



Community Engagement Report

iGO Parking Strategy and Action Plan

Date: 1 June 2023

Branch: Infrastructure Strategy

Department: Asset and Infrastructure Services



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1 Executive Summary

The iGO Parking Strategy and Action Plan (PSAP) is currently being developed.

PSA Consulting has been engaged by Ipswich City Council (ICC) to prepare a PSAP for the Ipswich Local Government Area (LGA), aligning with and building upon the strategic direction outlined within *iGO – City of Ipswich Transport Plan* (iGO).

Stakeholder engagement for this project has been segmented into two parts and will be undertaken in parallel with technical project activities from July 2022 to late 2023. This report provides a summary of the overall engagement process, outlines the objectives of the engagement and the results obtained.

Engagement on the PSAP occurred through a range of formats including technical workshops, one-on-one meetings, and wider public consultation through the Ipswich Community Panel and Council's 'Shape your Ipswich' online platform.

Of note, Council is undertaking a major review of iGO concurrently with the PSAP project. Consequently, there was an element of caution embedded into the engagement planning and when engaging with the community and external stakeholders for the PSAP project as there was a high risk of stakeholder and engagement fatigue.

As a result, rather than engaging with an exhaustive list of stakeholders directly as part of the PSAP project, parking insights were also obtained through the iGO Major Review project and from an engagement piece conducted between December 2019 and February 2020 for the *City of Ipswich Parking Pricing Strategy* project.

The outcomes of the stakeholder engagement identified common themes present across the stakeholders that were engaged. These were:

- Safety
- Access
- Amenity
- Alternative transport modes

The themes and stakeholder insights identified in this report will help inform the development of the PSAP and will be used in addition to existing parking policies within iGO. The PSAP will also need to align with the new transport policy setting identified under an updated iGO which is planned to be released in mid-2024.

2 Background

2.1 PSAP Project Overview

Parking is one of the biggest challenges facing local governments like Ipswich City Council (ICC). The impacts of population growth, increased traffic and congestion, and the associated demands on transport infrastructure (including parking) can often require significant attention, resources, and investment.

PSA Consulting (PSA) has been engaged by ICC to prepare a PSAP for the Ipswich LGA, aligning with and building upon the strategic direction for parking management outlined within *iGO – City of Ipswich Transport Plan* (iGO).

The following project objectives have been identified for the PSAP:

- Predict future parking requirements across the LGA, understand the policy framework for parking in Ipswich and gather best practice principles for implementation through research and consultation with community and key stakeholders.
- Develop the vision, goals and objectives to guide parking actions and initiatives within the iGO policy framework.
- Develop the actions and initiatives that will achieve the vision, goals and objectives for parking in Ipswich, and develop an evaluation framework and implementation plan outlining key responsibilities and timeframes.

The project is being delivered across five (5) different stages, with community engagement occurring across the ‘Background and Context’ and ‘Finalisation’ stages of the project (Figure 1 below).

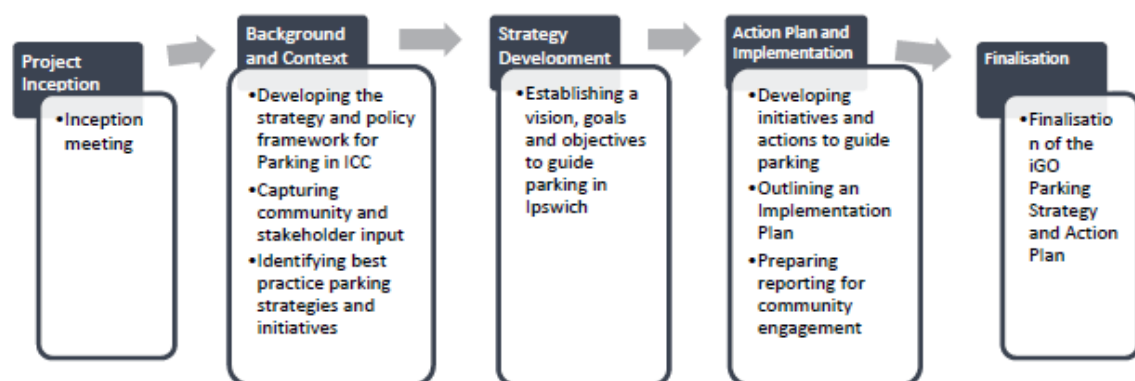


Figure 1: PSAP Project Stages

2.2 Current Parking Policy Hierarchy

The parking policy hierarchy for ICC is outlined in Figure 2 (page-over).

The City of Ipswich Transport Plan (branded as ‘iGO’) is Council’s masterplan for Ipswich’s transport future. Adopted in 2016, iGO outlines Council’s aspirations to advance the city’s transport system to accommodate a future population of 435,000 people. Key parking policy focuses within iGO include:

embracing new technologies to improve parking efficiency, managing parking to support economic vitality and sustainable transport use and promoting the benefits of a parking culture based on demand management rather than demand satisfaction.

Council has an existing *Ipswich City Council Parking Strategy* for the Ipswich City Centre (adopted by Council in 2011), which introduced parking precincts for Ipswich Central and remains in use today. Although the 2011 Strategy was not a citywide strategy, it introduced policies supporting travel demand management in Ipswich Central and the use of parking management as a tool to support the uptake of sustainable transport modes. It is intended that the current PSAP project will replace this document, extending the parking strategy to apply to all Principal Activity Centres and key land uses within the Ipswich LGA.

In 2020, Council adopted the *City of Ipswich Parking Pricing Strategy*. The Parking Pricing Strategy and associated implementation guideline has been developed as an operational tool for parking management within the City of Ipswich, providing a transparent methodology on how parking time restrictions and pricing is implemented.

