



Engagement Summary Report

Draft Parking Management Policy



Draft Parking Management Policy

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Introduction and project background

The City of Port Phillip (CoPP) developed a draft Parking Management Policy (draft Policy) to provide a framework for the ongoing management of CoPP's existing 53,000 on-street and 4,000 Council-owned off-street spaces used for parking and storage of motor vehicles.

This draft Policy has been developed in line with the priorities identified in City of Port Phillip's:

- Council Plan 2017-27
- Move, Connect, Live: Integrated Transport Strategy 2018-28

The purpose of this report is to summarise the engagement activities and key findings from the community consultation undertaken for the draft Parking Management Policy. The proposed Policy settings were:

- Residential Parking Areas
- Maximum number of Resident Parking Permits for households without off-street parking
- Maximum number of Resident Parking Permits for households with off-street parking
- Tiered pricing for Resident Parking Permits
- Single-use, short-term visitor parking vouchers
- Single-use, short-term foreshore parking vouchers
- Demand responsive time controls and pricing to manage carparking availability

Engagement methodology

The Port Phillip community was invited to provide feedback on the proposed Policy settings between 7 October and 10 November 2019. The comprehensive program of engagement reached a broad cross-section of the Port Phillip community including residents, visitors, business owners and Residents' Groups.

CoPP provided a range of opportunities for the community to have their say on the proposed Policy settings, including an online survey, four workshops, and intercept surveying on the streets of Port Phillip.

The survey was completed by 681 people. This represents a statistically relevant sample size. With a confidence level of 95 per cent, survey responses give a confidence interval of ± 3 , indicating a high level of reliability that the results are indicative of the general community sentiment in Port Phillip.

Survey respondents and workshop participants were asked to provide their level of support for the proposed Policy settings and their reasons for that view to inform Council's consideration of the proposed Policy settings or actions to support effective implementation. Detailed information on the community engagement methodology and demographic results is included in Appendix One.

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Who we engaged

A range of questions were asked to establish whether demographics of respondents influenced each proposed Policy setting:

1. Do you own / jointly own a vehicle?
2. Are you a City of Port Phillip resident?
3. Do you have a Parking Permit from the City of Port Phillip?
4. Is your property eligible for a Parking Permit?
5. How many Parking Permits do you have?
6. Please indicate the status of your primary residence.
7. As well as being a City of Port Phillip resident, do you have a secondary connection to the City of Port Phillip?
8. What is your primary connection to the City of Port Phillip?
9. What gender do you identify with?
10. Please indicate your age.
11. Which suburb do you live in?

The following age groups were used in the analysis of the respondents' data. The age groups include individuals who are similar in age group and life stage.

Please indicate your age.

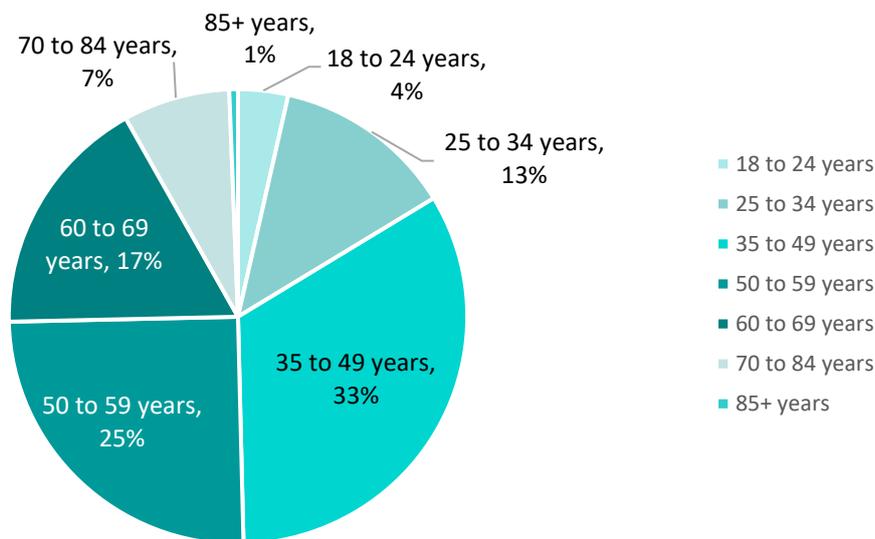


Figure 1: Age groups of survey respondents.



The survey respondents represented each of the Port Phillip suburbs, with 90 per cent of the 681 respondents indicating they were residents of the municipality.

Which suburb do you live in?

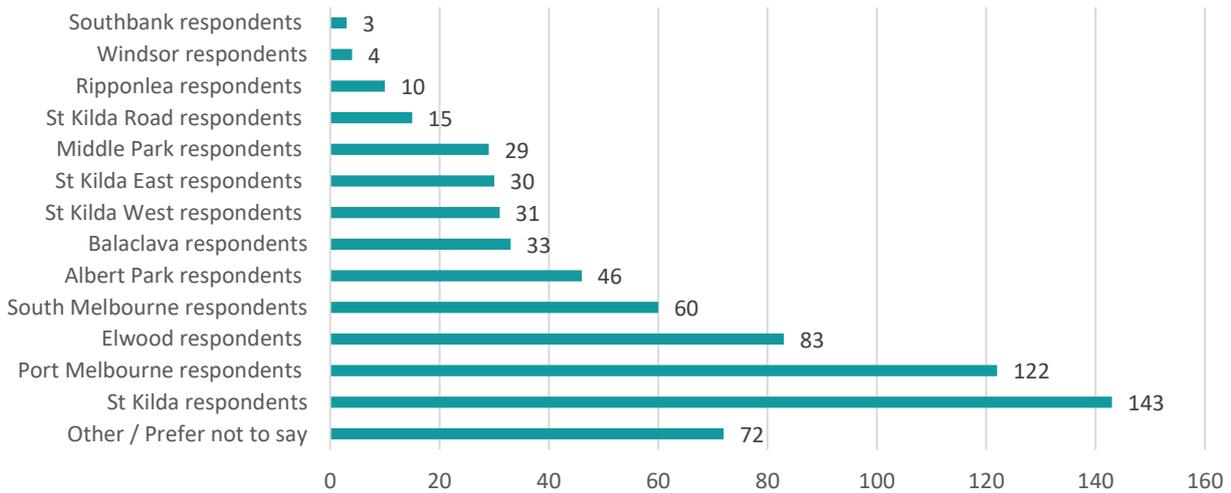


Figure 2: Location of survey respondents.

Respondents represented car owners (92 per cent) and non-car owners (eight per cent), residents with and without Parking Permits (63 per cent and 37 per cent respectively), and a mixture of people who rent (16 per cent) or own their homes (74 per cent).

There were also 31 participants across the four workshops. Two of the four workshops held during this consultation period were open to CoPP residents to provide an opportunity to undertake a deeper conversation on three key proposed Policy settings:

1. Residential Parking Areas
2. Proposed changes to Resident Parking Permit provisions and costs
3. Single-use, short-term visitor parking vouchers and single-use, short term foreshore parking vouchers.

A workshop was also held for Residents’ Groups; the workshop followed the same format and key topic areas as the resident workshops.

A final workshop was held for City of Port Phillip businesses with the same format as the resident workshop with the exception of the proposed Policy settings being:

1. Residential Parking Areas
2. Demand responsive time controls and pricing to manage carparking availability

Feedback from workshop participants has been included in the following analysis.

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Summary of community engagement findings

The results of the survey and the workshops yielded some fairly consistent themes and comments on the proposed Policy settings and parking within Port Phillip.

