Shape your Ipswich

Questionnaire Results

**Draft City of Ipswich Parking Pricing Strategy
February 2020**

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Background

The Ipswich City Council (Council) has developed the draft City of Ipswich Parking Pricing Strategy (the draft Strategy), a key deliverable of *iGO – The City of Ipswich Transport Plan*, to provide a framework for parking management (including priced parking). This will allow council to respond to different parking contexts in a systematic and consistent way.

The draft Strategy provides guidance on parking management within the City of Ipswich, including the management of time restrictions and priced parking in the Ipswich City Centre, Springfield Town Centre and other activity centres experiencing parking pressures.

In December 2019, Council sought input from the community regarding several components of the draft Strategy. This report provides a summary of the results and key findings from the online questionnaire, which ran on Council's 'Shape your Ipswich' platform from December 2019 to February 2020.

Key Findings

The online questionnaire was structured on the recommendations and key themes within the draft City of Ipswich Parking Pricing Strategy. Below are some of the key findings from the questionnaire.

- More than half of respondents indicated that ***improved public transport*** would provide them with a viable alternative to driving and parking within an activity centre (Question 4). Poor service frequencies, poor coverage and high costs were the most common themes/barriers identified for public transport uptake.

- The ***hypothecation of parking revenue*** to sustainable transport initiatives was widely supported in the questionnaire (Question 11). This is consistent with what is considered 'best practice' and currently undertaken by the City of Gold Coast.

- More than half of respondents did not support Council's ***current fee structure*** (Question 8). However it should be noted that the majority of responses were opposed to the concept of priced parking rather than the fee schedule itself. The parking management framework within the draft Strategy could be a tool that Council can use to increase/or decrease pricing within parking areas based on occupancy levels (demand).

- The draft Strategy recommended that a ***15 minute free parking 'grace period'*** be investigated further. Feedback received from the questionnaire (Question 9) indicated that the public were very supportive of this concept. Based on this feedback, Council should consider the implementation of a free parking 'grace period' system similar to that implemented by Brisbane City Council.

- Based on the feedback of respondents, there was confusion regarding use and purpose of the ***Parking Management Framework (PMF)*** (Question 7). This is understandable given its technical nature. To fully understand the purpose and function of the PMF, the respondent would have had to read the Parking Pricing Strategy Technical Report in some depth which was also located on the 'Shape your Ipswich' platform.

- The draft City of Ipswich Parking Pricing Strategy recommended that ***weekend paid parking*** remain unchanged within the Ipswich City Centre. However, based on community feedback and low parking occupancy rates within the Ipswich City Centre, Council should reconsider the necessity and purpose of weekend paid parking.

- Many respondents used this questionnaire to voice their dissatisfaction on the status/lack of **'free'** *long stay parking options within the Ipswich City Centre*. Whilst this is acknowledged as a common theme by respondents, this Strategy is an operational framework, providing guidance to Council officers when making parking management decisions. iGO and the Ipswich Parking Strategy remain as the key pieces of policy for commuter parking within the city.

- Whilst the majority of respondents supported the *payment of parking via a smart phone* (cashless options), several respondents highlighted that alternatives should remain available. Further investigation is needed to understand the implications of executing such a system.

Profile of respondents

Question 1 – What age group are you in?

<1%	2%	18%	28%	27%	17%	8%
Under 18	18-24	25-34	35-44	45-54	55-64	65+

Question 2 – What gender do you identify with?

25%   **72**%   **3**%

Undisclosed

Question 3 – What sector do you represent?

Sector	No. of Respondents	% Share
Business Owner	11	4%
Customer/Visitor	114	41%
Commuter	139	47%
Other	24	8%
Total	295	100%

KEY MESSAGES

- 295 respondents
- Majority of respondents were females (72%)
- 55% of respondents were aged 35-54,
- 25% of respondents were aged 55+
- 20% of respondents were aged 18-34.
- Majority of respondents were commuters and visitors to activity centres

Question 4 - Within the following key activity centres in Ipswich, where do you frequently park?

