City Parking Plan 2015

Providing parking convenience, accessibility and transparency.
February 2015
Mayor’s foreword

The Gold Coast road and public transport network is the foundation of our local economy. Proper investment and clever new thinking will support jobs and protect our lifestyle as our population approaches 831,000 in just 15 years.

Implementation of our landmark Transport Strategy 2031 is a key priority – and integral to our preparations for the Gold Coast 2018 Commonwealth Games. Many signature actions have been completed and others are well underway.

While we have invested in active travel options, public transport and cultural change, the reality is the number of vehicles on our roads will continue to increase. If not properly managed, additional traffic could mean gridlock and squandered economic opportunities.

The City Parking Plan 2015 is our action plan to ease congestion on local roads, attract more customers into our commercial precincts and give motorists easier, more flexible ways to pay for parking and avoid fines.

The plan also addresses issues with on and off-street parking and investigates the use of park and ride facilities to boost public transport patronage. Locality-specific plans will ensure the right balance is struck between amenity and turnover to support local jobs and businesses.

Congestion on our roads is an inescapable reality for a vibrant, growing city that welcomes millions of visitors annually. This is a sensible plan backed by value-for-money investments that will see new parking revenues used for local centre improvements; a win for residents, businesses and visitors.

TOM TATE
Mayor
1.0 Setting the scene

1.1 Introduction

The City of Gold Coast (the City) endorsed its first parking plan in 2004. A decade later changing demographics and lifestyles are changing traditional patterns of accessibility and mobility – activity centres are growing with increasing demands on land, road and kerbside space while new technologies and new policy ideas enable a more responsive and integrated approach to urban parking.

The Gold Coast City Parking Plan 2015 (the Plan) harnesses the potential of new parking technologies, complemented by best practice policy to improve the convenience and availability of parking and provide a legible and transparent pricing mechanism. The Plan ensures that parking is available in the right place, at the right time and at the right price, providing local access and mobility, safe and engaging streets and attractive places.

The Plan brings parking into line with the City’s strategic policies, including the Gold Coast City Transport Strategy 2031 (GCCTS 2031), the Economic Development Strategy 2013–2023, the City Plan 2015, the Accessible and Inclusive City Action Plan 2014–2019 as well as other policies that impact urban accessibility and prosperity.

Powerful integrated wireless parking technologies now provide real time/place data and associated policy concepts to provide a ‘smarter’ parking pricing mechanism with improved management. New active and public transport initiatives, including Stage One of the state of the art Gold Coast Light Rail system which opened in mid-2014, provide real transport choice.

The raft of dynamic and innovative strategies, technologies, and transport choices provide the context and framework for this Plan. The Plan’s equally dynamic and innovative approach to parking is delivered in the following sections:

- Setting the scene – outlines parking challenges, the current situation and the opportunities from new technologies and best practice policies.
- Vision and objectives – show how the Plan supports economic productivity and sustainable transport and land use, building on the GCCTS 2031, the City Plan and the Economic Development Strategy objectives.
- Key programs – describes the programs to deliver the Vision and Objectives:
  - ParkInCentre Schemes
  - Parking Technology Program
  - Demand Responsive Pricing Policy
  - Parking Investment Policy
  - Parking Assets Strategic Plan.
- Action areas – details the actions to achieve the Plan’s objectives.

1.2 Challenges

The City’s linear and polycentric urban form provides unique urban planning challenges and opportunities. New development and growing congestion pressures are impacting our economic productivity, vitality and amenity. By 2015, the Gold Coast will have more than 550,000 residents and around 12 million visitors each year, and the population is expected to increase to almost 800,000 by 2035.

The City must manage a finite amount of road, kerbside and footpath space with increasing demands for better amenity, access and mobility in centres. There are also demands for better and wider footpaths, footpath dining, streetscaping and landscaping, the need for driveway access, bus zones, loading zones, disabled bays, taxi zones and parking, increasing vehicle traffic, dedicated turning lanes, slip lanes and space for pedestrian crossings. These valid demands need to be balanced with parking.

Inefficient kerbside and parking management increases traffic congestion. ‘Cruising’ for parking in busy periods congests local streets and reduces amenity, economic activity and productivity. The Bureau of Transport and Regional Economics (BTRE) estimates that urban traffic and congestion costs Australia $9.4 billion a year:1

BTRE aggregate projections (using the base case scenario for future traffic volumes) have the avoidable social costs of congestion more than doubling over the 15 years between 2005 and 2020, to an estimated $20.4 billion. Of this $20.4 billion total, private travel is forecast to incur time costs of approximately $7.4 billion (Dead Weight Loss of trip delay plus trip time variability), and business vehicle use $9 billion (DWL of trip delay plus variability). Extra vehicle operating costs contribute a further $2.4 billion and extra air pollution damages a further $1.5 billion.2

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Parking is an important, part of the wider urban accessibility challenge. Figure 1 shows the differing access and mobility qualities of several Gold Coast centres. City-wide parking policies often fail to properly account for the specific characteristics of time and place. An effective policy needs to respond to dynamic nature of centres and parking demands.