Key themes identified included:

- **Fairness:** Many respondents cited fairness as the basis of their support for most of the proposed Policy settings.
- **Simplicity:** Many stakeholders expressed a desire for Policy settings that are easy to understand and apply.
- **Convenience:** Many residents with on-street parking would like to be able to park in front of or very close to their home.
- **Price:** The cost of parking was noted as a concern for many in the community. There were views on both sides of the topic with many residents requesting free parking, alongside others who believe Parking Permit costs should be increased to act as a disincentive to car ownership and to reflect the value of parking as a limited and valuable resource.
- **Local economy:** Supporting access to Port Phillip businesses by the community and visitors was noted as a key consideration.
- **Incremental change:** 'Grandfathering' was the preferred approach for the introduction of proposed Policy settings, with many home owners wishing to avoid changes to Parking Permit provisions and costs until after their property is sold.
- **Mobility and accessibility:** Survey respondents and workshop participants alike questioned the application of the proposed Policy settings for people with disability, elderly residents and families with children.

The survey results indicated that there was general community support for the proposed Policy settings with results, as follows:

- Residential Parking Areas – 62 per cent support
- Maximum number of Resident Parking Permits for households without off-street parking – 61 per cent support
- Maximum number of Resident Parking Permits for households with off-street parking – 64 per cent support
- Tiered pricing for Resident Parking Permits – 60 per cent support
- Single-use, short-term visitor parking vouchers – 60 per cent support
- Single-use, short-term foreshore parking vouchers – 59 per cent support
- Demand responsive time controls and pricing to manage carparking availability – 53 per cent support.



Residential Parking Areas

Overview

Currently, those with Resident Parking Permits are restricted to parking in their street, cross-streets or adjacent streets.

This proposed Policy setting has been designed to provide greater flexibility for people to find a carpark near where they live.

CoPP has identified 35 Residential Parking Areas, with each based on reasonable walking distance (400m) from a resident's property to their car as well as adjacent land uses such as activity centres.

Where streets form the boundary of a Residential Parking Area, permit holders will be permitted to park on both sides of the street.

Level of support

Survey respondents and workshop attendees were asked "Do you support the approach to Residential Parking Areas?" with 62 per cent of survey respondents indicating they support the proposed Policy setting as shown below.

Across the four workshops, an average of 17 per cent of participants selected a four as their level of support and 17 per cent of participants selected a five as their level of support on the five-point scale, with five being the highest level of support.

Do you support this proposed approach to Residential Parking Areas?

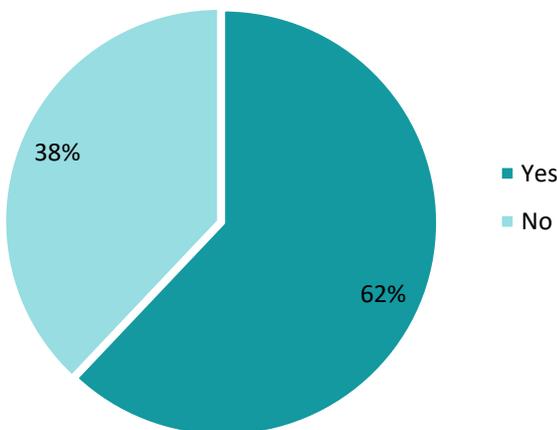


Figure 3: Level of support for Residential Parking Areas – survey respondents.

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Do you support this proposed approach to Residential Parking Areas?

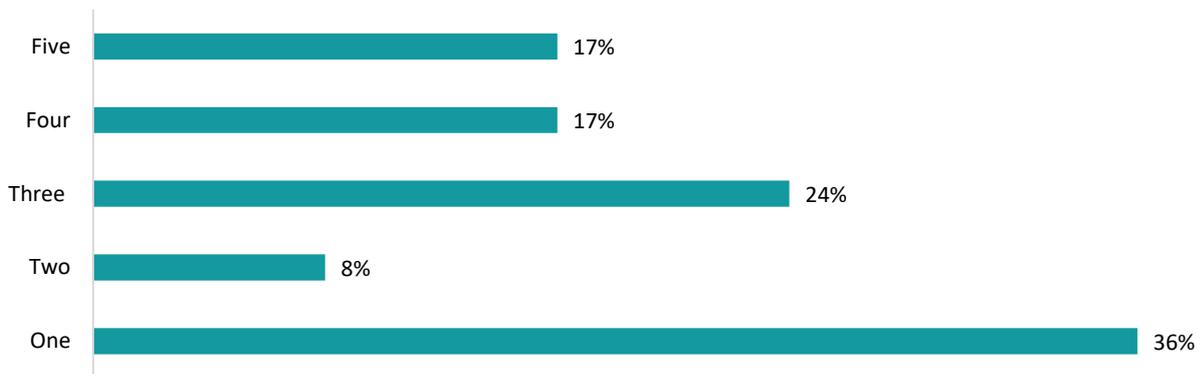


Figure 4: Level of support for Residential Parking Areas - workshop participants.

Key findings

- There was broad support for flexibility in parking locations for residents close to their homes.
- There was some concern that Residential Parking Areas will reduce the available spaces close to homes and that some residents may have to park further from their homes.

Identified support

- The proposed Policy setting is regarded as being a fair and logical system that is easy to understand.
- This proposed Policy setting may provide greater flexibility and an increase in carparking options for residents, especially those living in higher density or high-demand areas.
- “Seems logical and easier to understand than the current street-based system”.
- “Will create more options to find a parking space close to home”.

“There are not always spots available on our street to park, so having an area available rather than just the crossover would be preferable” – Balaclava.



Identified concerns

- May encourage people from other streets and non-residents to park in their street causing congestion.
- Disparity in the sizes of some Residential Parking Areas, particularly areas two and three. One workshop participant was concerned there were approximately 200 streets in an area.
- This may be confusing for people who live on the boundaries of Residential Parking Areas.
- Concern over regulation and policing. Currently residents know who parks in their streets and who doesn't belong.
- Will this mean we need to buy Parking Permits when we don't currently?
- Approval for rental apartments without adequate off-street parking is causing parking issues.

“I want to park close to my home” - St Kilda West.

Findings by suburb

The proposed Policy setting was supported by respondents in all of the Port Phillip suburbs.

Respondents in Balaclava and St Kilda showed the highest level of support for the proposed Policy setting. Out of the 33 respondents from Balaclava and 144 from St Kilda, 64 per cent, (21 respondents) and 63 per cent, (90 respondents) respectively showed support for Residential Parking Areas.

Respondents that did not indicate they live in a Port Phillip suburb showed 91 per cent support out of 57 responses.

Findings by gender

Support from female and male respondents were similar at 64 per cent support from female respondents and 60 per cent support from male respondents.

Findings by age group

The younger age groups of 18 to 24 years old and 25 to 34 years old showed higher levels of support for Residential Parking Areas. Of the 108 combined respondents in these age groups, 73 per cent indicated they supported this approach.

Respondents aged between 35 and 49 years old showed a significant level of support, at 61 per cent of 217. Similarly, those aged between 50 and 59 years old showed a 60 per cent support rate out of the 165 respondents and those aged between 60 and 69 years old showed a 60 per cent support rate out of the 112 respondents.

Of the 53 responses for the ages 70 to 84 and 85 and over, there were 58 per cent of respondents who showed support for this approach.

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Findings by number of Parking Permits held

The number of total Parking Permits held by respondents may have influenced their level of support for Residential Parking Areas. Overall, respondents who identified as holding one permit or less showed a higher level of support for the proposed Policy setting.

- Respondents who identified as not holding any permits and identified as being eligible for Parking Permits (87 respondents) - 72 per cent support
- Respondents who identified as holding one permit (167 respondents) - 61 per cent support
- Respondents who identified as holding two permits (131 respondents) - 49 per cent support
- Respondents who identified as holding three or more permits (86 respondents) - 48 per cent support

Findings by status of primary residence

Of the 502 respondents who indicated that they or their family owned their primary residence, 55 per cent (275 respondents) identified they would support Residential Parking Areas.

Of the 107 respondents who identified as renting their primary residence, 74 per cent (79 respondents) were supportive of the proposed Policy setting.

Community requests from workshops and the survey

- Make the Residential Parking Areas smaller.
- Ensure accessible parking spaces are available near homes.