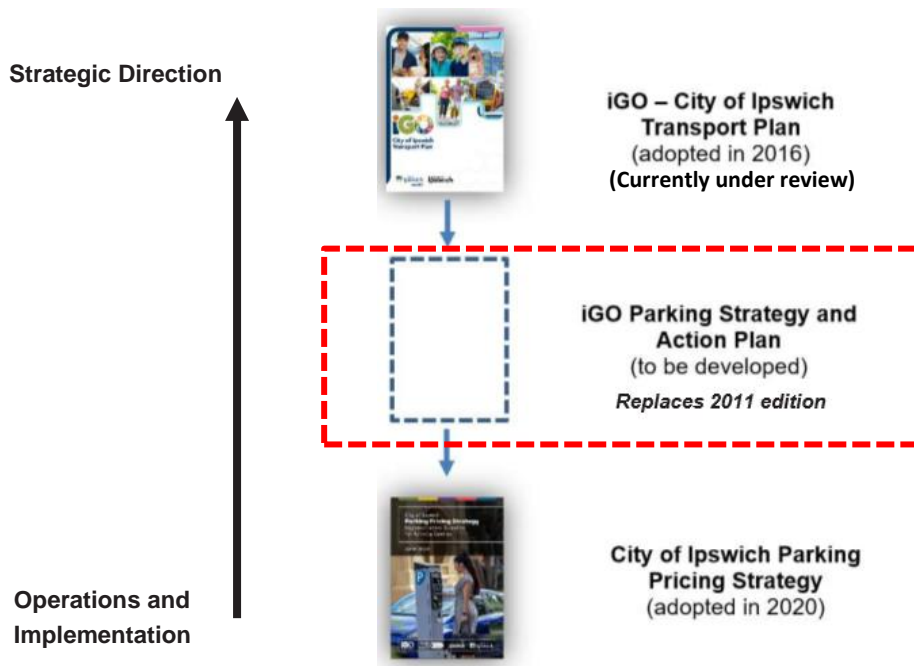


Figure 2: Parking Policy Hierarchy (with PSAP)

2.21 Review of iGO – City of Ipswich Transport Plan

A project to review iGO – City of Ipswich Transport Plan (iGO Major Review) is running concurrent to the PSAP project as identified in Figure 2 above. The anticipated outcome of the review will be the release of an updated version of iGO in 2024, following a series of technical investigations and consultations with key stakeholders and the community from 2022 to 2024.

The PSAP will need to align with the existing parking policies within iGO, but will also need to align with the new transport policy setting identified under an updated iGO.

3 Why we engaged

3.1 Engagement Purpose

The purpose of engagement for this project was to garner community and stakeholder insights about parking issues and opportunities across the Ipswich LGA and build support and stewardship for the final action plan. These insights were also gathered to inform and influence the relevant working papers being produced by PSA Consultants.

3.2 Engagement Objectives

Engagement undertaken for the PSAP project aimed to:

- Build community and stakeholder awareness and understanding of the ‘big picture’ surrounding parking, including iGO’s strategic objectives and what sustainable parking planning and delivery looks like.
- Identify areas of parking concern / challenges in the city, and other issues related to parking.
- Better understand community desires and improvements that could be made to ease parking issues.
- Build community trust and confidence in council’s decision-making abilities for sustainable transport planning and delivery.

4 Key Stakeholders

4.1 Internal stakeholders

A Technical Working Group (TWG) was established for the PSAP project involving subject matter experts across the following Council departments (Table 1 below):

Table 1: Diversity of Technical Working Group

Department	Branch/s	Interest
Asset and Infrastructure Services	Infrastructure Strategy	Transport Strategy Traffic Operations Parking Technology
Community, Cultural and Economic Development	Economic and Community Development Community and Cultural Services	Ipswich Central Place-making Physical activity
Environment and Sustainability	Environment and Sustainability	Sustainable transport

Planning and Regulatory Services	City Design	Transport / Land-use integration
	Compliance	Parking compliance / local laws

Two (2) Councillor Workshops have been proposed for Stage 3 (Strategy Development) and Stage 5 (Finalisation) of the PSAP project.

4.2 External stakeholders

There were several external stakeholders identified as either having a role and/or an interest in the PSAP (Table 2 below). Due to the iGO Major Review project running concurrently with the PSAP project, there were some external stakeholders that were not engaged directly as part of the PSAP project, but indirectly through the iGO Major Review project. This was a decision made to avoid engagement fatigue and to avoid duplicating feedback.

Table 2: Engagement on Parking (by external stakeholder)

Stakeholder	Direct engagement through the PSAP Project	Indirect engagement on parking through the iGO Major Review Project	Indirect engagement through the Parking Pricing Strategy (2020)
Ipswich Community	Engagement through SYI	353 respondents (through SYI and 1 st round of pop-up sessions)	295 respondents (through SYI)
West Moreton Health			
Ramsay Health Care			
Ipswich Community Panel			
Greater Springfield Chamber of Commerce			
Ipswich Chamber of Commerce			
Queensland Disability Network			
Queensland Motorcycle Council			
Murri Interagency			
University of Southern Queensland			
TAFE Queensland			

Direct Engagement	Indirect Engagement
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4.21 Ipswich Community Panel

The Ipswich Community Panel (ICP) pre-registered via the SYI website and were asked to share their inputs about parking issues, opportunities, and challenges across the LGA. This group has interest in potentially all modes of land transport, parking/traffic complaints, daily transport needs and experiences.

4.22 Community engagement (via Shape Your Ipswich)

Shape Your Ipswich (SYI) is Council's online community engagement platform where residents are given the opportunity to have their say on Council projects, initiatives, and new ideas. The 'iGO Parking Strategy and Action Plan' SYI page utilised the platform to engage with the community on the project.