Feedback indicates that people want convenient and available parking but these objectives are difficult to deliver when parking is not priced according to the level of demand. This ‘parking dilemma’ highlights why parking is often not convenient or available when we most need it. Parking policies need to establish a dynamic relationship between changing demand and parking supply. According to the Productivity Commission 2012 Report into the role of local government as regulator: The demand for parking in a given locality is related to: land use, including in surrounding locations; the relative availability and attractiveness of public transport; geographic, demographic and socio-economic characteristics; price structures; and, factors related to the time of the day or year. The supply of parking is related to the availability and value of land, expected return to car/vehicle park owners from parking fees, and government policies on the desirability and required extent of parking compared with other options. Local government regulation can affect both the quantity of parking available and its price.6

The supply of convenient and available parking in centres with finite supply and growing demand is an ongoing challenge. While new technologies and complementary policies present a number of innovative solutions, the critical challenge for the City is how to use pricing to adjust parking demand and supply outcomes.

### 1.3 Current parking situation

Some 9,000 regulated on-street parking spaces are located across the city. Of these 83 per cent are time limited, with around 1,600 (17 per cent) paid or metered.

Paid parking exists in Southport, Surfers Paradise, Bundall, Burleigh Heads and Broadbeach. As the 32 activity centres earmarked for future growth in the City Plan 2015 develop, demand for parking spaces as well as other road and kerbside uses will increase.

The City owns significant paid and free public off-street parking assets throughout the city. Continued population growth, coupled with high car dependency, will see some of these facilities exceed capacity during peak periods. Parking revenue from these assets is often less than the cost of supplying it, even where a charge is applied. The benefits provided by ‘free’ and subsidised off-street car parks are unevenly distributed. Many neighbourhoods, businesses and their visitors receive no benefit from free City parking even though these businesses have contributed to the cost of the parking asset.

A number of paid and free privately-owned off-street public car parks are provided by private shopping centres and entertainment venues. Some have schemes that allow customers to park for a certain period without charge or at a discounted rate, while commuters are charged a higher rate.

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A comparison of Gold Coast Centres shows significant differences in the amount of paid parking. It is also notable that only five centres in the city have paid parking. Figure 3 below shows that while the Gold Coast has the second largest local government area in Australia it has a relatively low number of parking meters with low charges. Parking revenue currently funds a range of public and active transport projects within the city. The amount of revenue received impacts on the ability to deliver these projects.

<table>
<thead>
<tr>
<th>Local Government area</th>
<th>On-street paid parking spaces</th>
<th>Typical hourly rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Gold Coast</td>
<td>Approx. 1,600</td>
<td>$1.00 – $3.30</td>
</tr>
<tr>
<td>Brisbane City Council</td>
<td>8,260</td>
<td>$2.70 – $4.40</td>
</tr>
<tr>
<td>City of Melbourne</td>
<td>3,077</td>
<td>$4.00 – $8.00</td>
</tr>
<tr>
<td>Waverley Council (Bondi, Bronte)</td>
<td>2,635</td>
<td>$5.20</td>
</tr>
<tr>
<td>Manly Council</td>
<td>1,013</td>
<td>$5.00 – $8.00</td>
</tr>
</tbody>
</table>

Figure 3 – Comparison of Gold Coast parking with other Councils.

1.4 Opportunities for change

The Gold Coast light rail, new development along transport corridors under the new City Plan 2015 and the 2018 Gold Coast Commonwealth Games (GC2018) provide an exceptional opportunity for the city to refine its access and mobility policy and practice. GC2018 will showcase the city on an international stage and will help us to realise the Gold Coast’s potential as a world class destination. With the various policy innovations and investments, including the $7.5 million integrated parking technology systems, the City is moving towards this objective and becoming a leader in parking and accessibility best practice.

The GCCTS 2031 sets the context for the need for change:

Effective transport systems are integral to the success of any modern city – they connect us to our families, friends, jobs, amenities and communities. As we continue to grow, Gold Coast City Council must plan for the future, to enhance these connections and to protect our lifestyle. Unless we change our travel behaviour, traffic congestion will significantly affect our economy, lifestyle and environment.6

The strategy’s parking section adds:

Car parking policies strongly influence the way cities function and evolve. They affect land use structure, amenity of local streets, public and active transport use, levels of traffic congestion and car-dependence. 5

1.4.1 Integrated parking management technologies

Until recently parking meters represented a single function technology focused on coin payment for a set period. Affordable wireless technologies have now radically improved parking management. In-ground sensors provide real time data on the use of each car park and this informs the regulation and the level of pricing of parking to ensure the highest and best use of each space. Available customer service benefits include:

- ticketless ‘tap and go’, cash, card and phone pay/top up options for parking meters
- SMS service to mobile to avoid overstaying
- mobile apps, internet and electronic signage providing real-time information
- opportunities for multifunctional on-street parking sentinels that can sell public transport tickets, book taxis or provide tourist information.