Maximum number of Resident Parking Permits for households without off-street parking

Overview

The proposed approach is to reduce the total number of annual Resident Parking Permits available to each eligible residential property without off-street parking from three to two, with the option of also obtaining short-term, single-use vouchers for visitor and / or foreshore parking.

Level of support

Survey respondents, resident workshop participants and Residents' Groups workshop participants were asked "Do you support the approach to the maximum numbers of Residential Parking Permits?" In response, 61 per cent of survey respondents indicated they support the proposed Policy setting.



The level of support shown by workshop participants was slightly lower with 23 per cent selecting a four for the level of support and 27 per cent selecting a five as shown in Figure 6.

Do you support this proposed approach to the number of Resident Parking Permits?

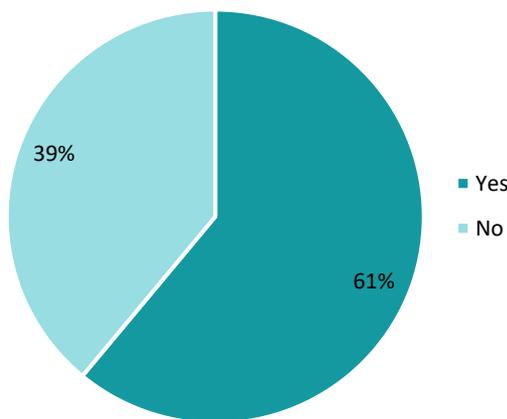


Figure 5: Level of support for maximum number of Resident Parking Permits for households without off-street parking – survey responses.

Do you support this proposed approach to the number of Resident Parking Permits?

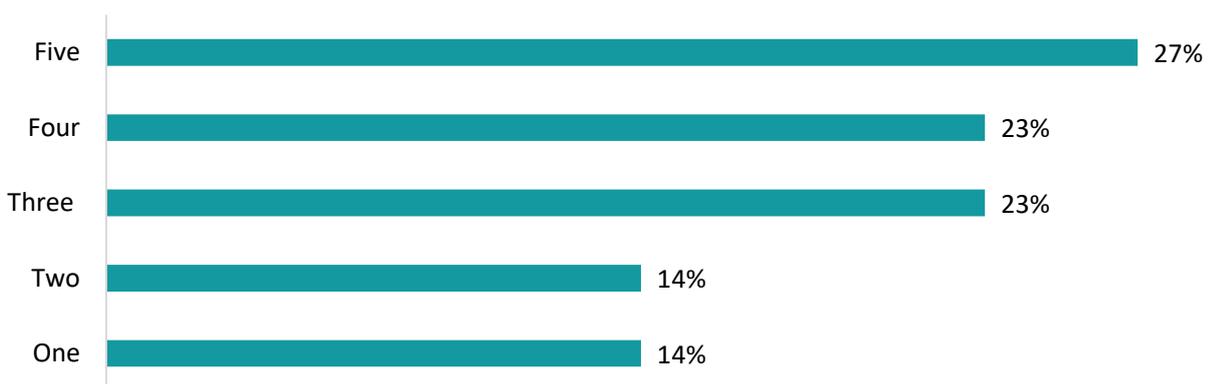


Figure 6: Level of support for maximum number of Resident Parking Permits for households without off-street parking - workshop responses.

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Key findings

- Many survey respondents and workshop participants felt that the reduction in the number of Resident Parking Permits was reasonable and fair.
- There was recognition that parking is a limited resource and that reducing the number of vehicles within Port Phillip would be a good outcome.
- There was concern about how this would impact on families with adult children living at home and people living in share houses.
- The proposed implementation date of 2025 for existing Resident Parking Permit holders was well supported by workshop participants and eased some concerns about the impact on adult children living at home.

Identified support

- Fairer system for all, preventing misuse of permits.
- Encourages public transport options and discourages car ownership.
- Decreasing the maximum number of Resident Parking Permits may discourage car ownership and / or unnecessary car trips.
- Encourages use of garages and driveways and may increase availability of on-street parking.
- Two permits per household seems reasonable

“Two passes per household seems fair” - St Kilda.

Identified concerns

- Unfair on residents to have to pay for parking.
- Approach should be based on number of bedrooms or property size.
- Three Resident Parking Permits should be the minimum as many households have three or more residents who use a car.

“Part of the reason for buying property in Port Phillip was ample access to parking even when kids get licences” – Port Melbourne.

Findings by suburb

The proposed Policy setting was supported by respondents in all Port Phillip suburbs except for Albert Park (45 per cent) and Middle Park (41 per cent). The proposed Policy setting was strongly supported by respondents in Balaclava (82 per cent), Melbourne (St Kilda Road) (80 per cent), and Ripponlea (80 per cent).



Findings by gender

The proposed Policy setting was supported by 65 per cent of female respondents, while 59 per cent of male respondents showed support. Respondents who did not provide their gender indicated disapproval with 37 per cent support.

Findings by age group

Support for this proposed Policy setting was strong with those aged between 18 and 24 years old (87 per cent) and those aged from 70 and above (71 per cent). Those aged between 50 and 59 years old were the least likely to support the change (55 per cent). The group who preferred not to provide their age showed 39 per cent support for the proposed Policy setting.

Findings by number of Parking Permits held

The number of total Parking Permits held by respondents significantly influenced their support for the change in the maximum number of permits. Overall, respondents who identified as holding one permit or less showed a much higher level of support for the proposed Policy setting.

- Respondents who identified as not holding any permits and identified as being eligible for Parking Permits (87 respondents) - 75 per cent support
- Respondents who identified as holding one permit (167 respondents) - 75 per cent support
- Respondents who identified as holding two permits (131 respondents) - 56 per cent support
- Respondents who identified as holding three or more permits (86 respondents) - 24 per cent support.

Findings by status of primary residence and connection with Port Phillip

Respondents who indicated that they or their family owned their primary residence (503 responses) were split on their support for the reduction in the maximum number of Resident Parking Permits with 57 per cent of these respondents in support of this proposed Policy setting. Of the respondents who identified as renting a property (107), 74 per cent were supportive of the proposed Policy setting.

There were 36 respondents who identified as owning a business in CoPP. Of these, 58 per cent were supportive of the proposed Policy setting.

Community requests from workshops and the survey

- Provide a long lead time for implementation to enable adult children to move or other arrangements be made for vehicles and parking.
- Some suggested 'grandfathering' current Resident Parking Permit conditions until the property is sold.

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Maximum number of Resident Parking Permits for households with off-street parking

Overview

This proposed Policy setting aims to reduce the maximum number of Resident Parking Permits available to each eligible residential property with a crossover (driveway) from the front of their property to the street, based on the width of the driveway.

Level of support

Survey respondents were asked “Do you support the approach to maximum numbers of Resident Parking Permits for households with off-street parking?” In response, 64 per cent of survey respondents indicated they support the proposed Policy setting.

A formal indication of support for this proposed Policy setting was not part of the workshop activities.

Do you support this proposed approach to reducing the number of Resident Parking Permits for households with off-street parking?

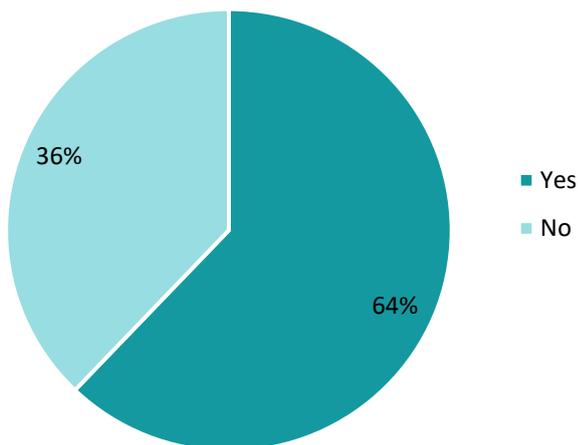


Figure 7: Level of support for reducing the maximum number of Resident Parking Permits for households with off-street parking – survey responses.