4.3 Government and Non-Government Stakeholders

A number of Government and Non-Government Stakeholders were identified as having an interest the PSAP. West Moreton Health was Council's sole Queensland Government representative, as it is the largest employer across the LGA, with a large presence in both Ipswich Central and Springfield Central. Other commercial, educational (USQ, TAFE Queensland) and industry bodies were also engaged both directly as part of the PSAP or indirectly through the iGO Major Review project on parking matters.

5 Engagement Methodology

As previously identified in Table 2, ICC has relied on both direct and indirect stakeholder feedback to inform the development of the PSAP. This approach was taken given the extensive engagement undertaken and planned for the iGO Major Review project (running concurrent to the PSAP) as well as utilising the valuable feedback collected between December 2019 & February 2020 as part of the *City of Ipswich Parking Pricing Strategy* engagement piece.

5.1 Direct Engagement

Direct engagement for the PSAP project involved in-person stakeholder meetings with businesses in Ipswich Central and Springfield Central, on-line Teams meetings with both government and non-government 'health' stakeholders and a workshop with the ICP.

The ICP workshop centred around the following topics:

- Current parking issues and opportunities
- Considerations for ICC when developing a citywide parking vision, goals, and objectives
- Potential initiatives and parking actions



Figure 3: Engagement with the Ipswich Community Panel

A SYI campaign was also held between August and November 2022 during the ‘Background and Context’ project stage. This campaign received 446 visitations to the SYI page and a total of 30 contributions. Online engagement was centred around the following themes:

- Current parking issues and opportunities (via a social map)
- Creating places for people
- Sustainable parking management


It is envisioned that a second SYI campaign will be run in August 2023 to obtain community feedback on a draft PSAP.

5.2 Indirect Engagement

Indirect engagement for the PSAP consisted of various engagement pieces from the iGO Major Review project and the *City of Ipswich Parking Pricing Strategy* project.

5.21 iGO Major Review

A community engagement campaign (utilising ICC’s SYI platform) was held between December 2022 and March 2023.



In addition to SYI, ten ‘Talk to a Transport Planner’ Pop-Up Stalls were also held for the iGO Major Review project at the following locations:

- Ripley Markets – 10 December 2022;
- Rosewood Christmas Festival – 16 December 2022;
- Nicholas Street Christmas Markets – 17 December 2022;
- Karalee Shopping Centre – 14 January 2023;
- Springfield Lake Village – 17 January 2023;
- Yamanto Central Shopping Centre – 19 January 2023;
- Redbank Community Centre – 2 February 2023 (in-person meeting format);
- USQ Ipswich Campus Market Day - 20 February 2023;
- USQ Springfield Campus Market Day - 21 February 2023; and
- Murri Interagency - 7 March 2023 (in-person meeting format)

Each session was staffed by at least one member of the ICC Transport and Traffic Team, and one member of the ICC Community Engagement Team. The key goal of these activities was to gather quick responses to issues (including parking), allow residents the opportunity to directly discuss their transport experience with Council officers, and direct more respondents to the iGO Major Review SYI webpage.

Between the iGO Major Review SYI campaign and the community pop-ups, there were a total of 353 contributions. A summary report on the feedback received for ‘Parking’ from SYI has been attached in Appendix A.

Parking related matters were also discussed at meetings with the Queensland Disability Network and Queensland Motorcycle Council.

5.22 City of Ipswich Parking Pricing Strategy

A SYI campaign was held between December 2019 and February 2020 for the *City of Ipswich Parking Pricing Strategy project*. This campaign received a total of 295 contributions across the following topics:

- Parking policy and parking management
- Pricing and hypothecation of parking revenue
- Parking payment systems
- Smart parking technology
- Alternative transport modes

SYI questionnaire results from the *City of Ipswich Parking Pricing Strategy project* has been attached in Appendix B.

Table 3 (below) includes a summary of the direct engagement activities undertaken or planned to be undertaken in the future as part of the PSAP project as well as the indirect engagement activities used to inform the PSAP.

Table 3: Engagement activities (by stakeholder)

CONSULTATION ACTIVITY	DATE/S	METHOD OF CONSULTATION	ATTENDEES
Direct engagement as part of PSAP			
Shape Your Ipswich (PSAP Project)	<i>Phase 1:</i> August - November 2022 <i>Phase 2:</i> August 2023 (planned)	Online engagement and survey platform Social media adverts	Community members
Ipswich Community Panel Workshop	September 2022	In-person workshop, with opportunities for attendees to provide direct input through sharing thoughts and ideas in guided “break-out” groups	Members of the PSA and ICC Project Team Members of the Ipswich Community Panel
Stakeholder meeting with Hospitals	July 2022	Online Teams meeting	Members of the PSA and ICC Project Team Representatives from West Moreton Health Representatives from Ramsay Health Care
Stakeholder meeting with Springfield Businesses	August 2022	In-person meeting	Members of the Project Team Representatives from the University of Southern Queensland Representatives from the Mater Hospital Representatives from TAFE Queensland Representatives from the Greater Springfield Chamber of Commerce

CONSULTATION ACTIVITY	DATE/S	METHOD OF CONSULTATION	ATTENDEES
Stakeholder meeting with Ipswich Businesses	August 2022	In-person meeting	Members of the Project Team Representatives from the Ipswich Chamber of Commerce Local businesses owners and operators
Indirect engagement as part of the iGO Major Review Project			
Shape Your Ipswich (iGO Major Review Project)	<i>Phase 1:</i> December 2022 – March 2023	Online engagement and survey platform Social media adverts	Community members
iGO Review Community Pop-ups	<i>Phase 1:</i> December 2022 – March 2023	In-person pop-up sessions (10 in total for phase 1) across all Council divisions	Members of iGO Major Review Project Team Community members
Queensland Motorcycle Council	January 2023	Online Teams meeting	Members of iGO Major Review Project Team QMC President
Queensland Disability Network	February 2023	Online Teams meeting	Members of iGO Major Review Project Team Members of the Queensland Disability Network
Murri Interagency	March 2023	In-person meeting	Members of iGO Major Review Project Team Members of the Murri Interagency
Indirect engagement as part of the City of Ipswich Parking Pricing Strategy (2020)			
Shape Your Ipswich (Parking Pricing Strategy project)	December 2019-February 2020	Online engagement and survey platform	Community members