Integrated parking technologies benefit both the City and users and have enabled a re-think of the policies that determine how parking is bought, managed, priced and charged.

1.4.2 Best practice parking trends

New parking technologies have enabled a smarter and fairer approach to parking and have underpinned a range of complementary parking policy concepts, including:

- Providing quick and easy payment. The inconvenience of having change for the meter is replaced with ‘tap and go’ or pay by phone technologies and the ability to top up time remotely.
- Pricing according to parking demand. Setting the price of parking according to demand data for the car park, by place, hour, day and season. This provides legible and transparent pricing, more parking choice and more convenience and availability.
- Investment of parking revenue into local improvements. A share of meter revenue is expended on local centre improvement schemes and or public transport linking paid parking to tangible benefits. These benefits both attract people and entice them to stay and spend locally.
- Acknowledgment of the real cost of parking. Understanding of the real cost of parking and the value of the land it occupies to ensure a more equitable sharing of costs and benefits.

4 Gold Coast City Transport Strategy 2031, p 2.
5 Ibid. p 40.
6 Ibid. p 40.
1.5 Principles

The following principles reflect the strategic planning direction to guide the key actions:

• Increase sustainable transport outcomes (public transport, cycling and walking) and support the use and evolution of the light rail.
• Enhance local amenity and public realm and ensure a pedestrian focused environment.
• Invest parking revenue to fund centre improvement schemes and public transport.
• Manage the demand for parking to enhance the vitality of activity centres and make best use of the street as a public asset.
• Improve economic prosperity in recognition that the availability of on and off-street parking is essential to business.
• Improve efficiency and legibility to improve the supply and use of car parking.
• Ensure the pricing of parking and the investment of revenue is clear, transparent and easy to understand.

1.6 Plan context

The Plan gives effect to the broader policy context and vision for the city, guided by Gold Coast 2020, the City of Gold Coast’s Corporate Plan, and other key corporate strategies (see Figure 5).

The corporate plan themes of “People, Place, Prosperity” reflect, the advantage of where we live, our opportunities as a city and the importance of a strong community. Key objectives include:

• Our city provides a choice of liveable places.
• We have fast, frequent and reliable public transport.
• Our modern centres create vibrant communities.
• Everyone can enjoy a beach experience.

‘Liveable places’ is an objective of the City Plan 2015 and the Economic Development Strategy 2013–2023 which seek the ‘creation of a world-class city, a city recognised globally for its unique lifestyle, talented people, its innovation and entrepreneurial culture’.

The GCCTS 2031 outlines a number of objectives including ‘Providing better local parking management’ which details the following summarised key actions:

• develop a city-wide parking plan
• develop local parking plans for individual areas
• trial new parking technology
• review parking rates along the coastal strip
• build new park-and-rides.

These actions are intended to achieve the following outcomes for the community: centres remain vibrant, it is easier to find a car park, there is a better balance of visitor parking and staff parking and new revenue is provided to improve centres.

Figure 5. Policy context

Gold Coast 2020
City Plan 2015
Gold Coast City Transport Strategy 2031
Economic Development Strategy 2013–2023
City Parking Plan 2015

Figure 6. City Parking Plan overview

City Parking Plan 2015
2.0 Vision and objectives

2.1 Vision

To improve economic prosperity and urban amenity and to support sustainable transport choices through a balance of parking options.

2.1.1 Background

The GCCTS 2031 sets the overall vision for transport on the Gold Coast, and forms the overriding principles to guide the City Parking Plan 2015. The vision for transport is a city that:

- **Enjoys smart growth** – The majority of new development is based on compact, mixed-use centres that are focused on high-quality public transport.
- **Is a connected city** – People and places are connected by an integrated, safe and efficient transport network.
- **Makes sustainable travel choices** – A significant proportion of Gold Coast residents and visitors choose to walk, cycle and take public transport as part of their daily travel.

The Transport Strategy also sets a specific objective for car parking:

To manage car parking in a way that supports the economic vitality of the city and boosts sustainable transport use.

Achieving this vision will help:

- Protect our quality of life
- Make our city more equitable
- Strengthen our economy
- Protect our natural environment
- Improve residents’ health
- Develop a resilient transport system

This Plan evolves from the 2004 Whole of City Parking Strategy. The 2004 Strategy drew from best practice policy and data at that time and the following vision:

That it is important for the Gold Coast to be a city that has a sustainable future both economically and environmentally. The city is to be a desirable destination where effective public transport is promoted and supported so that on-street parking is available for convenience related trips and that there is a pedestrian friendly environment within the centres. That the Gold Coast is a city where equitable mobility for all social groups is ensured into the future by the proactive approach of good parking management. The Whole of City Vehicle Parking Strategy is the means by which Council is able to achieve these desired outcomes.