Key findings

- Residents who identified as paying higher rates for larger properties with off-street parking felt unfairly penalised by this proposed Policy setting.
- Survey respondents and workshop participants wanted further detail about how crossovers would be assessed to consider their accessibility and usability. Some expressed concerns that their driveways can not be used and sought assurances that this would be considered by CoPP.
- Many felt that this was a fair and equitable approach and may free up on-street parking spaces for those without off-street parking.

Identified support

- Unfair of residents to not use their off street parking space.
- Seems fair and helps people with no off-street parking facilities.
- This is a fairer, more community-minded approach.
- Encouraging residents to use off-street parking where available should lead to a decrease in street congestion and an increase in on-street parking for other residents and visitors.

“Two per house plus visitor permits is a reasonable amount for an inner city area” – Other location.

Identified concerns

- Could disadvantage households who need multiple cars.
- This may not be a suitable approach for properties with a garage that is too small for a vehicle, unusable driveways (for example due to narrow / congested streets, heritage listings) or parking spaces that are not accessible for a resident with a disability.
- Residents pay a premium for additional land and space and should be able to utilise this as they please.

“Bigger house but shouldn't be penalised” – Elwood.

Findings by suburb

This proposed Policy setting was supported by survey respondents in most CoPP suburbs, returning an average result of 66 per cent support.

Respondents in Balaclava (85 per cent), St Kilda (67 per cent) and Albert Park (70 per cent) showed the highest level of support for the proposed Policy setting. Those in St Kilda West showed the lowest level of support for the proposed Policy setting at 39 per cent (31 respondents).

The respondents who did not provide a suburb (68 respondents) were supportive at 78 per cent.

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Findings by gender

Support from female survey respondents was at 66 per cent. Males were at 60 per cent. Respondents who did not provide their gender were also supportive at 66 per cent.

Findings by age group

Younger age groups showed significantly more support for this proposed Policy setting, including those aged between 18 and 24 years old (87 per cent support) and 25 to 34 years old (77 per cent support). The lowest support was shown by those aged between 50 and 59 years old (58 per cent). However, similarly to previous results, those aged 70 and above showed increased support (65 per cent).

Findings by status of primary residence and connection with City of Port Phillip

Respondents who own a home or their family owns their home (502 respondents) supported the proposed Policy setting at 58 per cent. Of those who rented their homes, 76 per cent (107 respondents) were supportive.

The proposed Policy setting was supported by 83 per cent of visitors (70 respondents), while 62 per cent of residents (610 respondents) expressed support. 63 per cent of business owners (35 respondents) supported the changes, while 71 per cent of workers (70 respondents) were in favour.

Findings by number of Parking Permits held

Consistent with previous findings, level of support decreased with the higher number of Parking Permits owned by the respondent.

- Respondents who identified as not holding any permits but who were eligible for Parking Permits (87 respondents) - 71 per cent support.
- Respondents who identified as holding one permit (167 respondents) - 66 per cent support.
- Respondents who identified as holding two permits (131 respondents) - 57 per cent support.
- Respondents who identified as holding three or more permits (86 respondents) - 55 per cent support.

Community requests from workshops and the survey

- Clearly define the requirements for cross-overs and usable off-street parking.
- Review the viability of off-street parking before reducing the number of Resident Parking Permits.



Tiered pricing for Resident Parking Permits

Overview

The draft Policy proposes the introduction of tiered pricing for Resident Parking Permits; with the first Resident Parking Permit to be cheaper than it is currently - decreasing the cost from \$83 per annum to \$60 per annum – and subsequent Resident Parking Permits priced at \$120 each.

Level of support

Survey respondents and workshop attendees were all asked “Do you support the approach to introducing a tiered approach to pricing for Resident Parking Permits?”

In response, 60 per cent of survey respondents indicated they support the proposed Policy setting.

Workshop participants expressed support for the proposed Policy setting, although some participants expressed concern about the potential costs for families with adult children and suggested the grandfathering of existing provisions until homes are sold.

Do you support this proposed approach of tiered pricing for Resident Parking Permits?

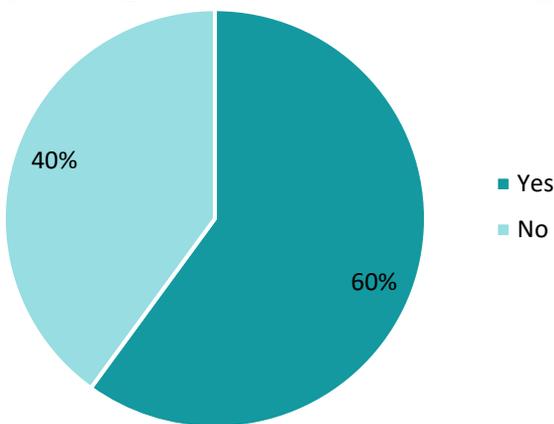


Figure 8: Level of support for tiered pricing for Resident Parking Permits – survey responses.

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Do you support this proposed approach of tiered pricing for Resident Parking Permits?

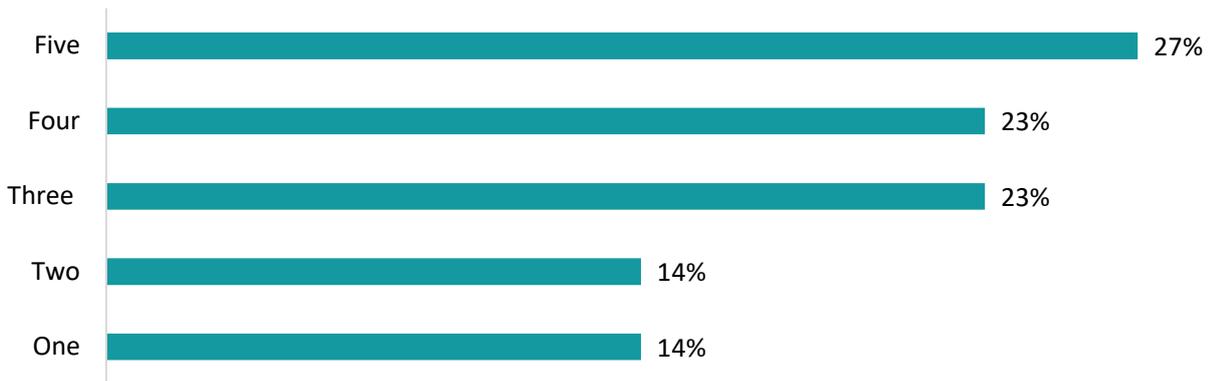


Figure 9: Level of support for tiered pricing for Resident Parking Permits - workshop responses.
Note: Includes responses on proposed maximum numbers of Resident Parking Permits.

Key findings

- Respondents who live in a share house arrangement felt that this approach could make it difficult to allocate permits in their household.
- Some respondents feel that introducing a tiered system will encourage residents to utilise available off-street parking, rather than purchasing additional Resident Parking Permits at \$120 per permit.

Identified support

- Proposed pricing seems fair and reasonable.
- The discount for Concession Card holders is good.
- Residents should pay more for every additional permit.
- Prevents over-purchase of permits or encourages fewer cars per household.
- A tiered pricing structure may further encourage residents to utilise off-street parking where available rather than purchasing additional permits and using on-street parking spaces.
- Increasing the cost of additional permits may decrease the number of cars in CoPP, and encourage greater use of alternative modes of transport.

“Self-evident. One car may be a necessity. Two, less so and should shoulder more of the cost” – Albert Park.



Identified concerns

- Unfair to charge ratepayers to park in their own street.
- May not be the fairest approach for share houses and multiple occupant dwellings.
- The cost was a concern for some. The costs of second and third permits at \$120 each were of concern, along with the increase in total price to \$300 for purchasing three permits.
- Some respondents felt that residents who were economically disadvantaged, or did not have good access to public transport and required more than one vehicle, were unfairly penalised by this proposed Policy setting.
- Some respondents suggested the first or all of the Resident Parking Permits should be free of charge. Continuing to provide permits to Concession Card holders free of charge was also mentioned as part of this theme.

“The first Parking Permit should be free as it is in Stonnington with equally severe parking problems” – Ripponlea.

