

Preparing Effective Parking Strategies

A Beginner's

Roadmap to

One of the biggest risks when designing a parking strategy for a local government area is underestimating the reaction of residents and businesses.

We have prepared this guide to assist councils in identifying the key steps in writing and implementing a successful parking strategy.

1

Understand what are the real issues that need to be fixed

PARKING:
'It's bad all over'

- Often there is a mismatch between real and perceived problems
- Issues may differ between various times of the day and days of the week; the needs of residents, workers and visitors are also different
- On street vs off street parking - what are the relative time limits and parking fees for each type?
- Private vs public parking - what is effectively under council's control?
- Don't underestimate the "political" issues at play

2

Conduct thorough and regular research



- Occupancy, length of stay and turnover surveys need to be carried out at different times and days depending on the profile of the area
- Obtain feedback from residents and businesses via intercept surveys (either on line or face to face), participation at local markets and other community events, focus groups and the local media on the key issues identified
- Surveys need to be conducted annually to monitor the impact of changes to parking rules

3

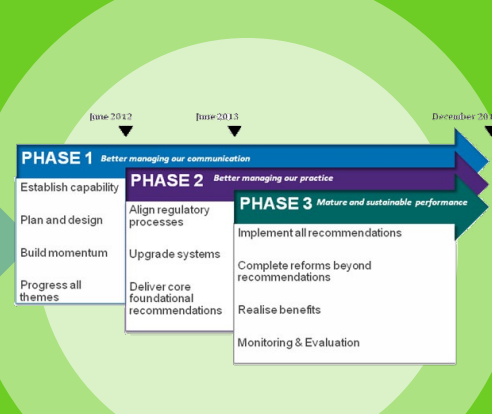
Engage with the local community at every step



- Do not just pay lip service to "community consultation" or there will be negative backlash
- Get the local media on board to make sure that council's views and objectives are clearly communicated
- Consultation needs to be carried out at different stages of the process as often people will only express their views when the strategy is about to be implemented
- It should be acknowledged that a disgruntled minority can effectively hijack the process unless they are kept into perspective
- Lack of response may be a confirmation that problems are perceived rather than real or that the community is happy with status quo

4

Prepare a realistic implementation plan. Review progress and update.



- An implementation plan with a list of actions, responsibilities, timing and costs needs to be prepared when strategy is approved
- The plan should then be underwritten by the stakeholders and continually reviewed and updated to ensure it is consistent with changes taking place within the community
- Some action steps (eg. changes to time limits, introduction of paid parking, etc) will require additional community consultation
- Once an action has been put in place:
 1. monitor outcomes
 2. communicate results to the community
 3. do not back track if that noisy minority rears its head - it will be harder to do it next time! So make sure that what is done is for the right reasons

Ready, set, go!