6 Engagement Outcomes

The outcomes of the community engagement were reviewed to identify common themes present across the stakeholders that were engaged. The following themes were identified:

- **Safety** – user safety associated with the design of parking spaces and access to parking areas
- **Access** – the right type of parking / kerbside use is located where it needs to be.
- **Amenity** – the conflict between places for people and places for vehicles.
- **Alternative transport modes** – the balance between providing adequate parking supply for businesses, commuters, and visitors, but also supporting legitimate alternatives to private vehicles.

A summary of feedback from external stakeholders can be found in Table 4 (below).

Table 4: Feedback summary (by Stakeholder)

STAKEHOLDER/FORUM	FEEDBACK
Theme: Safety	
Shape Your Ipswich (PSAP)	<ul style="list-style-type: none"> • Road safety should be a priority of Council • Provision of adequate and safe parking is a necessity for healthcare staff
West Moreton Health	<ul style="list-style-type: none"> • Safety for shift workers remains an issue at the Ipswich Hospital • Personal security – vehicle vandalism is a problem around the Medical Precinct
Ipswich Community Panel	<ul style="list-style-type: none"> • Safety was a core theme raised by the ICP • A significant reason why people are driving to, and parking in Ipswich Central is due to the real or perceived dangers of walking on Ipswich Central streets • Safety issues associated with parking areas in Ipswich Central connected by uneven and poorly maintained footpaths – of particular concern for people with disabilities • Lower speed limits in activity centres to improve pedestrian environment • Better street lighting required across Ipswich Central for night parking
Ipswich Businesses	<ul style="list-style-type: none"> • CPTED issues in many parts of Ipswich Central (i.e. Bell Street); acknowledging that more residential uses could reduce safety concerns

STAKEHOLDER/FORUM	FEEDBACK
Theme: Access	
Shape Your Ipswich (PSAP)	<ul style="list-style-type: none"> • Parking at Ipswich hospitals and schools is challenging, particularly during peak periods • There is the general expectation that Council should be providing more parking for commuters and visitors in activity centres; there is a perceived lack of parking within Ipswich Central • Lack of PWD parking bays at recreational parks and outside hospitals • More consideration in parking design for users with prams
Shape Your Ipswich & Community Pop-ups (IGO Major Review)	<ul style="list-style-type: none"> • Parking within activity centres was considered the 5th biggest transport challenge according to 353 respondents (below public transport affordability, quality, and reliability, rising cost of using a vehicle, road congestion and disconnected active transport networks) • School drop off, pick up and parking remains an issue across the city • A lack of PWD parking bays across the city and parking availability around hospitals were identified challenges
Shape Your Ipswich <i>(Parking Pricing Strategy – 2020)</i>	<ul style="list-style-type: none"> • Out of 295 respondents from the SYI survey, 84% strongly agreed/ or agreed that parking should be accessible to those that need it the most
Ipswich Businesses	<ul style="list-style-type: none"> • Parking supply is not sufficient for staff and customers in the Legal and Government parking precinct – contrary to Council’s parking survey • There is the general expectation that Council should be providing more parking for commuters and visitors in Ipswich Central
Springfield Businesses	<ul style="list-style-type: none"> • Weekend parking at the sporting grounds in Springfield Central could be challenging in the future, particularly with Stage 2 of Mater being constructed as it will be competing with sports parking on weekends • New development at Technology Drive (Vicinity Precinct) may exacerbate current parking problems during the day and truck parking at night • Parking (pick up and drop off) at schools in Springfield Central is challenging, particularly during peak periods, and likely to worsen with potential planned vertical high school and vertical TAFE campus

STAKEHOLDER/FORUM	FEEDBACK
Ipswich Community Panel	<ul style="list-style-type: none"> • More information should be available to the public about parking options within activity centres (i.e. 3 free hours at Nicholas Street carpark) • Extending the existing 15-minute free parking 'grace period' in Ipswich Central to 30 minutes • The ICP identified a number of locations where parking was insufficient for the land use, including the Top of Town locality, sports fields and facilities, schools and CBD commercial precincts. Importantly, most participants did not express a desire for more parking spaces to be provided in these locations, rather, most sought a more connected and accessible network of active and public transport infrastructure and services • Access for people with disabilities is challenging in Ipswich Central due to the state of the footpath infrastructure • More electric vehicle charging bays needed across the city as adoption increases • A parking app for booking, paying, parking availability, understanding regulations would be useful
West Moreton Health	<ul style="list-style-type: none"> • Majority of parking issues in and around the Medical Precinct are observed only on weekdays during business hours; minimal issues observed on weekends and after-hours • Significant growth in the region will put additional demand on existing parking supply • Localised parking challenges at South Ripley could occur with the introduction of the new satellite hospital and 90 bed overnight facility – this facility is also in close proximity to primary and secondary schools in the area • 200 bed expansion to the Ipswich Hospital (Stage 2) will place more pressure on existing parking resources in Ipswich Central
Ramsay Health Care	<ul style="list-style-type: none"> • Parking is an ongoing issue which leads to further issues regarding access for mobility restricted users. • On-street long-stay parking in the vicinity of St. Andrews' Hospital is often used by non-health care employees who then walk into the Centre Core.
Queensland Disability Network	<ul style="list-style-type: none"> • Lack of PWD parking bays across LGA (particularly in centres) • Inappropriate use of PWD parking bays by members of the community • PWD parking bays not often to standard – often the width is no different to a regular parking bay • Access to path network is challenging, many locations without kerb ramps