Findings by suburb

Those in Balaclava (70 per cent support, 33 respondents), St Kilda (68 per cent support, 143 respondents), St Kilda East (73 per cent support, 30 respondents) and South Melbourne (60 per cent support, 60 respondents) were most in favour of the proposed Policy setting.

Respondents from other suburbs showed less support towards the proposed change, such as Middle Park (34 per cent support, 29 respondents), St Kilda West (42 per cent support, 31 respondents), and Elwood (49 per cent support, 83 respondents).

Findings by gender

The proposed Policy setting was supported by 64 per cent of the female survey respondents and 55 per cent of the male respondents.

Of the 24 respondents who preferred not to provide their gender, 42 per cent indicated support. Two out of the three respondents who indicated ‘Other’ when asked which gender they identify with supported this approach.

Findings by age group

Out of the 108 respondents aged between 18 and 34 years old, 76 per cent indicated they supported this approach. This group had a low average rate of Parking Permit ownership, with less than one Parking Permit per person.

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Those aged between 35 and 49 years old (217 respondents) and 50 to 59 years old (165 respondents) showed a moderate level of support at 55 per cent. The 112 respondents aged 60 to 69 showed a 60 per cent support rate. The 53 respondents aged 70 and above indicated 62 per cent support for this proposed Policy setting.

Respondents who did not provide their age (26 respondents) were in favour at 58 per cent.

Findings by number of Parking Permits held

Residents who currently hold two or more permits had a lower level of support for this approach, particularly those who hold three or more permits.

Overall, respondents who identified as holding one permit or less and who were eligible to apply for a permit showed a higher level of support this proposed Policy setting.

- Respondents who identified as not holding any permits (87 respondents) - 70 per cent support
- Respondents who identified as holding one permit (167 respondents) - 69 per cent support
- Respondents who identified as holding two permits (131 respondents) - 52 per cent support
- Respondents who identified as holding three or more permits (86 respondents) - 44 per cent support

Community requests from workshops and the survey

- Provide the first Resident Parking Permit for free.
- Some suggested 'grandfathering' current Resident Parking Permit conditions until the property is sold.
- Provide discounts or free Resident Parking Permits for Concession Card holders.

Single-use, short-term visitor parking vouchers and single-use, short-term foreshore parking vouchers

Overview

Council is proposing changing from annual Visitor Parking Permits and Foreshore Parking Permits to booklets of single-use, short-term visitor and foreshore parking vouchers.

The introduction of visitor parking vouchers and foreshore parking vouchers aims to simplify Parking Permit options, prioritise residential use in residential areas and legitimate, short-term recreational visitor use in high demand areas, and to reduce misuse of Parking Permits.



Level of support

Survey respondents were asked “Do you support the approach to introducing single-use, short-term visitor parking vouchers?” and “Do you support the approach to introducing single-use, short-term foreshore parking vouchers?”

In response, 60 per cent of survey respondents indicated they support the visitor parking vouchers and 59 per cent supported the foreshore parking vouchers.

Workshop participants considered the visitor parking vouchers in conjunction with the foreshore parking vouchers and 57 per cent were opposed to the proposed Policy setting.

Do you support this proposed approach to visitor parking vouchers?

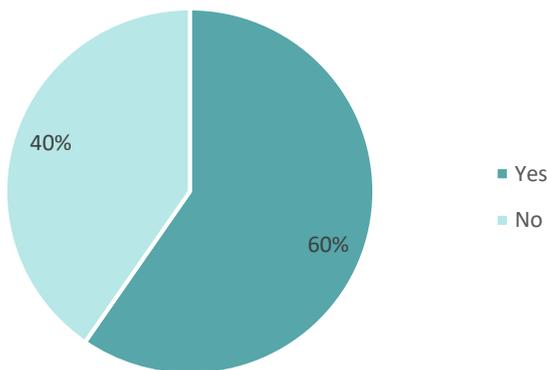


Figure 10: Level of support for single-use, short-term visitor parking vouchers – survey responses.

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Do you support this proposed approach to foreshore parking vouchers?

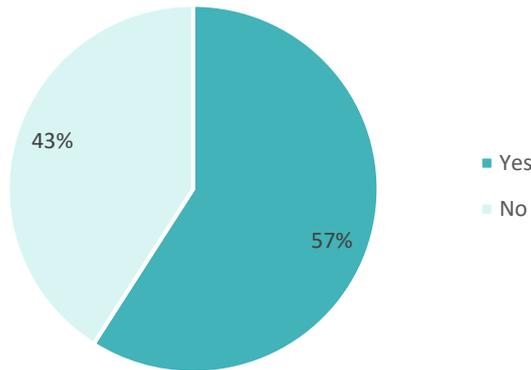


Figure 11: Level of support for single-use, short-term foreshore parking vouchers – survey responses.

Do you support this proposed approach to visitor and foreshore parking vouchers?

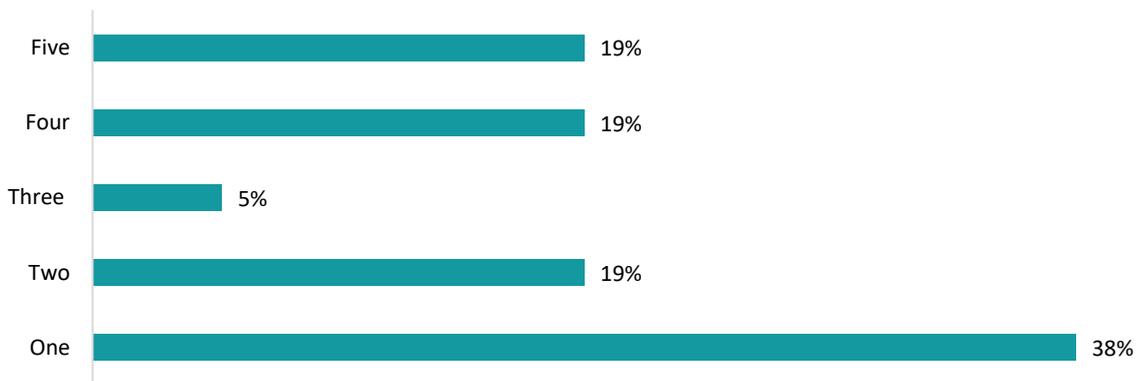


Figure 12: Level of support single-use, short-term visitor parking vouchers and single-use, short-term foreshore parking vouchers – workshop responses.



Key findings

- Respondents were supportive of this approach if it can be implemented in a simple, environmentally sustainable way. Some residents suggested using a web or app-based system to simplify use and monitor visitor parking.
- Survey respondents and workshop participants both supported an approach that reduces the 'black-market' or unauthorised reselling of Visitor Parking Permits or vouchers.
- There were concerns about the complexity of the vouchers for older residents, and those that require regular home visits and care.

Identified support

- Foreshore parking vouchers seem fair and reasonable for residents.
- Visitor parking vouchers seem reasonable and cost-effective.
- Pay as you use policy is cost-effective for residents and visitors.
- Provides a flexible alternative to purchasing an annual Visitor Parking Permit.
- This will help reduce the misuse of Visitor Parking Permits.
- If this can be managed via an app then it will be a great solution.

“Maybe an online booking system would be better - residents could use it (as) they need” – Middle Park.

Identified concerns

- May be open to an increase in misuse as people will have more vouchers to on-sell than a single annual Visitor Parking Permit.
- Lots of parking issues related to the Grand Prix including selling of permits, loss of parking and lack of enforcement.
- Too expensive or should be free of charge for residents.
- Keep the current system as it is / annual permit works well.
- Against paying for foreshore parking, seems like a revenue raising model for Council.
- May not be the most environmentally friendly approach and could be more easily forgotten or misplaced; suggest the option of an online app.
- Available parking may be further decreased due to multiple visitor parking vouchers being utilised simultaneously by one household.
- This will be confusing for the elderly.

