
- 2. Trial Streets - Graph of Comparative Parking Occupancy**
- 3. Clarendon Street - Graph of Comparative Parking Occupancy**
- 4. Surrounding Streets - Graph of Comparative Parking Occupancy**