STAKEHOLDER/FORUM	FEEDBACK
	<ul style="list-style-type: none"> Smart app could assist with pre-planning, understanding the availability of parking and assist with the proper enforcement of PWD parking bays
Queensland Motorcycle Council	<ul style="list-style-type: none"> Opportunity exists to better utilise underused kerb-side space for the purposes of motorcycle parking (similar to Brisbane City Council)
Murri Interagency	<ul style="list-style-type: none"> Parking availability in activity centres are often relied upon for the First Nations community to access community services and medical appointments Alternative transport options were limited/unreliable If parking is not available, medical appointments are often missed
Theme: Amenity	
Shape Your Ipswich (PSAP)	<ul style="list-style-type: none"> Parking should be clear, wide/empty streets give off the impression that there is ample parking availability.
Shape Your Ipswich (iGO Review)	<ul style="list-style-type: none"> Of the 353 respondents to SYI survey and pop-ups, the large majority value a more balanced provision of kerbside space between vehicles and people. Approximately 72% of respondents to the SYI survey 'strongly agreed' or 'agreed' that cities should be designed more for people rather than for cars; 12% of respondents 'disagreed' or 'strongly disagreed' The large majority of respondent to SYI survey and pop-ups valued a more balanced designation of space for people and space for vehicles in movement corridors; the most preferred movement corridor examples were well shaded (i.e. Orchard Road, Singapore) Amenity issues in residential communities associated with residential parking; garages are often used for purposes other than vehicle storage, causing parking spill-over in the verge and on-street
Shape Your Ipswich (Parking Pricing Strategy – 2020)	<ul style="list-style-type: none"> Out of 295 respondents from the SYI survey, 63% agreed that parking revenue should be reinvested to improve the streetscape (trees and landscaping) in the activity centre that it is collected in
Ipswich Community Panel	<ul style="list-style-type: none"> Place and matters related to the amenity of Ipswich Central were raised consistently throughout the ICP workshop (issues of safety and the need to develop Ipswich Central as a destination which supports active transport trips)

STAKEHOLDER/FORUM	FEEDBACK
Theme: Alternative Transport Modes	
Shape Your Ipswich (PSAP)	<ul style="list-style-type: none"> • Significant changes need to occur to attract residents out of cars and into sustainable modes of transport; cars better value an individuals' time, compared to alternatives • Lack of infrastructure for sustainable modes increase reliance on private vehicles and hence car parking
Shape Your Ipswich (iGO Review)	<ul style="list-style-type: none"> • Alternative transport options are lacking across the city resulting on many to rely on driving and car parking • Public transport affordability, quality and reliability was identified as the city's biggest transport challenge • Disconnected active transport networks were identified as a greater challenge to address (4th biggest challenge) compared to parking in activity centres (5th biggest)
Shape Your Ipswich (Parking Pricing Strategy – 2020)	<ul style="list-style-type: none"> • Out of 295 respondents from the SYI survey, 53% identified that better public transport could provide them with a viable alternative to driving and parking within activity centres <ul style="list-style-type: none"> ○ 65% strongly agreed/ or agreed that the cost to provide public parking should be recognised and considered in people's travel choice ○ 68% agreed that parking revenue should be reinvested into sustainable travel initiatives (footpaths, bikeways, shared paths) in the activity centre that it is collected in ○ 69% agreed that parking revenue should be reinvested into public transport infrastructure in the activity centre that it is collected in
Ipswich Businesses	<ul style="list-style-type: none"> • Opportunity to link off-street parking areas with a new loop bus service in Ipswich Central should be investigated • Significant percentage of Ipswich Central employees live outside of the Ipswich LGA, therefore have no other option but to drive and park due to limited alternatives
West Moreton Health	<ul style="list-style-type: none"> • WMH would like to see more sustainable travel options for hospital staff, visitors and patients • Public Transport is important for hospital patients (especially for clinics and mental health clinics) • New satellite hospital at South Ripley needs to be connected with public transport to avoid reliance on private vehicles and parking • E-mobility has potential for hospital staff and visitors rather than patients; patients typically require front door access to facilities

STAKEHOLDER/FORUM	FEEDBACK
Murri Interagency	<ul style="list-style-type: none"> • Access to alternative transport modes across the city are a challenge • Lack of transport options, limits many to driving and parking
Ipswich Community Panel	<ul style="list-style-type: none"> • Desire to reduce on-street carpark with the exception of parking for people with disabilities, in favour of permanent or temporary active transport infrastructure • Quality and current state of footpaths is a factor that contributes to their choice of transport mode • Safety and amenity issues in Ipswich Central limit uptake of active and public transport modes • More bicycle parking / end of trip facilities within activity centres to encourage uptake of active modes • First / last mile transport options (e-scooters, ebikes) required in activity centres • Dedicated rideshare parking for pick-up /drop off

7 Conclusion

The themes and stakeholder insights identified in this report will help inform the framework of the PSAP and will be used in addition to existing parking policies within iGO. The PSAP will also need to align with the new transport policy setting set under an updated iGO which is planned to be released in mid-2024.