“I support everything about the booklet except the price. A visitor booklet should be included with the purchase of a residential permit. We should be encouraging visitors to our neighbourhoods to support our businesses, not charging them extra.” – St Kilda East.

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Findings by suburb

The proposed visitor parking vouchers were supported by residents in most Port Phillip suburbs, with an average of 60 per cent support shown across the suburbs.

Respondents with generally lower approval levels for the visitor parking vouchers were located in St Kilda West (39 per cent support, 31 respondents), Albert Park (41 per cent support, 46 respondents), and Middle Park (45 per cent support, 29 respondents).

Respondents in Windsor (50 per cent support, four respondents) and South Melbourne (52 per cent support, 60 respondents) had slightly lower levels of support.

The proposed foreshore parking vouchers were supported by 59 per cent of respondents across CoPP suburbs. The 72 respondents who did not provide a suburb or lived outside Port Phillip were 68 per cent in favour.

Those with generally lower levels of approval for the foreshore parking vouchers were located in St Kilda West (48 per cent support, 31 respondents), Port Melbourne (52 per cent support, 122 respondents), Albert Park (52 per cent support, 46 respondents) and Middle Park (55 per cent support, 29 respondents).

Findings by gender

The proposed visitor parking vouchers were supported by 59 per cent of female respondents, while 62 per cent of males indicated support. Of those who did not indicate their gender, 37 per cent were in support. Of those who identified as other genders, 33 per cent were in support.

Regarding the foreshore parking vouchers, 61 per cent of female respondents and 59 per cent of male respondents supported the proposed change; 25 per cent of those who declined to give their gender supported the proposed change, while 66 per cent of those who identified as “Other” supported the proposed change.

Findings by age group

Support for visitor parking vouchers was highest among those aged 25 to 34 years old (76 per cent support, 85 respondents) and aged 70 and above (74 per cent support, 53 respondents). Those aged 35 to 49 expressed lower levels of support (53 per cent support, 217 respondents).

Across the age groups of 35 to 49 years of age, 50 to 59 years of age and 60 to 69 years of age, there was an average level of support of 57 per cent for the visitor parking vouchers.

Similarly, younger respondents tended to support the introduction of foreshore parking vouchers; 74 per cent of those aged 18 to 24 (23 respondents) and 69 per cent of those aged 25 to 34 (85 respondents) supported the proposed Policy setting.

Those aged above 70 tended to support the proposed Policy setting (67 per cent, 53 respondents) while those aged 50 to 59 were the most critical (54 per cent, 165 respondents).



Findings by car ownership and number of Parking Permits held

Respondents who did not own a vehicle (52 respondents) expressed much more support for visitor and foreshore parking vouchers (81 per cent and 79 per cent respectively) than those who indicated they do own / jointly own a vehicle (611 respondents, both 57 per cent).

The overall number of permits held per household was associated with a decline in support for visitor parking vouchers:

- Respondents who identified as not holding any permits (87 respondents) - 76 per cent support
- Respondents who identified as holding one permit (167 respondents) - 60 per cent support
- Respondents who identified as holding two permits (131 respondents) - 53 per cent support
- Respondents who identified as holding three or more permits (86 respondents) - 38 per cent support

Similarly, the levels of support for foreshore parking vouchers were:

- Respondents who identified as not holding any permits (87 respondents) - 75 per cent support
- Respondents who identified as holding one permit (167 respondents) - 57 per cent support
- Respondents who identified as holding two permits (131 respondents) - 49 per cent support
- Respondents who identified as holding three or more permits (86 respondents) - 52 per cent support

Findings by status of primary residence and connection to Port Phillip

Respondents who rent their home (107 respondents) showed a higher level of support for both visitor (65 per cent) and foreshore (69 per cent) parking vouchers, when compared to those who owned their home (503 respondents, 54 and 55 per cent respectively).

Those who selected “Other” for their residential status (31 respondents) showed strong support for both visitor parking vouchers and foreshore parking vouchers (71 per cent each). This cohort comprised 23 respondents who indicated they live in Port Phillip (74 per cent).

Those who indicated they work in CoPP (70 respondents) showed 58 per cent support for the visitor parking vouchers and 57 per cent support for the foreshore parking vouchers. CoPP business owners (36 respondents) showed 61 per cent support for visitor parking vouchers and 50 per cent support for the foreshore parking vouchers.

Community requests from workshops and the survey

- Consider an app-based or online system rather than paper vouchers.
- Consider older people and making it simpler for them.
- Provide shorter duration vouchers for stays under 24 hours.
- Ensure the vouchers are valid for at least 12 months after purchase, from the date of purchase.

Draft Parking Management Policy

Demand responsive time controls and pricing to manage carparking availability

Overview

CoPP is proposing to monitor parking availability targets across the municipality to improve carparking availability.

In Parking Areas where availability is consistently above or below the target range during a specific time of the day, the time restriction or parking fee will be reviewed and changed to improve parking availability.

Level of support

Of the survey respondents, 53 per cent indicated support for the proposed approach to demand responsive time controls and pricing to manage carparking availability.

Business workshop attendees were undecided on this proposed Policy setting with one of the three attendees indicating some support.

Do you support this proposed approach to demand responsive paid and timed parking?

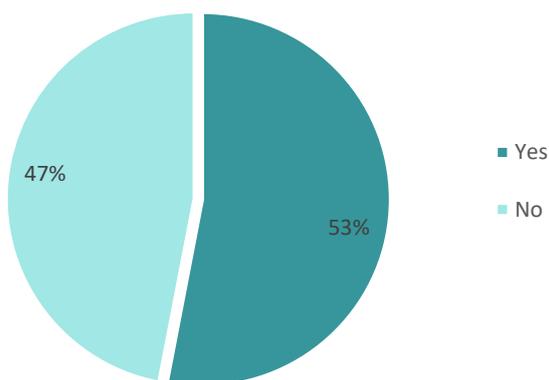


Figure 13: Level of support for the proposed approach to demand responsive time controls and pricing – survey responses.



Do you support this proposed approach to demand responsive paid and timed parking?



Figure 14: Level of support for the proposed approach to demand responsive time controls and pricing – workshop responses.

Key findings

- Some respondents hoped that the proposed Policy setting would deter some vehicles from residential areas, improving parking availability for residents. Others hoped that this may help CoPP businesses attract customers.
- Developing an approach that will not negatively impact businesses was noted as an important consideration.
- Residents with a disability or elderly residents identified that this approach might impact their ability to access services and shopping, through the reduction in time to park or increased fees.
- There was a level of uncertainty around how this will be managed and monitored effectively, and many respondents requested additional details.

Identified support

- Seems to be a fairer and more reasonable approach to ensuring high-demand areas can be more easily accessed by all who need them.
- Makes sense for visitors and tourists to pay but make it cost-effective for businesses.
- If this setting leads to more reliable and consistent parking availability, this may attract more visitors and tourists to the area; good for the economic vitality of the City.
- May encourage greater use of alternative and more sustainable uses of public transport.

“So long as it is not too complicated to understand” – Albert Park.

Draft Parking Management Policy

Identified concerns

- This approach may discourage / confuse visitors and tourists which may then negatively impact businesses in these areas.
- May encourage visitors to park in surrounding residential areas, leading to more congestion and fewer parking spaces for residents.
- Alternative modes of transport may not be possible due to inadequate access to public transport, proximity to destination and weather and this proposed Policy setting may disadvantage them.

“We need to encourage people to visit CoPP, not detract them with complicated and expensive parking” – St Kilda.

Findings by suburb

The proposed demand responsive time controls and pricing were supported by respondents in seven of the 10 CoPP suburbs; while across all CoPP suburbs, the average level of support was 53 per cent. The respondents who did not provide a suburb were 66 per cent in favour.

Respondents most in favour of the proposed Policy setting were located in Melbourne (St Kilda Road) (80 per cent support, 15 respondents), Ripponlea (80 per cent support, 10 respondents), Balaclava (58 per cent support, 33 respondents) and St Kilda West (55 per cent support, 31 respondents).