The 2004 Strategy reflects an evolving view of parking, envisaging urban growth, changing demographics and mobility needs and anticipates the impact of a future transit system. It acknowledges the growth of centres and the importance of access. However, it has been unable to respond effectively to local parking conditions. Ten years on, new parking technologies and best practice policies enable us to overcome this constraint.

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2.2 Objectives

The Plan’s objectives have been informed by key Council plans and strategies, a range of best practice examples and a series of consultations conducted during 2013 and 2014. Issues and aspirations have been aggregated into five objectives.

Parking for centres

Improved local amenity, access and mobility

Description

- Maximise availability and convenience of parking by encouraging short term stays and high turnover in the core with longer term stays and low turnover located off-street or in the centre frame.
- Provide a range of parking options and improve payment convenience including credit card ‘tap-and-go’, phone payment and cash payment.
- Balance the need for kerbside vehicle parking with other access and mobility options, including transit and access for services and ‘place making’ functions such as footpath dining, streetscaping and improved footpaths.
- Support local access and mobility needs.
- Utilise parking revenues to fund local access improvements.
- Monitor changing parking conditions in the centre.
- Increase convenience with improved local amenity and public safety due to reduced traffic ‘cruising’ for limited parking.
- Ensure new development does not detrimentally affect the supply and availability of on-street parking.

Key program

ParkInCentre Schemes

Parking technology

Improved parking information and convenience

Description

- Improve information to provide greater customer service for users of parking and assist the City's management of parking.
- Employ new technologies such as phone apps, web portals and electronic signage to inform people on where and when to go for convenient, available or cheaper/free parking depending on need.
- Improved payment convenience including credit card ‘tap-and-go’, phone payment and cash payment.

Key Program

Parking Technology Program

Responsive parking pricing

A transparent approach to the pricing of parking

Description

- Use a consistent and transparent approach to pricing based on data to ensure parking prices reflect demand by location, time of day and/or season.

Key Program

Demand Responsive Pricing Policy

Investment

Reinvestment into local centres

Description

- Invest new parking revenue in streetscape, public realm and public transport facilities/services and active transport improvements to enhance local accessibility and urban amenity.

Key Program

Parking Investment Policy

Strategic parking management

Strategic management of the City’s parking assets

Description

- Ensure the highest and best use of parking assets including alternative parking management options for assets to ensure maximum benefit for the City and the centre.

Key Program

Parking Assets Strategic Plans
The Plan’s vision and the objectives will be delivered via five programs:

- ParkInCentre Schemes;
- Parking Technology Program;
- Demand Responsive Pricing Policy;
- Parking Investment Policy;
- Parking Assets Strategic Plans.

These key programs are designed to allow clear reporting and delivery of the key actions to achieve the City’s objectives for parking on the Gold Coast.

3.1 ‘ParkInCentre Schemes’ (PICS)

Parking management raises complex and sensitive issues, particularly for business. This Plan aims to achieve efficient and equitable parking outcomes through ‘ParkInCentre Schemes’ (PICS), local parking plans that are based on three principles:

- Parking, timed and/or paid regulation, is managed according to local demand data.
- New parking revenue is invested in local streetscape and local public transport improvements.
- Actions and outcomes reflect local conditions and evolve over time.

The City already uses some of these principles. The Southport Broadwater Parklands is partly funded from onsite car parking meter revenues. The City Place Making Program (formerly Centres Improvement Program) has developed sophisticated processes and mechanisms for managing the investment of local funds.

The setting of pricing to real time/place data is increasingly a feature of parking in centres, notably in North America, but is new to the Gold Coast. Consequently, it is proposed to phase in changes via a pilot scheme to ensure demand responsive pricing and parking investment responds to the local centre and its context.

Developing the PICS achieves the GCCTS 2031 – Signature Project 2: Develop local parking plans for individual areas in the City of Gold Coast.

3.1.1 Types of ParkInCentre Schemes

A ranging scale for the scope of PICS acknowledges that each centre has unique conditions and complexity in their parking issues (see Figure 7). As centres grow and development patterns change, different centres will progress with their response to parking issues and type of PICS. When blocks in centres exceed 80 per cent capacity in peak periods then they may come within the Benefitted Area Zone (BAZ) definition.