Where do you frequently park?	Very frequent/ frequent	Very infrequent/ infrequent
Ipswich City Centre	184 respondents	78 respondents
Springfield Town Centre	54 respondents	114 respondents
Other	56 respondents	31 respondents
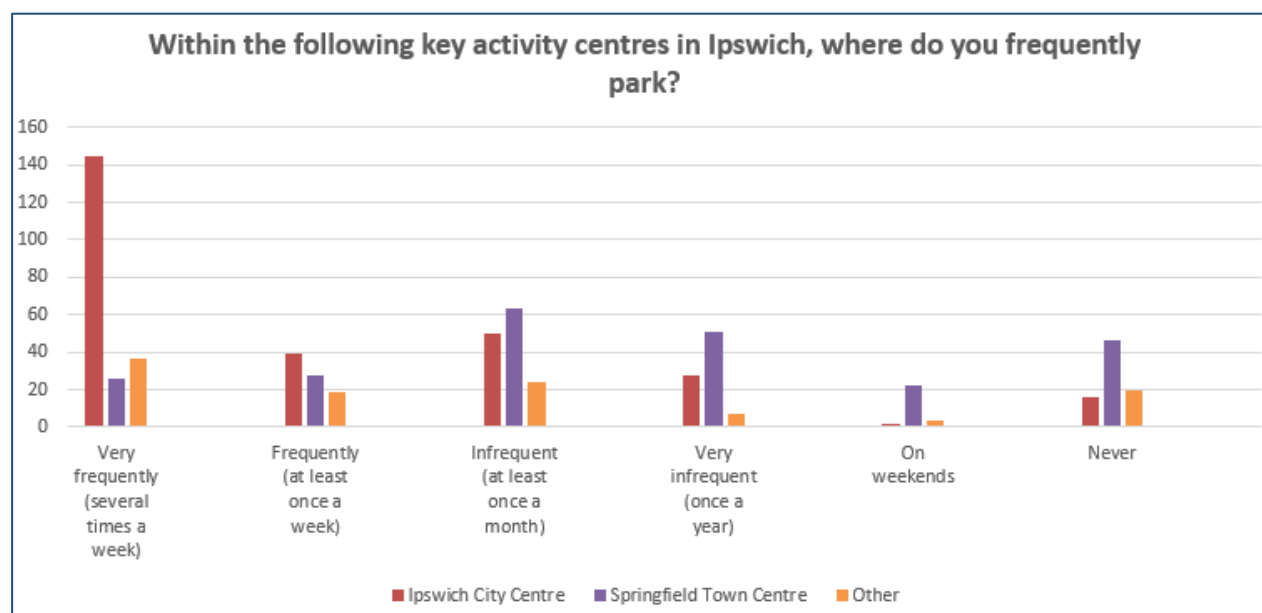
KEY MESSAGES

- Given the responses provided, most respondents had an interest in priced parking within Ipswich City Centre (63%) given their high frequency within the centre.
- There was some confusion as to the term 'activity centre'.
- A large proportion of those responding with 'other' identified a location that was also located within the Ipswich City Centre (i.e. Riverlink, hospital precinct, Top of Town etc).

Community feedback

Alternatives to parking

Question 5 - Considering your personal travel needs, would improvements to any of the following services provide you with an alternative to driving and parking within these activity centres?

Improvements	✅	❌
Improved cycle/pedestrian facilities	**36%**	**64%**
Better public transport	**53%**	**47%**
Car-pooling/ride sharing services	**18%**	**82%**
Other (please specify below)	**34%**	**66%**

KEY MESSAGES

- More than half of the respondents identified that improved public transport could provide them with an alternative to driving and parking within an activity centre.
- Car-pooling / ride sharing services were not identified as a very popular alternative to driving and parking within an activity centre.
- 54 comments provided – ranging from improved streetscape infrastructure (i.e. shade), improved security and lighting, and micromobility options (scooters).
- The majority of comments however called for more parking (notably free long term parking).

Draft parking objectives

Question 6 - A successful parking management program typically:

Objective	Strongly agree/agree ✅	Strongly disagree/ disagree ❌
Helps to balance the availability of parking in key centres and makes sure that parking is accessible to those who need it most.	**84%**	**5%**
Makes sure of the highest and best use of kerbside space.	**79%**	**6%**
Helps to increase the turnover of parking spaces in key centres to bring more people into retail areas.	**61%**	**17%**
Helps to encourage the use of more sustainable transport (such as walking or cycling) by reducing the reliance on motor vehicles. Traffic congestion is also lowered.	**49%**	**23%**
Shift longer term parking to outer locations and create more pedestrian focused activity centres.	**45%**	**35%**
Makes sure the cost to provide public parking is recognised and considered in people's travel choice.	**65%**	**14%**
Provides opportunity for investing parking revenue into sustainable transport initiatives.	**56%**	**20%**

KEY MESSAGES

- More respondents generally agreed, rather than disagreed to the identified parking objectives.
- More respondents were in support of shifting longer term parking to outer locations to create more pedestrian focused activity centres.
- More respondents were also in support of the objective whereby the cost to provide public parking is recognised in people's travel choice.

Parking management framework

Question 7 - Do you agree with Council's aim to keep parking occupancy rates between 65-85% (for on-street parking) and 60-90% (for off-street parking)?