8 Appendices



Appendix A – Parking Insights from the iGO Major Review project



IGO REVIEW – COMMUNITY FEEDBACK ON PARKING

1st December 2022 to 13th March 2023

Respondent Profile

(All Questions)

Forum	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Shape Your Ipswich (Online)	90		12	43	35	1	7	28	21	15	11	7	0

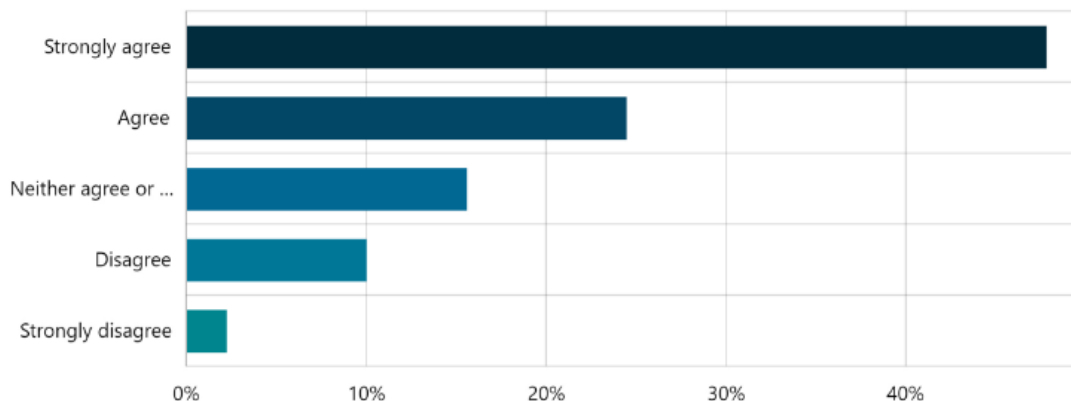
(Question 28 only)

Pop up location	Total	CALD	Other/NS	Male	Female	Below 20's	20's	30's	40's	50's	60's	70's	80's
Ripley Markets	32	10	0	18	14	0	2	13	7	4	3	2	1
Rosewood Markets	33	0	0	12	21	2	7	5	6	1	4	6	2
Tulmur Place	39	0	0	20	19	4	4	3	2	7	10	5	4
Karalee	24	0	0	11	13	0	0	3	6	2	8	4	1
Springfield Lakes	13	0	0	4	9	0	1	5	1	6	0	0	0
Yamanto	15	0	0	6	9	2	2	5	1	5	0	0	0
Redbank Plains Community Centre	10	0	0	0	10	0	0	0	0	10	0	0	0
USQ Ipswich Campus	26	0	0	5	21	12	6	5	2	1	0	0	0
USQ Springfield Campus	47	0	0	18	29	35	6	1	2	2	0	0	0
Murri Interagency	24	0	0	7	17	0	5	8	5	4	2	0	0
Pop-up Total	263	10	0	101	162	55	33	48	32	42	27	17	8

QUESTIONNAIRE RESULTS

1. Do you think cities should be designed more for people rather than for cars? Required

Multi Choice | Skipped: 0 | Answered: 90 (100%)



Answer choices	Percent	Count
Strongly agree	47.78%	43
Agree	24.44%	22
Neither agree or disagree	15.56%	14
Disagree	10.00%	9
Strongly disagree	2.22%	2
Total	100.00%	90

Feedback on Question 1

People mainly, but would like available car parking at reasonable prices

True cities should be designed primarily for pedestrians, but we need to consider that for most people the first part of the journey will be either driven in a vehicle or ridden on a bike, due to limited bus/train options in outer laying areas as well as personal needs such as time limitations. Once arrived vehicles and bikes need suitable end-of-journey facilities such as parking and shower and bike locker facilities near transport mode hubs.

Adequate parking is vital as is public transport.

Lack of free parking in Ipswich. Lack of buses around Ipswich, with bus timetables out of date.

Public transport should be cheaper than parking (including for families).

Car is a basic necessity for everyone the city should be designed by keeping the green energy vehicles in mind. More charging stations are required.

I've travelled a bit here and overseas, any CBD or touristy place need good width and planned walking paths plus gardens/parks where they can relax and regroup. You do need car access but it should be kept on the outskirts of the business area - more free multi-level parking areas would be needed

City centre should be for people with adequate perimeter parking and controlled transport to key areas.

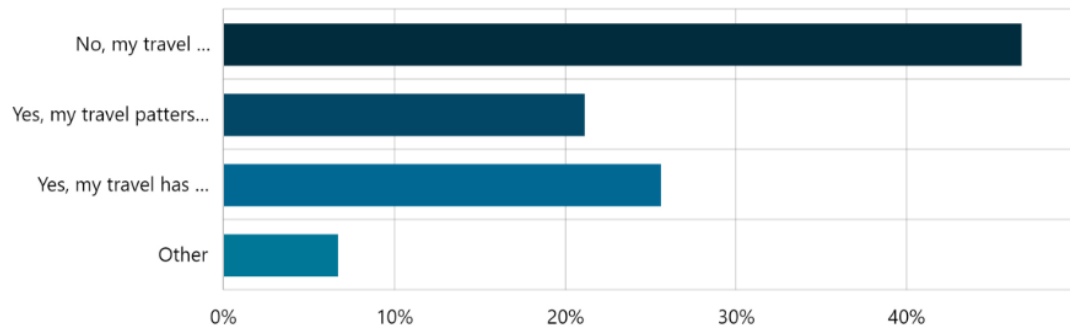
I think there isn't enough opportunity for people on foot to enjoy our city at the moment, but conversely parking is such a problem that if you are to make room for more pedestrian space, they still have to get to the hub and appropriate low cost parking is needed.

Yes, cities need to have lots of areas for people on foot- however if there are businesses and shops in these cities, people cannot do a lot of shopping and carry it around with them or back on public transport. To use an example Brisbane city used to have the hive king George car park. It was located conveniently, lots of car parking. You could return to your car, drop your shopping in and go back to the city. I used to shop a lot in Brisbane city, but not anymore due to I don't want to lug around the purchases, nor do I want to drag it home on public transport. Unfortunately that car park was destroyed for a silly little used expensive bikeway. If you are going to encourage people to use public transport in cities it must be convenient, safe, reliable and clean- at the moment our public transport system in Queensland is none of that. I had recent need to be in Brisbane city - the trains weren't really clean and the trip home the train was late. Also translink needs to lift its game- most info is inaccurate or they don't know. So there's arguments on both sides for more car parks or less traffic in cities

Whilst in the city safe walking routes with a central parking facilities would be great.