<table>
<thead>
<tr>
<th>Type of local plan</th>
<th>Description</th>
<th>Type of centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>PICS review</td>
<td>Review and improve parking arrangements, including new or changed regulated parking</td>
<td>Suits centres with limited regulated parking and no paid parking (e.g. Nerang and Mudgeeraba)</td>
</tr>
<tr>
<td>PICS study</td>
<td>Detailed study of parking that may propose new or changed regulated and paid parking areas</td>
<td>Suits centres with some regulated parking and no/low paid parking (e.g. Palm Beach, Varsity Lakes and Coolangatta)</td>
</tr>
<tr>
<td>PICS Benefitted Area Zone</td>
<td>Introduction of demand responsive parking prices with an investment policy for local accessibility and streetscaping improvements</td>
<td>Suits centres in public transport precincts with regulated and/or paid parking in place with the need to improve turnover (e.g. Broadbeach, Surfers Paradise and Burleigh Heads)</td>
</tr>
</tbody>
</table>

Accessibility and mobility characteristics are different for each centre. Centres with higher levels of public and active transport choice are most suited for the Benefitted Area Zone mechanism. As other centres grow they will transition from review to study to BAZ having regard to the type of centre (outlined above) and occupancy rates. The type and location of Gold Coast centres as identified in the City Plan 2015 Centre Hierarchy (see Figure 8).
3.1.2 Pilot projects

Proposed PICS pilot include:

- A PICS Review pilot for Nerang that will rationalise the regulated parking area to ensure a consistent and legible parking solution and provide convenient and accessible parking.
- A PICS Study in the Southport that will review the parking arrangements post-light rail works and inform the approach to parking as the Southport Priority Development Area grows. This study will create the platform for a future BAZ.
- A PICS Benefited Area Zone (BAZ) is proposed in Broadbeach and Burleigh Heads where conditions have been assessed as suitable due to the low level of regulated spaces, high parking demands, location on a high quality public transport corridor and a need to invest in the public realm, especially in the lead up to GC2018.

3.1.3 Future stages

A staged PICS implementation plan will consider parking supply versus demand, the need for local urban renewal and planned timing of other initiatives such as Local Area Transport Studies or City Place Making Activities. Future pilots will be informed by demand for parking and growth within centres.
3.2 Parking Technology Program

3.2.1 Background and current actions
Recent advances in integrated wireless parking technologies have enabled a ‘smarter’ approach to parking. In-ground sensors provide real time/place data to inform regulation and pricing to ensure the efficient use of finite parking space. Smart parking meters provide a range of easy pay options. These technologies provide current and accurate information to the public via the web, phone apps and electronic signage to make it easier than ever to find parking in the right place, at the right time and at the right price.

The parking technology program focuses on:
• integrated parking technologies
• improved data collection and management
• improved customer service and information
• improved signage, way finding and convenience.

In 2014 the City funded a $7.5 million project to introduce an integrated parking system, (note Figure 11), which includes:
• smart meters with diverse payment options
• in-ground sensors to provide real time data on each car park
• central management systems to assist the City’s management of parking.

The City will roll out other technologies via this program, including Parking Guidance signage investments at the city’s largest parking asset – the 1600-space Bruce Bishop Car Park in Surfers Paradise (see Figure 10), that makes it easier and more convenient to find the right parking. This program will be completed by mid-2015.

3.2.2 Further technology actions
In addition to parking signage investments the City’s further improvements to parking convenience include:
• Progressively expanding the network of in-ground sensors across all activity centres to collect usage data, inform parking regulations and time limits and integrate with guidance signage to reduce congestion and make it easier for finding parking.
• Improving centre signage and way-finding to direct visitors to and from parking.
• Using real time parking guidance signage to direct visitors to available parking and Variable Message Signs to provide information during events, and partnering with private car park operators and owners to develop precinct based parking solutions.
• Using online and mobile applications to inform the community about parking options, to make it easier to find where there is available parking and information on the cost and time limits.
• Triallic Licence Plate Recognition camera technology for data collection in non-regulated areas and to assist regulation outside of core activity areas with in-ground sensors, and in special activity and events precincts.

The City will continue to monitor and investigate new advancements to remain at the forefront of best practice parking and review operations.

Figure 10 – Real time signage for Bruce Bishop Car Park

Figure 11 – Integrated Parking Technologies
3.3 Demand Responsive Pricing Policy

3.3.1 Background

The practice of managing and pricing on-street parking according to actual demand is known as ‘demand responsive pricing’ (DRP). DRP utilises the real time/place demand data from new technologies to create a legible, equitable and consistent pricing mechanism to maximise parking space turnover and improve parking availability.

DRP shifts some vehicles to cheaper and quieter streets to make more parking available in busier streets and adjusts pricing according to demand through the day or week. Achieving an occupancy rate of between 60 and 80 per cent of car parking in the street ensures that one or two car parks are available on the block at any one time.

3.3.2 Interim DRP Framework and Pilots

The demand responsive pricing policy will ensure:

- the price of on-street parking locates the right type of parking in the right location by being:
  - location-based (on a precinct or street-by-street basis)
  - time of day responsive (morning, afternoon and evening rates)
  - seasonal (summer/spring vs. winter/autumn).
- Paid on-street parking will be introduced into a centre when 80 per cent occupancy is consistently reached in peak periods, based on data and evidence.