	Average peak period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
Parking Management Framework (On-street)	<65% Intervention recommended	65%-85% No intervention recommended – optimal range	>85% Intervention recommended
Parking Management Framework (Off-street)	<60% Intervention recommended	60%-90% No intervention recommended - optimal range	>90% Intervention recommended

36% of respondents agreed with the identified occupancy ranges

22% of respondents disagreed with the identified occupancy range

42% of respondents were unsure about the identified occupancy ranges

KEY MESSAGES

- The majority of respondents were confused as to what the question was asking.
- For respondents that could comprehend the question, a larger percentage were in support of the identified occupancy ranges.

"Ensures parking supply is being used effectively. If spaces are underused then it a target avoids there being an oversupply of parking or a need to undertake other actions to encourage parking use. If usage too high then enables action to be taken to address that demand"

"I think the aim should be to reduce the need for car usage in the cbd rather than focus on occupancy rates. With the forecast of the population growth of Ipswich, we will never be on top of parking unless we look at dramatic changes to how we travel to the centre of town"

"The ranges are too vague to be meaningful. There's a big difference between 60% and 90%. For financial reasons occupancy rates should be in the order of 90%, which means there is enough availability and turnover, without converting other public land for parking which will be largely vacant"

Current parking fee schedule

Question 8 - Referring to current parking fee schedule, is the current fee structure appropriate?

Ipswich City Council Parking Pricing Fees 2019-20

Time	Price
0.5 hr	$0.70
1 hr	$1.40
2 hrs	$2.80
3 hrs	$4.20
4 hrs	$5.60
9 hrs	$7.00

32% of respondents agreed with the current fee structure

53% of respondents did not agree with the current fee structure

KEY MESSAGES

- The majority of responses were opposed to the concept of priced parking rather than the fee schedule.
- Responses dominated by commuters.

"The Ipswich City Council Parking Pricing Fee Structure should scale up and down depending on the type of parking and the location. ICC should be encouraging workers to work in the Ipswich CBD. Provision of adequate free or very low cost parking is a means of doing this"

"Many people used to park in the mall carpark when it was free so much so that it was always full. When the council started charging it became virtually empty as the council were charging too much. If a reasonable charges of $5 for the whole day was introduced I feel that the council would make more money and free up other free parking around Ipswich and on street parking for others"

"I think parking fees need to be fair and can't be too high until we start getting people back in to the city. Just because other cities have paid parking doesn't mean we need to until the spaces aren't available for visitors"

"I parked in Ipswich City Square before fees came in. I now park at IHF parking as it was more competitive at the time. If long term off street parking at reasonable rates was offered then more people would use these car parks which would reduce street parking. More off street parking is needed around Roderick Street and Chelmsford. A lot of workers would pay for secure undercover parking if it was at reasonable rates like $5 a day but also only pay for days you use - IHF model is great. I understand parking infrastructure is not cheap but unfortunately cars are not going away and public transport is not an option for many when they have no public transport options or have school runs etc to do before and after work"

15 minute 'grace' period concept

Question 9 - Do you see the benefit in a 15-minute free parking 'grace' period for priced parking areas within activity centres?

72% of respondents said that they supported a 15-minute free parking 'grace period

KEY MESSAGES

- The majority of responses were in support for a 15-minute 'grace period' in the Ipswich City Centre.
- Several responses (7 responses) recommended that the grace period be extended to 30 minutes or more, to allow visitors to run several errands/ attend to the meter etc.
- Even more responses recommended that priced parking be removed altogether.

"15 minute free parking would encourage shoppers to an area and ensure rapid turn-over of vehicles in sites"

"Definitely. This is just courtesy and fosters good relationships"

"It will work perfectly for me especially after work when I want to drop in at a pharmacy or shop before going home"

"This is an excellent option for high-turnover parking in activity centres and can assist with supporting local businesses (e.g. stopping for a local coffee rather than a chain store drive-thru). This system has worked extremely well in Brisbane"

"This will encourage people to pop into the city for small errands and allows support of local businesses (i.e. newsagent, coffee shops, chemist, small grocer, etc)"

"Most people that are there for a short amount of time, shouldn't have to worry about spending extra time to get a ticket. The ticket machines take so much time to use. Policing the 15 minutes though will be difficult"

"With food places, coffee shops, post office and chemists in and around the CBD, a 15 minute free parking in close proximity would provide an opportunity to frequent these areas. Plus would save having to park streets and pay for a 5 minute stop off"

"We do short and quick visits to CBD retailers/businesses, particularly on Saturdays. EG we like to grab a takeaway coffee from our favourite CBD coffee shop on the weekend as we head out to other activities. There is one 15-min free park out the front, which is usually taken, but lots of people like us that are only stopping for a short time (less than 15 mins)"

Hypothecation of parking revenue

Question 11 - Would you be more supportive of priced parking if the revenue were reinvested within the activity centre it is collected from?

