

## 8.1 NOM NO.11-2023: IMPROVED PARKING MANAGEMENT

<b>Submitting Councillor/s:</b>	Cr Josh Fergeus, Cr Stuart James
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### MOTION

#### That Council

1. **Directs officers to undertake a comprehensive review of the provision and management of car parking in and around activity centres and other areas of high demand to:**
  - a. **Understand the current parking provision and the demands for parking in each location.**
  - b. **Identify a range of tools to optimise availability and distribution of parking.**
  - c. **Consider contemporary best practice parking management strategies.**
  - d. **Identify recommended solutions, staging and estimated costs for implementation, specific to each location.**
  - e. **Report to Council on the outcomes of this notice of motion no later than the March 2025 Council meeting.**

### BACKGROUND

Councils receives consistent feedback from a range of stakeholders expressing the view that parking management across the municipality, including activity centres and areas with high parking demand, continues to be a matter of concern. These concerns show up annually in Councils community satisfaction surveys. Notably the 2022 Metropolis Annual Community Satisfaction Survey found that amongst other things, parking issues had in increased in prominence as a matter of concern and had contributed to a decline in overall community satisfaction. Given this feedback there is a need investigate opportunities for improved parking management in activity centres and areas of high parking demand.

### DISCUSSION

As Monash's population has grown, it has resulted in an increased demand for parking, with users expecting that convenient parking spaces will always be available at commercial and busy activity centres. When parking supply does not meet this demand during busy times of the day or week, users expect that additional parking will be supplied by way of new car parks.

Whilst it can be safely assumed the community would like to have more parking supply, this comes with significant financial cost to the ratepayer to procure suitable land, and construct and manage additional parking infrastructure. While an increase in supply may provide access for some additional users at the busiest times, it does not guarantee access for all. The overall demand for parking within an area must be appropriately managed to improve parking availability for those most in need. Improving ease of access to our activity centres is critical to their ongoing economic prosperity.

It is therefore necessary to understand how the existing parking supply is being managed to ensure the existing finite parking resources are being maximised. Improved parking management is the most cost and resource efficient step to improving access to Monash's parking assets.

It is proposed that a parking review be undertaken to investigate opportunities for improved parking management in activity centres and areas of high parking demand by:

- understanding current parking provision and demands within each area.
- assessing the type and scale of parking issues in these areas.
- Identify a range of tools to optimise the use of existing parking supply.
- Considering contemporary best practice parking management strategies which could be implemented to address the identified parking issues.
- Identifying the recommended solutions and staging, including estimates of any associated costs, specific to each location.

A report on the outcome of the review would be prepared for consideration by Council.

## **CONCLUSION**

The community continue to be concerned about parking management, especially around activity centres and areas that have peak demand for parking opportunities. It is therefore necessary to further study Council's current approach to parking in these areas to ensure existing parking resources are maximised in terms of meeting community expectations around parking availability and appropriate parking turnover.

## **ATTACHMENT LIST**

1. Officer response to NOM Improving Parking Management 11082023 [**8.1.1** - 2 pages]

**OFFICERS REPORT**

**IMPROVING PARKING MANAGEMENT**

Submitting Councillors: Josh Fergeus, Stuart James  
Responsible Director: Peter Panagakos

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**BUDGET IMPLICATIONS**

A consultant with specialist expertise in best practice parking management would be engaged to assist with this work. The work would involve undertaking surveys and assessments of parking demand and current issues across Monash's activity centres, with consideration of contemporary parking management techniques and strategies and preparing advice on recommended action Monash could take to improve parking in the city. We estimate this work would cost in the order of \$200,000. A new allocation of funding is required to cover this cost in Council's operating budget.

Any implications on future Council budgets as a result of the recommended next steps will be considered as part of this work.

**IMPACT ON INTERNAL RESOURCES**

The City Development team is able to draw from existing resources to oversee the work of the consultant. Council officers from other divisional departments will be engaged as required. Any implications on internal resourcing as a result of the recommended next steps will be considered as part of this work.

**COUNCIL PLAN AND COUNCIL POLICIES**

An assessment of opportunities to improve parking management is in line with the Monash Integrated Transport Strategy.

This work also aligns with Council's Economic Development Strategy 2018.

***RELEVANCE TO WORK ALREADY UNDERTAKEN BY OFFICERS OR COMMITTEES***

Parking management represents a considerable proportion of the work undertaken each day by Council. Parking is also consistently reported by community as a top issue requiring improvement. This work offers an opportunity to review Monash's approach to parking management to deliver improved outcomes for the community.

***CONCLUSION***

A review of parking management at Monash is an appropriate first step to understand the extent of parking issues in the city's activity centres, whether there are opportunities to improve how Monash manages its parking and consider next steps.