The policy will be implemented via the PICS and supported by detailed demand data provided by integrated parking technologies and the parking investment policy.

Case Study – SF Park, San Francisco

“SF Park” sought to increase parking convenience in centres. The pilot used wireless, real-time parking technologies to provide detailed parking demand data that was used to adjust regulation and/or the parking price on a block-by-block basis.

A June 2014 evaluation reported that:

- Even as the economy, population and overall parking demand grew, parking availability improved dramatically. Target parking occupancy (60 to 80 per cent) increased by 31 per cent in pilot areas, compared to a six per cent increase in control areas.
- The level of availability in paid parking areas nearly doubled.
- The phased process of price change involved parking demand data being reviewed every three months.
- Even as the economy, population and overall parking demand grew, parking availability improved dramatically. Target parking occupancy (60 to 80 per cent) increased by 31 per cent in pilot areas, compared to a six per cent increase in control areas.
- The level of availability in paid parking areas nearly doubled.
- The phased process of price change involved parking demand data being reviewed every three months.
- Where the data showed that demand for parking was lower than 60 per cent, the price of parking would decrease and in turn the demand for that space would increase. The bottom line benefit for the public was to have increased convenience of parking in the centre.

80 per cent, in a time band, the price of parking was increased by 26 cents. Over time, parking demand in that block dropped below the 80 per cent point ensuring that parking redistributed across the area and high demand parking spaces were available for others.

- Where the data showed that demand for parking was lower than 60 per cent, the price of parking would decrease and in turn the demand for that space would increase. The bottom line benefit for the public was to have increased convenience of parking in the centre.

## Figure 12 – Goal of the right price for parking

<table>
<thead>
<tr>
<th>Block A – Central business district location</th>
<th>Block A – Central business district location</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 open spaces</td>
<td>1 open space</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Block B – Nearby location</th>
<th>Block B – Nearby location</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 open spaces</td>
<td>2 open spaces</td>
</tr>
</tbody>
</table>

Before demand responsive pricing

After demand responsive pricing

<table>
<thead>
<tr>
<th>Parking search time in minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reported search times</td>
</tr>
<tr>
<td>• Pilot vs. control areas</td>
</tr>
<tr>
<td>• Weekdays 9am – 6pm</td>
</tr>
<tr>
<td>• Before vs. after</td>
</tr>
</tbody>
</table>

Figure 13 – Impact of demand responsive pricing on search time and visitor spending. Source: SFMTA, 2014

<table>
<thead>
<tr>
<th>Change in sales tax revenue – FY 2006–2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Food product</td>
</tr>
<tr>
<td>• General retail and miscellaneous</td>
</tr>
<tr>
<td>(Chain stores excluded)</td>
</tr>
</tbody>
</table>

Figure 13 – Impact of demand responsive pricing on search time and visitor spending. Source: SFMTA, 2014
3.4 Parking Investment Policy

3.4.1 Background

Parking revenues typically fund active and public transport and streetscaping projects; however this connection is not always tangible. Our research has found that communities tend to support parking revenue funding for local improvements and appreciate transparent and legible revenue/funding arrangements. The policy of investing new parking revenue into centre improvement schemes and public transport was adopted by Council in the Transport Strategy 2031. This Policy does not alter the hypothecation of existing parking revenue. Arrangements proposed under this policy refer to the sharing of any new parking revenue.

Parking revenue collected by the Gold Coast is used to fund transport projects and other assets. For example, parking meter revenue from the Southport Broadwater Parklands goes towards the costs of maintaining the Parklands. A case study from San Diego, California (see below) shows the community towards the costs of maintaining the Parklands. A case study from San Diego, California (see below) shows the community benefit from revenue investment for local improvements without compromising the city’s financial bottom line.

3.4.2 Policy

The Parking Investment Policy ensures that:

- On-street parking revenue is invested in centre improvement schemes and public transport by:
  - A share of new parking revenue being expended on local centre improvement schemes and/or public transport; where revenue is received.
  - The remaining revenue being utilised city wide for urban amenity and local accessibility/sustainable transport outcomes.
- Off-street parking revenue is invested in the maintenance and improvement of the relevant asset.
- The method for calculating parking fees and the way the revenue is invested is clear, transparent and simple to understand.

This policy will be implemented via PICS and the Parking Asset Strategic Plans supported by detailed demand data provided by integrated parking technologies and the demand responsive pricing policy.

Case study – San Diego

Established in 1997, San Diego’s Parking Meter District Program provides a mechanism to distribute funds through a parking revenue sharing model. The proposal to share 45 per cent of parking revenue created local support for new meters and new revenue to offset the costs.