55% of respondents said that they would be more supportive.

28% of respondents said they would not be more supportive.

17% of respondents said they would not be more supportive.

Question 10 - How would you like to see parking revenue invested?

Option	✅	❌
Spend money on sustainable travel initiatives (footpaths, bikeways, shared pathways)	**68%**	**32%**
Invest in streetscaping (trees and landscaping)	**63%**	**37%**
Invest in new parking technologies (smart meters and apps)	**52%**	**48%**
Invest in public transport infrastructure	**69%**	**31%**
Other	**61%**	**39%**

KEY MESSAGES

- The majority of respondents were generally supportive of the hypothecation of parking revenue.
- In addition to the options above, the reinvestment of parking revenue into more parking supply was the most common response.
- The provision of safe and shaded, pedestrian facilities was also a common response.

Smart parking technology

Question 12 - Would you use smart parking technology?

Smart Technology	✅	❌
Pay for your parking by smart phone?	**56%**	**33%**
Find an available parking space with a real time map?	**65%**	**25%**
Find a park in an off-street car park using real-time electronic signs?	**70%**	**18%**

KEY MESSAGES

- Whilst the majority of respondents support the payment of parking via a smart phone, several residents highlighted that alternatives should remain available.
- The phone usage laws (whilst driving) should be a big consideration of any smart parking solution.

"Not all Ipswich residents will be comfortable with an electronic smart phone payment system and so please respect our elderly or less literate citizens who need alternative ways of paying for parking"

"The hospital parking area might help with a smart phone app as sometime you don't know how long you will be in there"

"Please don't rely solely on "smart" technology. Alternatives must be available for when the "smart" system breaks down and for people who don't wish to upgrade to the technology"

"Get smart cashless parking asap we are so far behind other seq councils"

"Smart technology is fine only you can't look at your phone while driving so you would have to pull up by the time you got going again the spot would probably be taken, elderly people would have trouble with this leaving them at a disadvantage"

"I would like a parking payment app"

"If apps are used (and I support this), there needs to be a clear way to get help on the spot if technology fails. I.e. A phone number that can be reached to pay over the phone"

Cashless payment systems

Question 13 - Would you support a cashless payment system for parking?

✅ **63%** of respondents supported a cashless system for paid parking

❌ **25%** of respondents did not support a cashless system for paid parking

KEY MESSAGES

- The majority of responses were in support of a cashless payment system.
- Some of the feedback received did highlight the generational differences in preferred payment methods.

"Parking meters are outdated. Need ticketless, cashless, app enabled"

"Get smart cashless parking asap we are so far behind other seq councils"

"I visited Toowoomba yesterday, went to pay for parking and you can only pay cash. Happy that Ipswich City Council offers the opportunity to pay electronically"

"Remember your aging population and those who may not be able to manage cashless methods"

"Parking meters need to provide an option to use cash notes to pay for parking as well as with coin or electronically"

Expansion of priced parking

Question 14 - This strategy considers the introduction of priced parking into new activity centres. It is a recommendation that this only be done when time restricted parking is no longer effective. Do you agree with this approach?

42% of respondents agreed with this approach

58% of respondents did not agree with this approach

KEY MESSAGES

- Whilst the majority of respondents disagreed with the expansion of priced parking into new activity centres, the feedback provided was more in opposition to the expansion of priced parking in the Ipswich CBD, rather than to other activity centres.

As a commuter, I believe the broader impacts of expanding paid parking to current free off-street parking areas needs to be considered carefully. The current report and strategy do not appear to address these potential issues.

Significant unintended consequences could result from the introduction of paid parking for currently free, off-street parking options on the outskirts of the city centre (such as Marsden Pde or Olga St).

There is nothing included that I can see here on proposed pricing of parking at Springfield TC (assume this is Orion) or any other shopping centre to be covered. Making people pay to do their shopping will not go down well. I for one would be using other venues unless the first three hours are made 'free'.

Being retired I will not suffer another fee when I can go elsewhere. Much of the issue at Orion besides the commuter parking, is the facilities provided by the council with little parking. Most visitors are then taking up parking originally put in and extended for shoppers rather than the thousands of people visiting from outside the ICC area -such as Logan and Brisbane councils. Great to have these facilities paid for by the Ipswich council rate-payers but now you're looking at making us pay again to park there in the name of visitors to the area.