Those who showed lower levels of support were located in Southbank (33 per cent support, three respondents), Middle Park (41 per cent support, 29 respondents), Albert Park (43 per cent support, 46 respondents), South Melbourne (47 per cent support, 60 respondents), Elwood (48 per cent support, 83 respondents), and St Kilda East (50 per cent support, 30 respondents).

Findings by gender

Support from female survey respondents was at 54 per cent (388 respondents). Males were at 52 per cent (266 respondents). Respondents who did not provide their gender expressed 37 per cent support.

Findings by age group

The respondents aged between 18 and 49 supported this approach, averaging 68 per cent in favour (325 respondents). Respondents in older age brackets showed mixed levels of support. Those aged between 50 and 59 indicated 47 per cent support (165 respondents); those aged 60 to 69 indicated 50 per cent support (112 respondents); those aged 70 and above showed 55 per cent support (53 respondents).

Respondents who did not provide their age (26 respondents) were not in favour of the proposed Policy setting at only 35 per cent approval.



Findings by car ownership and number of Parking Permits held

Respondents who indicated they did not own or jointly own a vehicle (52 respondents) expressed stronger support for demand responsive time controls and pricing, indicating 71 per cent support, while those who owned a vehicle (629 respondents) indicated 51 per cent support.

Those with fewer Parking Permits were more likely to support this proposed Policy setting:

- Respondents who identified as not holding any permits (87 respondents) - 60 per cent support
- Respondents who identified as holding one permit (167 respondents) - 60 per cent support
- Respondents who identified as holding two permits (131 respondents) - 49 per cent support
- Respondents who identified as holding three or more permits (86 respondents) - 37 per cent support

Findings by status of primary residence and connection to Port Phillip

Respondents who rented their home showed a higher level of support for demand responsive time controls and pricing (107 respondents, 62 per cent), as did visitors (70 respondents, 70 per cent); while those who owned their home only showed a 48 per cent level of support (503 respondents).

Those who indicated they work in CoPP (70 respondents) indicated 67 per cent support for the proposed changes. Those who indicated they owned a business in Port Phillip (36 respondents) showed 50 per cent support.

Community requests from workshops and the survey

- Support for traders and businesses including information and assistance from Council.
- Council to install clear and consistent street signage to ensure drivers can understand the pricing and timing of parking.

Conclusion

This report has provided a summary of the findings from five weeks of engagement with the Port Phillip community, workers, visitors and interested members of the public and the resulting data and notes from 681 survey responses and four workshops.

The 681 survey respondents were fairly representative of Port Phillip suburbs, age groups and gender. The representative nature of the survey group enables CoPP to regard the sentiment and levels of support generated by the survey as being reflective of the broad views of the whole municipality.

The City of Port Phillip would like to thank the participants of the workshops and everyone who completed the survey. Council appreciates the time spent by the community and the insights that were shared on parking in Port Phillip and in particular on the proposed Policy settings.

Draft Parking Management Policy

Next steps

The survey data and workshop comments will be considered in the finalisation of the Parking Management Policy.

As part of this process Council officers will assess and action feedback using the following methods:

1. Refine the wording of the final Policy to make the meaning and intent clearer.
2. Produce factsheets that provide clear information about the implementation of specific parts of the final Parking Management Policy for the community to access.
3. Update the 'FAQs' located on Council's Have Your Say page to respond to community requests and engagement feedback.
4. Update Council's internal procedures to enable consistent application of the final Policy by the relevant teams within Council.

The finalised Parking Management Policy will be considered by Councillors at an Ordinary Meeting of Council in early 2020.

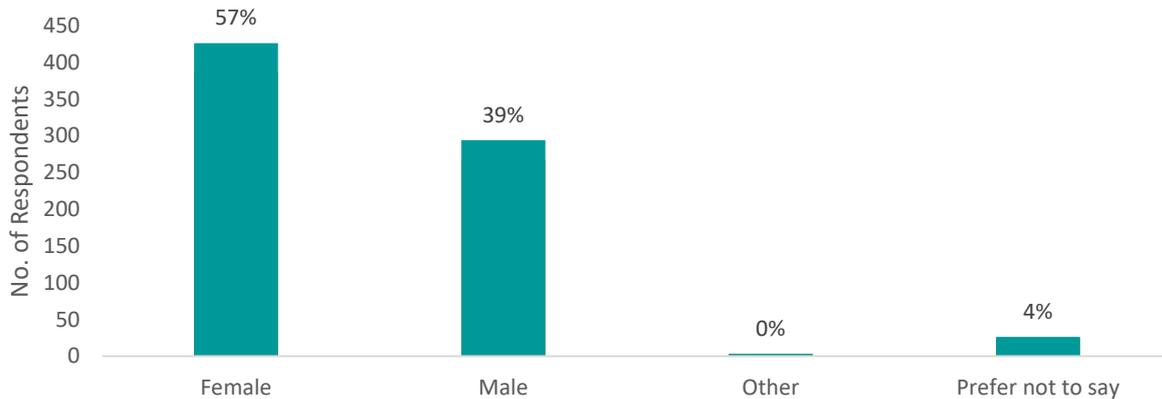


Appendix One: Who we engaged

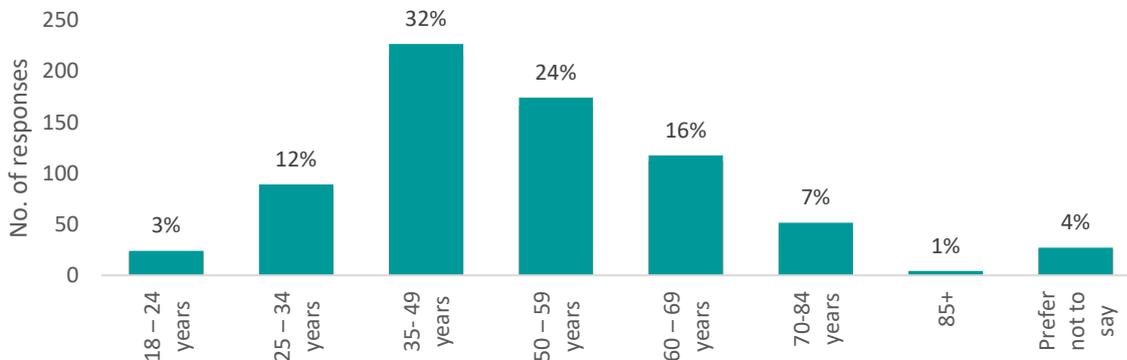
The survey contained demographic questions to enable CoPP to understand the gender, age and suburb of respondents, as well as living circumstances, car use and ownership and current Parking Permit use to identify common concerns or issues.

The survey was completed by 681 people. With a confidence level of 95 per cent, the 681 survey responses give a confidence interval of ± 3.67 indicating a high level of reliability that the results are indicative of the general community sentiment in Port Phillip.

