

Parking Technology
Church Street, Brighton
Major Activity Centre
Community Engagement Summary

May 2019

Bayside City Council
Corporate Centre
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1 Background

In October 2018, Bayside City Council resolved to investigate an “electronic parking data collection system integrated with real-time parking availability signage”, following an earlier community engagement process about car parking in the Church Street Activity Centre.

In March 2019 Council then commenced a second phase of community engagement on the proposal to introduce in-ground parking sensors, in and around Church Street, to identify vacant car spaces. The sensors will communicate with electronic variable message parking signs, displaying the number of car spaces available for a given location.

The initiative is designed to maximise car parking for shoppers, tourists, traders and commuters and ensure that the Church Street Activity Centre remains vibrant and accessible. The new technology will also be used for data collection and compliance to supplement existing methods, and to inform strategic and infrastructure planning of the Church Street activity centre precinct.

There are no plans to introduce paid parking in the area. Additional information on this proposal is documented within the Report to Council (item 10.4) from the Ordinary Meeting held on 19 February 2019.

This document provides a summary of stakeholder and community feedback on the parking technology proposal for the Church Street Major Activity Centre.

2 Consultation process

2.1 Consultation purpose

The consultation was conducted to gauge the community views concerning the introduction of in-ground vehicle detection sensors within the Church Street Major Activity Centre (MAC).

The stakeholders identified are:

Internal	External
<ul style="list-style-type: none">• Councillors• Senior Leadership Team• general Council staff	<ul style="list-style-type: none">• Traders• Church Street Traders Association via Economic Development and Kieran Cromie, Church Street Traders Association President• Immediate residents – close to Church Street (200 metres radius)• Broader residents – rest of Bayside community• Shoppers• Commuters• Visitors/tourists• Media

The areas that stakeholders can influence and inform are:

Negotiables	Non-negotiables
Future use of sensors and signs	Sensors must be install for each car space, in on- and off-street locations
	Not introducing paid parking
	No change to parking restrictions immediately planned

Electronic parking availability signage locations indicated by preliminary plan is driven by technical requirements

Electronic parking availability signage design to be driven by VicRoads guidelines

Internet connection for sensor signaling

Gateways and relays are small and multiple of them are required. It is intended for the hardware to go on existing infrastructure or electronic parking availability signage

Car park locations specified in Council report to be included

Data gathered through sensors will be used to inform overhead electronic signage for nominated parking availability, user app and enforcement purposes.

The three questions for the community engagement were:

- Is parking in and around Church Street a problem for you/others in your household?
- Do you support the installation of sensors and signage in and around Church Street at the defined locations? (please note that these questions are related and necessary to make the technology work and identify free spaces); and
- If you have concerns or do not support the proposal, please explain.

The engagement process formally commenced on 18 March 2019 and concluded on 26 April 2019.

2.2 Consultation methodology

The table below outlines the consultation activities.

Details	Activity
18 March to 26 April 2019 57 Respondents	‘Have your say’ on-line engagement portal Questionnaire (comprising three questions noted above)
18 March to 26 April 2019 157 Respondents	Hardcopy surveys – collected via engagement events Hardcopy form of questionnaire (comprising three questions noted above)
27 March 2019 9:30am - 11:30am Approx. 50 attendees with 42 survey respondents	‘Have your say’ pop-up session Church Street near the Palace Cinema Questionnaire distributed
31 March 2019 12pm - 2pm Approx. 70 attendees with 50 survey respondents	‘Have your say’ pop-up session Church Street outside Woolworths Questionnaire distributed

3 April 2019

6 - 7.30pm

6 attendees with 3 survey respondents

Community information session

Brighton Town Hall, Corner of Carpenter & Wilson Streets

Presentation of detailed information/technology to interested community members. Attendees' verbatim comments were documented in writing by Council officers.

Questionnaire distributed

20 – 29 March 2019

3 Facebook posts

26 comments mainly on alternative transport options, the need for additional parking and support for the proposal

Social media – Bayside Council Facebook page

Facebook posts made in response to key messages and promotion of feedback opportunity

12 March – 26 April 2019

2 emails were received

Correspondence with Council officers

A total of 92 survey forms were completed during the pop-up sessions.

There were a total of 306 contributions towards this engagement process.

3 Consultation findings

The following section summarises the key themes which arose in community feedback on parking technology in the Church Street Major Activity Centre.

In the interest of stakeholder and community privacy, individual quotes have not been included within this public document. Where there was more than one mention of a topic or item, the number of mentions has been specified in brackets.

3.1 Feedback from the general public

Out of 306 respondents, 212 respondents acknowledged that parking in and around Church Street is a problem and, 155 respondents supported the installation of sensors and signage in and around Church Street.

(Refer to the tables and charts for details)

Questionnaire

Responses / Themes

Is parking in and around Church Street a problem for you/others in your household?

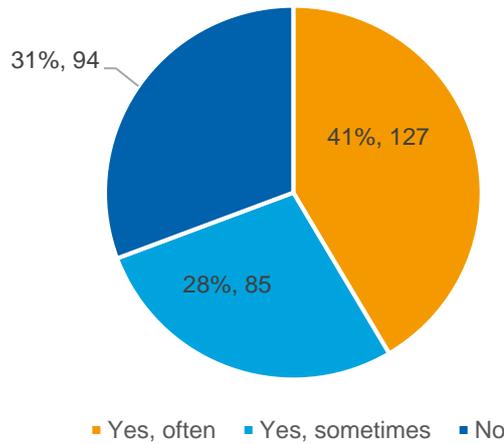
Yes, often (127)
Yes, sometimes (85)
No (94)

Do you support the installation of sensors and signage in and around Church Street at the defined locations?