6. Has the cost of living rises impacted on your transport options? Required

Multi Choice | Skipped: 0 | Answered: 90 (100%)



Answer choices	Percent	Count
No, my travel patterns are the same	46.67%	42
Yes, my travel patters are different	21.11%	19
Yes, my travel has reduced	25.56%	23
Other	6.67%	6
Total	100.00%	90

Feedback on Question 6

I drive less where possible and have more items delivered while becoming less reliant on deliveries overall.

Increased use of public transport to reduce fuel and parking costs.

Try to limit driving where possible. Sometimes take the train to Brisbane as it is more economical when parking costs are factored in

23. How could Ipswich's transport system be more accessible for everyone? Required
Short Text | Skipped: 17 | Answered: 72 (80.9%)

Feedback on Question 23

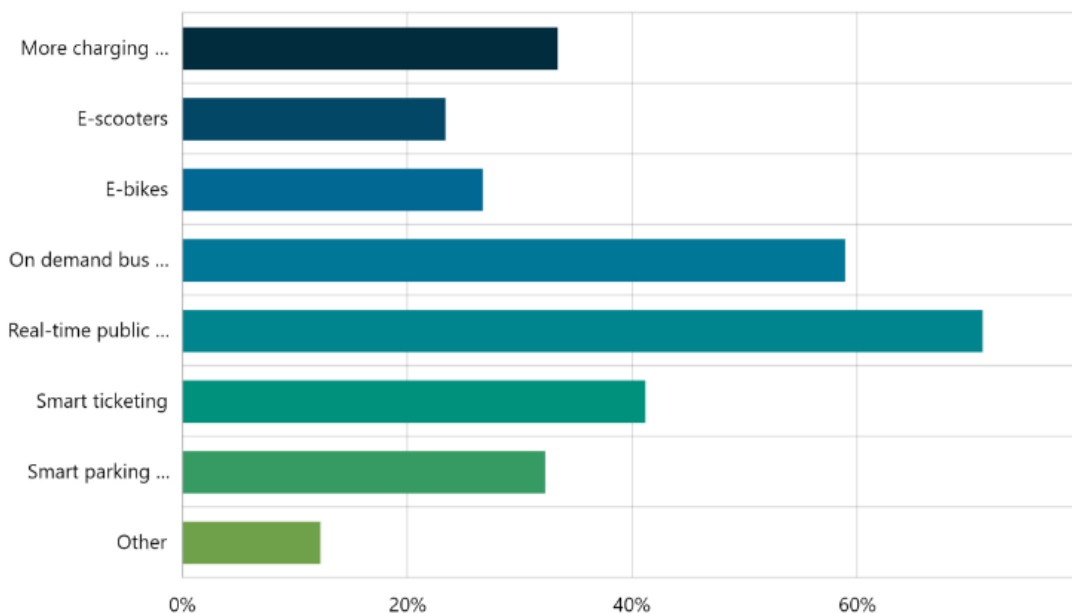
Accommodate for all - bike racks for cyclists, wider disability parking that somehow can monitor if a dash has the permit displayed & fine those that park there that don't have a permit displayed.

buses to line up schedules, bike paths or bike lanes(that do not double as parking spots)

All forms of public transport need to be managed and coordinated by one authority, interconnecting with all taxi and rideshare options. People who MUST use their cars because not close to convenient transport options, MUST have access to carparking.

Consult with people living with a disability to design transport but also use people of lived experience to audit transport

26. What new transport technology would you like to see more of in Ipswich? Required
Multi Choice | Skipped: 0 | Answered: 90 (100%)



Answer choices	Percent	Count
More charging stations for electric vehicles	33.33%	30
E-scooters	23.33%	21
E-bikes	26.67%	24
On demand bus services	58.89%	53
Real-time public transport information at stops and stations	71.11%	64
Smart ticketing	41.11%	37
Smart parking applications	32.22%	29
Other	12.22%	11

Question 26 Feedback

A camera/device that can monitor people parking in disability parks that don't have a permit - issuing fines to them.

28. Thinking about the challenges facing our city, what are the most important to address? Required

Results from Pop-ups

	Top 3 Response (Count)	Rank	Top Response (Count)	Rank
Road congestion - traffic	103	3	43	3
Rising cost of using a vehicle	106	2	50	2
Walking and cycling networks that aren't connected	68	4	17	5
Climate Change	53	6	15	6
Public transport affordability, quality and reliability	119	1	51	1
Parking within activity centres	66	5	10	7
Physical inactivity	29	8	4	8
Other suggestions	51	7	29	4

Results from SYI

	Top 3 Response (Count)	Rank
Road congestion - traffic	52	3
Rising cost of using a vehicle	22	5
Walking and cycling networks that aren't connected	60	2
Climate Change	28	4
Public transport affordability, quality and reliability	65	1
Parking within activity centres	21	6
Physical inactivity	20	7
Other suggestions	3	8

Combined results

	Top 3 Response (Count)	Rank
Road congestion - traffic	155	2
Rising cost of using a vehicle	128	3
Walking and cycling networks that aren't connected	128	3
Climate Change	81	6
Public transport affordability, quality and reliability	184	1
Parking within activity centres	87	5
Physical inactivity	49	8
Other suggestions	54	7

Question 28 Feedback

Making public transport easier and having more of it and reducing the cost of parking and public transport

CBD parking remains a major problem. Not the cost of meters etc; just availability. Not afraid to walk from park to destination, but CBD needs parking facilities; especially covered and secure ones; at a reasonable (to the user) price. Big opportunity begs developers/investors.