Gender



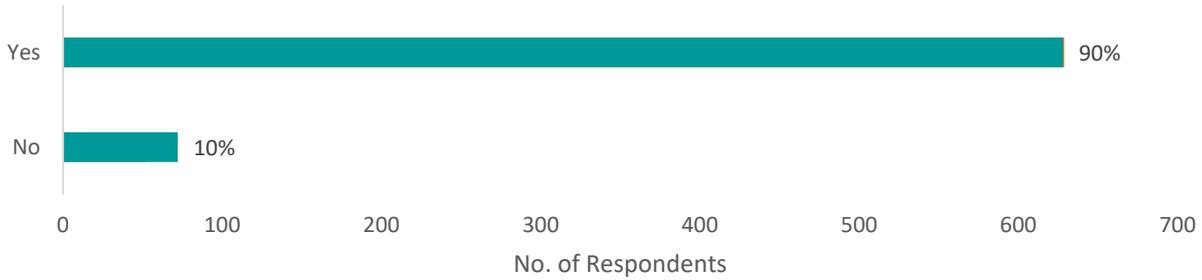
Age groups



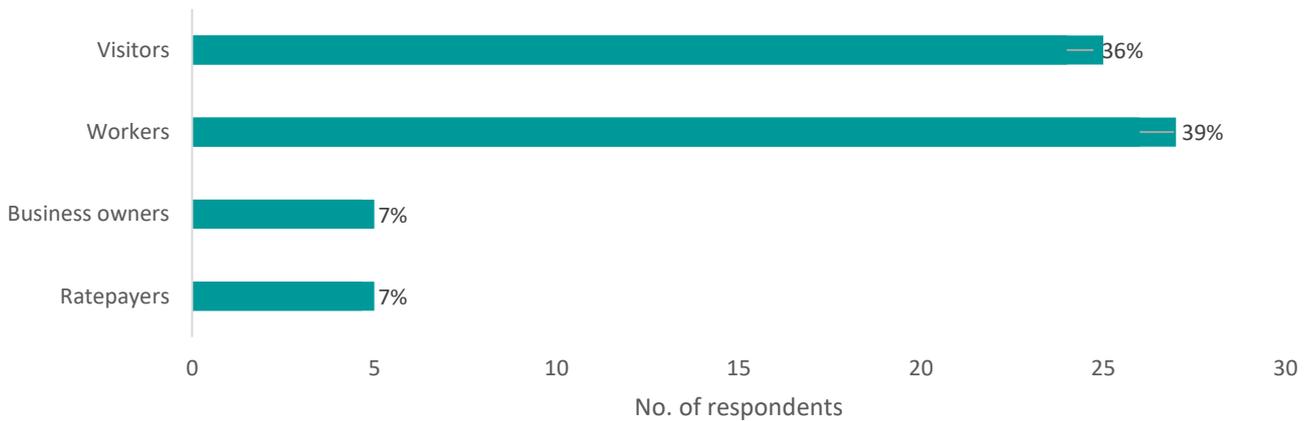
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Resident participation

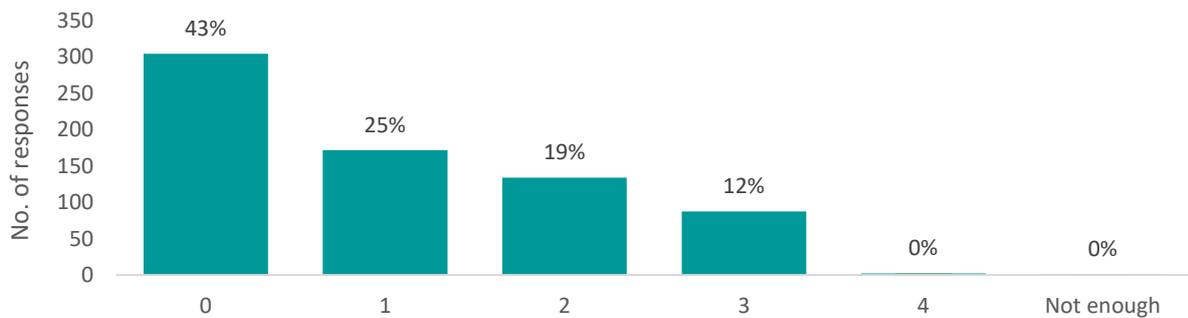
Are you a resident of the City of Port Phillip?



Connection to the City of Port Phillip (non-residents)



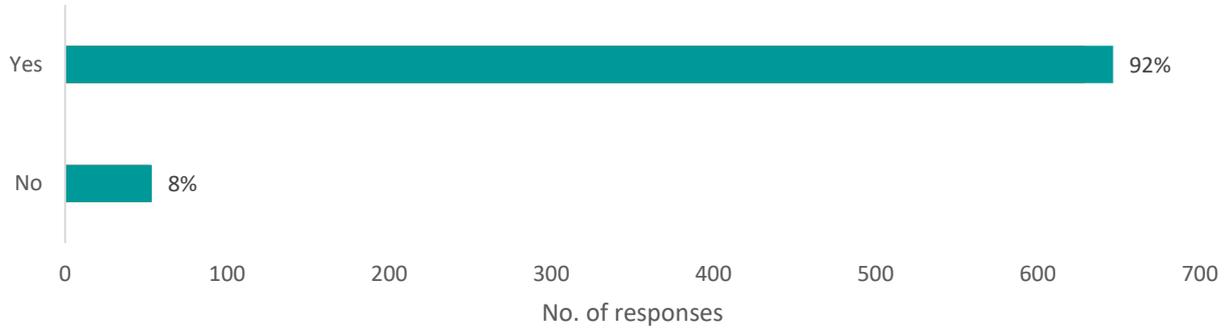
Number of Parking Permits held



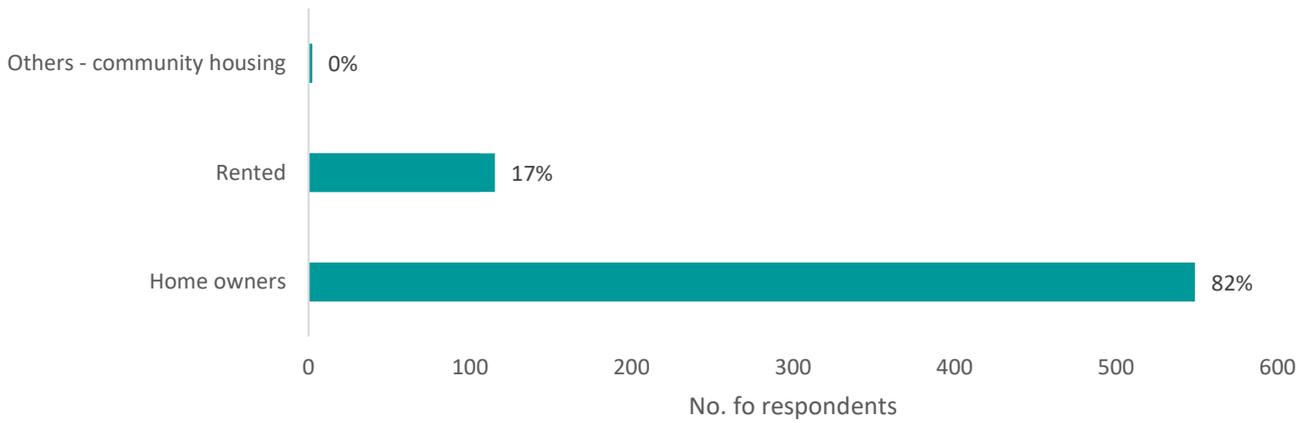


Car ownership

Do you own / jointly own a vehicle?



Status of primary residence



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Appendix Two: Process of engagement

Overview

The City of Port Phillip undertook a comprehensive program of engagement on the proposed Policy settings. The following provides a summary of the activities and tools used to reach the community and seek input and feedback.

Engagement / reach – current phase of consultation

Channel	Reach / Participants
Advertising	
Diversity magazine	63,000 circulation
Port Phillip Leader	77,000 readership
Emails to Have Your Say subscribers / CoPP databases	Approx. 8,700
Flyers delivered to homes and businesses	3,500
Social media – Facebook, LinkedIn, Twitter	8,587 people reached and 1,964 engagements
Workshops	
1. Residents (22 October) – Middle Park	Five participants
2. Businesses (24 October) – St Kilda	Three participants
3. Residents (30 October) – Port Melbourne	19 participants
4. Residents' Groups (30 October) – St Kilda	Five participants
Survey	
Online responses via Have Your Say and 118 hours of face-to-face intercept surveys	681 completed surveys



Further engagement / reach – current phase of consultation

Channel	Reach / Participants
Correspondence (received)	
Emails received to dedicated draft Parking Management Policy inbox	25
Phone calls	5
Customer Relationship Management cases	3
Councillor correspondence cases	3
Workshops	
Workshop with the Multicultural Forum	8
Workshop with the Fitzroy Street Business Association	4
Two x CoPP staff workshops (St Kilda Town Hall / South Melbourne Depot)	24
Other	
Information distributed to the Older Persons Consultative Committee	Approx. 12 members
Partially completed online surveys	133