The city contains six designated community parking districts. Each has its own local objectives. In the first year, one of these districts, the Uptown District, sought community input and developed a five-year implementation plan that lists community goals such as revitalising commercial districts and significantly enhancing the pedestrian experience.

Specific expenditures are determined for each local district and detailed in an annual report that contains community input from public workshops and parking committee meetings specific to each neighbourhood in Uptown. The program addresses parking inventory/ supply, uniformly of parking allocation, traffic circulation, public information, public transit and comprehensive system management.

3.5 Parking Asset Strategic Plan

3.5.1 Background

Parking Asset Strategic Plans can ensure off-street parking is available where it is needed including park and ride opportunities at major transit hubs. They utilise the current technologies in way finding, signage and to maximise parking and payment convenience, and ensure parking structures provide a variety of functions, i.e. bicycle centres, car sharing, electric car charging stations and a range of car services. They can ensure that parking is properly integrated into the urban environment in high quality structures and/or in wrapped facade treatments than add aesthetic value to the urban environment. They can utilise other cutting edge technologies such as automated car storage and on site power generation.

Parking Asset Strategic Plans consider alternative ownership and management concepts such as public/private partnerships. This approach will enable the City to fully realise the value of its important parking assets.

True cost of parking

Parking costs in urban areas, while often significant, are rarely legible or transparent. They tend to be incurred indirectly by the user or purchaser of goods and services or by third parties, i.e. ratepayers or taxpayers.

On a typical 20-metre wide urban road, parking occupies about one-quarter of the space that may have a variety of uses. A single car parking space occupies around 15m². The land cost to occupy one parking space in Southport (in 2013) is around $16,500. This excludes costs for construction, maintenance and enforcement.

The costs of constructed structured parking in Australia depend on the value of the land. Adelaide City Council’s Integrated Movement Strategy notes that the cost of constructing a multi-deck car park is approximately $32,000 per space, excluding real estate costs. The cost of constructing underground parking is about $50,000 a space. The Strategy notes the need to generate revenue of at least $12 per space per weekday to obtain an eight per cent return on the investment involved in constructing multi-deck car parking. In coastal environments or areas with water table issues the cost per space can increase to $75,000 a space for underground car parks.

Private car parking spaces in Australian capital cities are traded online with prices regularly exceeding $100,000 a space. In larger cities the market is stronger — for example single car parks in New York were on the market in 2014 for $1 million each.
3.5.2 The Parking Asset Strategic Plan Framework

A strategic approach enables the City to review and reallocate resources to maximise parking outcomes – to run parking as a commercial operation, to enable public private partnerships with private car park operators or to exit the business. Parking Asset Strategic Plan responses range as below:

- City-wide plan – ensures a city-wide strategic view of managing car parking assets. This includes the higher level management factors including the exploration of alternative business models, how to develop a stronger commercial focus and consideration of alternative approaches including opportunities to partner with private parking operators. It establishes a financial framework for parking assets that ensures greater financial transparency and clarify the benefits to specific groups.

- Centre-wide plan – consider the needs of the centre and develops centre level demand projections/analysis of the trends and trip generators likely to affect local parking demand to 2031. This ensures a highest and best use analysis for sites, in line with planning scheme intent for that centre, and reviews and collates financial information for each parking asset in the centre and notes the value of on-street parking in each centres.

- Specific-sites plan – identifies the parking asset value and ensures the highest and best use of the individual asset having regard to the context including city and centre-wide plans and the local parking and accessibility conditions.

A city-wide plan overview will be developed in the 2015/16 financial year to develop the higher level opportunities for off-street car parking. Centre-wide plans may run parallel with PICS.

Revenue sharing in Australia

Australian cities proactively use revenue from parking to realise active and public transport objectives, most notably in areas where traffic congestion is degrading amenity and safety. In Sydney and Melbourne a levy on off-street parking in the CBD and surrounding areas funds a range of transport projects in the city.

The Perth Parking Policy 2012 provides for revenue to be raised through the licencing of parking spaces. Matters to be funded from this revenue include the Central Area Transit bus system and improvements to that system, improving public transport access, enhancing the pedestrian environment, supporting bicycle access and other initiatives that support a balanced transport system.
### 4.0 Key actions

There are a number of key actions which need to be delivered to ensure achievement of the objectives of the Plan. The key actions and initiatives will be delivered through the plan’s key outcomes.