To incentivise active transport, you have to do more than build good infrastructure, you have to de-incentivise things that make driving the better option; free and widely accessible parking, shops that are primarily designed for cars with footpaths and bike parking only being an afterthought. The more cars are accommodated for, the more will drive.

Other comments

More disabled parking - especially at the hospitals

Parking heights restrictions in car parks - not big enough to cater for people with bigger vehicles especially from rural areas (i.e. Nicholas Street Precinct car park)

Car parks in the main street of Ipswich CBD

Bigger and more parking spaces for pram access

There are several very convenient car parks on Main St (Springfield Central), but no bike/scooter racks. What kind of traffic do we want to encourage right next to pedestrian crossings and diners? Installing bike racks on Main St is a cheap no-brainer.

<i>Could a smart app be developed by Council for PWD car parking bays to understand their location, availability and dimensions (not all PWD are suitable for wheelchairs).</i>
<i>Parking cost is too high</i>
<i>More parking availability</i>
<i>More parking in Ipswich CBD and outskirts</i>
<i>Roads in new estates are too narrow, there is no parking so people park on the streets and no space for cars and buses to go past.</i>
<i>Traffic in Ripley, there are 3 schools and no public transport and no room to park</i>
<i>School drop offs, pick up and parking - not enough space</i>
<i>Biggest barrier that the community faces is getting to health appointments or appointments using transport (parking) / public transport (lack of connection from some suburbs and not frequent)</i>
<i>Not enough parking near Ipswich hospital</i>
<i>No buses before 7am or there is no close parking in Ipswich CBD. If they have an appointment at 9am they would not make the appointment in time as waiting times in between public transport is too long.</i>
<i>Community don't do follow up specialists appointments as they can't afford public transport or parking</i>
<i>Nicholas Street Precinct is good parking but too far from the hospital to walk, especially if there is a disability or injury</i>
<i>Needs to be an information hub on transport options and parking close to public transport area</i>
<i>Not enough parking for disabled and elderly people</i>
<i>Had to cancel oncology appointment as there was no close enough carpark, not able to walk long distance.</i>
<i>Parking in growth areas such as Ripley and Redbank Plains is insufficient</i>



Appendix B – City of Ipswich Parking Pricing Strategy – SYI Survey Results (2020)

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?



Question 3 – What sector do you represent?

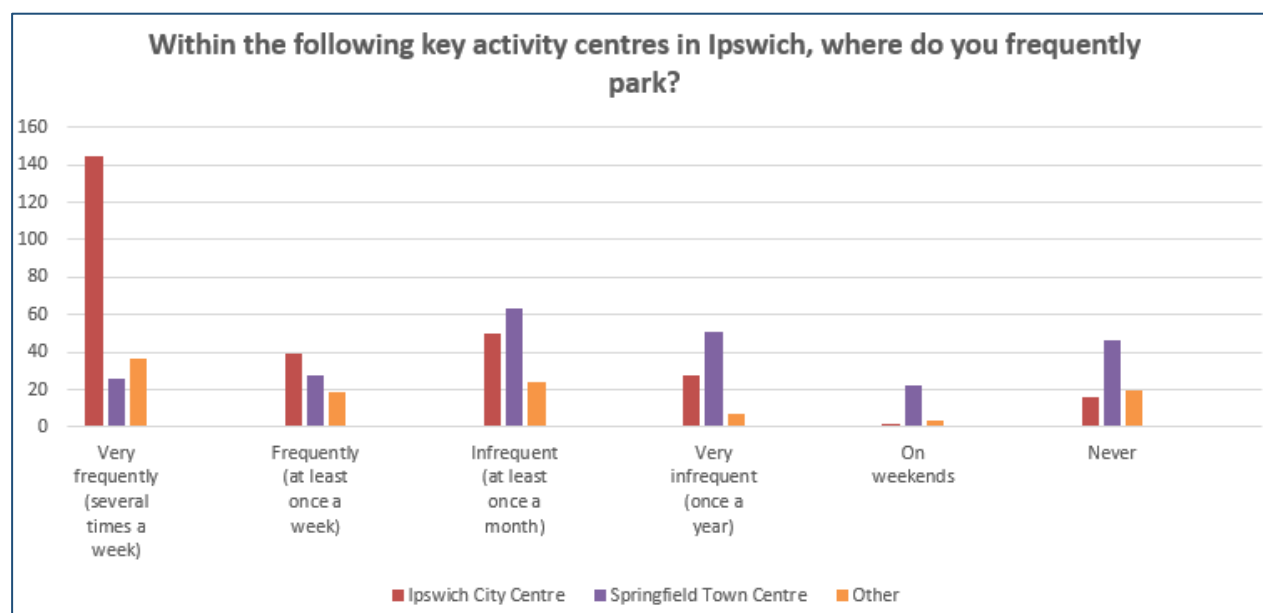
Sector	No. of Respondents	% Share
<i>Business Owner</i>	11	4%
<i>Customer/Visitor</i>	114	41%
<i>Commuter</i>	139	47%
<i>Other</i>	24	8%
<i>Total</i>	295	100%

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		
<i>Improved cycle/pedestrian facilities</i>	36%	64%
<i>Better public transport</i>	53%	47%
<i>Car-pooling/ride sharing services</i>	18%	82%
<i>Other (please specify below)</i>	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)		
<u>Parking Management Framework (On-street)</u>	<65% Intervention recommended	65%-85% No intervention recommended – optimal range	>85% Intervention recommended
<u>Parking Management Framework (Off-street)</u>	<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		
<i>Spend money on sustainable travel initiatives (footpaths, bikeways, shared pathways)</i>	68%	32%
<i>Invest in streetscaping (trees and landscaping)</i>	63%	37%
<i>Invest in new parking technologies (smart meters and apps)</i>	52%	48%
<i>Invest in public transport infrastructure</i>	69%	31%
<i>Other</i>	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.