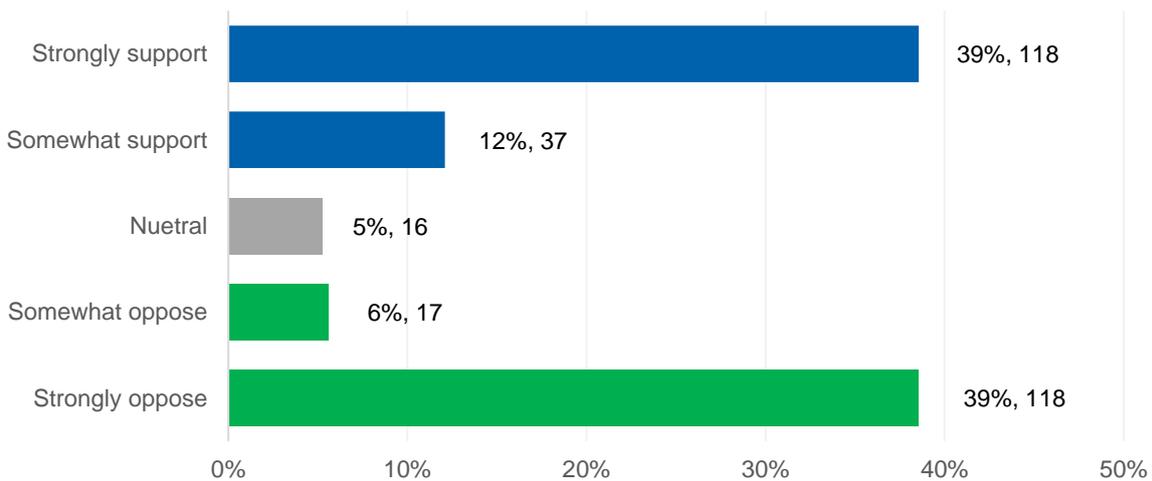
Strongly support (118)
 Somewhat support (37)
 Neutral (16)
 Somewhat oppose (17)
 Strongly oppose (118)

Response to proposal	Themes	No of mentions
Support – Strongly/Somewhat	▪ Anti-signage	▪ 2
	▪ Revenue raising	▪ 7
	▪ Pro infringement	▪ 3
	▪ Impact on surrounding residents	▪ 5
	▪ Concerned with potential impact to Church Street streetscape	▪ 4
	▪ Available spaces filled due to time delay between availability shown on sign and arrival into the car park	▪ 2
	▪ Additional car parking spaces required	▪ 9
Oppose – Strongly/Somewhat	▪ Other	▪ 5
	▪ Anti-signage	▪ 2
	▪ Waste of money	▪ 43
	▪ Revenue raising	▪ 32
	▪ Pro infringement	▪ 1
	▪ Impact on surrounding residents	▪ 2
	▪ Concerned with potential impact to Church Street streetscape	▪ 23
	▪ Available spaces filled due to time delay between availability shown on sign and arrival into the car park	▪ 13
▪ Additional car parking spaces required	▪ 20	
Neutral	▪ Pro infringement	▪ 1
	▪ Concerned with potential impact to Church Street streetscape	▪ 1
	▪ Additional car parking spaces required	▪ 3
	▪ Other	▪ 1

Question 1: Is parking in and around Church Street a problem for you/others in your household?



Question 2: Do you support the installation of sensors and signage in and around Church Street at the defined locations?



3.2 Feedback from Church Street Traders Association

The Church Street Traders Association made of 110 members out of 190 retail businesses have also responded. They acknowledge parking in and around Church Street is a problem and are in support for the installation of sensors and signage in and around Church Street.

Question	Church Street Traders Association Response
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Is parking in and around Church Street a problem for you/others in your household?	Yes, often
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Do you support the installation of sensors and signage in and around Church Street at the defined locations?	Strongly support
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If you have concerns or do not support the proposal, please explain

Council will be more diligent in booking people who are 1 minute over their allotted stay - consequently raising more revenue.

The electronic signage won't happen or the number of signs will be ineffective or inadequate.

3.3 Feedback Summary

In light of the data presented for item 3.1 and 3.2, the following trends are identified:

- Majority of the respondents are acknowledging parking in and around Church Street is a problem.
- Majority of the respondents support for the installation of sensors and signage in and around Church Street at the defined locations:
 - Church Street, between Male and New Streets;
 - 21 – 27 Well Street car park;
 - Car park behind 115 Church Street;
 - Black Street car park; and
 - 5 Well Street car park.
- The top 3 key concerns raised are:
 - Waste of money;
 - Revenue Raising; and
 - Concerned with potential impact to Church Street streetscape.

3.4 Project Evaluation

In terms of stakeholder reach, it was proposed that the engagement activities would attract:

Measure	Outcome	Evaluation
At least 30 participants per session drop in	A total of 120 attendees and 92 participants across two sessions	Measure meet
At least 50 attendees for the information session meeting;	A total of 6 attendees	Measure not meet, considerably less attendees than expected
At least 500 visits, 150 contributors and 50 followers to the on-line engagement platform Have Your Say	A total of 542 visits, 57 contributors and 39 followers	Whilst the number of visits to the Have Your Say platform is meet, the number of contributors and followers are less than expected

The consultation process has identified a wide range of community concerns towards the proposal.

The results of the consultation will inform and assist Council's decision making towards the introduction of parking technology in Church Street Major Activity Centre.