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<td>1 Integrated policy</td>
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<td></td>
<td>Review off-street parking conditions to improve access, and affordability:</td>
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<td>a.</td>
<td>Apply flexible parking solutions in high access areas, such as the light rail corridor, including investigation of the application of maximum parking rates and the unbundling of car parking</td>
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<td>Balance park and ride with transit oriented development outcomes at public transport hubs</td>
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<td>Ensure development addresses impacts and offsets potential losses to the supply of on-street parking and other kerbside uses.</td>
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<td>2 Parking regulations</td>
<td>Undertake strategic reviews to:</td>
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<td>a.</td>
<td>Reduce parking related congestion in centres</td>
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<td>b.</td>
<td>Maximise turnover and visitation in centres</td>
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<td>c.</td>
<td>Enhance parking conditions and information to improve safety and amenity in major event and festival zones</td>
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<td>d.</td>
<td>Enhance parking conditions and information to improve safety and amenity in residential areas</td>
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<td>Investigate opportunities for residential parking areas</td>
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<td>Reduce negative parking impacts related to local events and school activities</td>
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<td>Manage parking issues and impacts based on the location (centre) and its context (e.g. cross border issues for Coolangatta)</td>
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<td>3 Beachside parking</td>
<td>Review beachside parking to maximise availability and turnover of parking:</td>
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<td>a.</td>
<td>Regulate on-street parking adjoining beaches to allow a maximum of 3 hours</td>
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<td>Health Regulatory &amp; Lifeguard Services Branch (HR&amp;LS), Transport &amp; Traffic Branch</td>
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<td>b.</td>
<td>Ensure beachside parking conditions align with conditions in an adjoining activity centre</td>
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<td>Enhance beach access to support the Ocean Beaches Strategy 2013-2030 outcomes of ‘Everyone can enjoy a beach experience’.</td>
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<td>Coastal Assets Branch</td>
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7 Signage and guidance systems
Use parking technologies to direct traffic into off-street car parking to minimise congestion in local streets:

- Develop consistent parking guidance signage strategy.
- Implementing parking guidance signage system across the City.
- Engage with private operators to develop precinct based parking guidance solutions.

8 Convenience payment options
Use parking technologies to improve convenience to pay for parking and finding available parking:

- Install new parking meters with diverse payment options and pay by phone system.
- Develop parking mobile phone application.
- Create an online portal, to inform on parking availability and other accessibility options, i.e. key centres, major events and parking prices.

Key action: Demand Responsive Pricing Policy
Ensure that the parking price locates the right type of parking in the right location:

- Review parking prices in Fees and Charges Schedule to reflect aggregated demand data by suburb (or precinct).
- Undertake PICS pilot in Broadbeach and Burleigh Heads for 24 months from July 2015 to trial Demand Responsive Pricing and review after 12 and 24 months to ensure the policy outcomes are appropriate (supported by actions 4 and 9).
- Review DDP policy via the PICS Pilots to ensure policy outcomes are appropriate.
- Explore alternative pricing mechanisms such as progressive pricing, seasonal adjustments and event price overlays.
- Price off-street parking assets according to commercial requirements.
- Review the value of subsidies/gifts from City owned parking.

Paid parking will be introduced into a centre when 80 per cent occupancy is reached in peak periods, based on data and evidence.

Key action: Parking Investment Policy
Review how car parking revenue (developer contributions) is invested back into relevant centres consistent with the parameters set when the revenue was received:

- Develop alternative system for managing developer contributions and the investment of trust funds; that is transparent and simple to understand and implement.
- As a part of the Broadbeach and Burleigh Heads PICS Pilot invest 50 per cent of the new parking revenue, (above costs), back into the local centres for local streetscape improvements and localised public transport services; with the remaining 50 per cent invested city wide to achieve similar outcomes.
- Review of Parking Investment Policy via the PICS Pilots to ensure policy outcomes are appropriate.

Key action: Parking Assets Strategic Plan
Confirm value and maximise longer term viability of City owned off-street parking assets:

- Undertake a city wide review of off-street parking needs and opportunities.
- Undertake centre-level analysis of parking needs in line with local PICS.
- Explore options (including public/private partnerships) to develop new car parks and park and rides.
- Bring publicly accessible off-street parking (public and privately owned) into line with legal accessibility standards.
- Review the value and cost/benefits of use of space for parking, outdoor dining and/or streetscapes to achieve a balanced approach for centres.

10 Car parking funds investment
Review how car parking revenue (developer contributions) is invested back into relevant centres consistent with the parameters set when the revenue was received:

- Develop alternative system for managing developer contributions and the investment of trust funds; that is transparent and simple to understand and implement.

11 Pilot for investment of revenue
Undertake PICS pilot in Broadbeach and Burleigh Heads for 24 months from July 2015 to trial Parking Investment Policy and review after 12 and 24 months to ensure the policy outcomes are appropriate (supported by actions 4 and 9).

- As a part of the Broadbeach and Burleigh Heads PICS Pilot invest 50 per cent of the new parking revenue, (above costs), back into the local centres for local streetscape improvements and localised public transport services; with the remaining 50 per cent invested city wide to achieve similar outcomes.
- Review of Parking Investment Policy via the PICS Pilots to ensure policy outcomes are appropriate.

12 Parking assets
Confirm value and maximise longer term viability of City owned off-street parking assets: