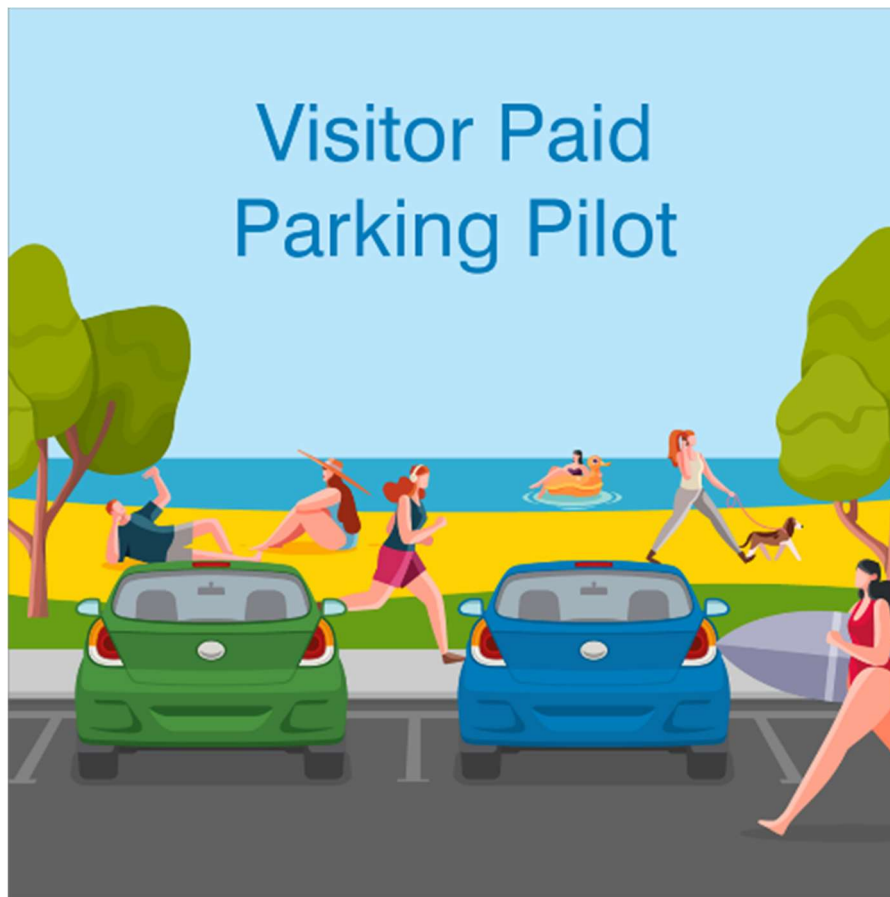




Mornington Peninsula Shire Council
Evaluation of the Visitor Paid Parking Pilot



**MORNINGTON
PENINSULA**
Shire

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Report

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EXECUTIVE SUMMARY

This evaluation of the performance of the Visitor Paid Parking Pilot (the Pilot) after seven months has been prepared for the Shire and its community, to gauge its success or otherwise.

Sections 1 to 8 provide information and data on stakeholder consultation and visitor and ePermit parking. Sections 9 and 10 assess and evaluate KPI's and Section 11 provides key learnings to be considered to improve the Pilot and move forward with any expansion.

On 30 May 2023, Council resolved to Pilot visitor paid parking at:

- Flinders Pier Foreshore carpark (Flinders)
- Schnapper Point Foreshore carpark (Mornington)
- Sunnyside Beach Foreshore carpark (Mount Eliza)

Visitor paid parking is an opportunity for residents and visitors to continue to share these foreshore areas while more fairly distributing the cost of maintaining them.

A technology-based Pilot commenced on 1 December 2023 using Licence Plate Recognition technology to identify visitor parkers and resident and other permit holders.

Visitors were required to pay for parking. Residents of the Shire including long stay renters were able to park for free but need an ePermit to avoid charges. Local business staff and volunteers or club members were able to apply for ePermits to minimise impact on businesses and support community events. Accessible permit holders were able to park free of charge with an ePermit.

Infringements

From 1 December, cautions were issued to parkers who did not comply with regulations applying to visitors or ePermits. Infringements issued via LPRX (mobile camera technology) began in mid-January and by mid-February infringements were being issued by fixed cameras in conjunction with LPRX.

After an initial spike when fixed cameras use commenced, infringement have declined each month from April. It has been assumed that monthly infringements figures will decrease as visitors develop a better understanding of the payment system and awareness by residents has improved.

Stakeholder Engagement

The transition to ePermits and vehicle licence plate recognition enforcement represented a significant shift for residents and visitors. The community and visitors have been encouraged to share feedback about their opinion and experience of the paid parking and permit initiative.

Prior to and throughout the Pilot, substantial communication and engagement was conducted through various channels, including media releases, publications, social and digital media, internal communications, on-site signage and community support sessions.

Detailed records have been kept of all communications and responses to stakeholders. One of the primary issues raised is the user experience with the parking payment App. Other key issues include alternative payment options, security and data breach concerns, user instructions, objections to parking fees in general and the ePermit application process.

For those business at Schnapper Point and Flinders Pier, mitigation strategies have been developed including providing discount parking vouchers for patrons, but the uptake has been minimal.

Parking Volumes

Visitor volumes at all locations averaged 10,759 during the peak period of December to March, but declined by almost half to a monthly average of 6,107 in April to June.

Pre-Pilot surveys in 2023 showed a weekday duration of stay of 2.2 hours increasing to 3.3 hours on a weekend. Although the average duration of visitor parking at Sunnyside was slightly over 2 hours in January, February and March 2024. Overall, at all three car parks, visitors park on average for approximately 1hr 40 minutes. From April as the weather changes, this length of stay has started to decrease.

Overall, ePermit usage was 35% of total demand in the peak months, whereas in the off-peak period as visitor parking declined, ePermit usage increased to 42%.

Revenue

A summary of visitor parking revenue is shown in tables in Section 7.2. Visitor revenue at all three car parks in the four peak months of December to March averages \$105,889 per month. The data shows there is a decline in visitor demand in April, May and June which aligns with typical seasonal trends. The monthly average revenue drops by more than half to \$50,796.

Over the seven month period the total visitor parking revenue across the three sites was \$575,946. During this same period, infringement revenue received was \$806,438.

For the 12 months to November 2024, estimated revenue from the three locations is \$804,758 from visitors and \$1,207,744 from infringements paid, a total of \$2,012,502 should the pilot continue in its current format.

Costs

Expenditure incurred for the Pilot has been separated into two categories: Resource Costs and Infrastructure and Expenses. The estimated total cost for of the Pilot for the 12 months to November 2024 including one-off expenses is \$1,223,848.

Key Performance Criteria

The KPI's and a summary of key learnings (detailed in Section 9) are:

1. A **paid parking platform for visitors has been successfully implemented** however alternate payment solutions and an improved user experience should be considered.
2. An **ePermit system for residents was successfully implemented** however the application process should be simplified.
3. **Community feedback** was assessed, and negative feedback and challenges experienced by users has declined throughout the Pilot.
4. **Compliance** with the new regulations by visitors has been high plus the number of ePermits issued increases each month.
5. **Net income** (Revenue less all costs) will enable contribution to infrastructure improvement and maintenance. For the 12 months to November 2024, estimated total revenue from the three

locations is \$2,012,502 should the pilot continue in its current format. Deducting all expenses including one-off costs, is expected to generate net income of \$788,654 which exceeds the Pilot forecast in 2023.

6. **Utilisation and bay turnover has improved** with the average stay of less than two hours allowing the bays to turnover more than four times a day, increasing the availability of parking for more visitors, as well as residents and other permit holders. There have been few complaints regarding parking overspill in areas surrounding the Pilot locations.
7. **The technology was reliable** and the parking service provider has generally complied with the specifications. Vandalism has been minimal. The accuracy of offence detection by the fixed cameras is approximately 90%. To overcome some issues of drivers without a smart phone, a parking Tap & Pay machine is being installed in the retail area of Schnapper Point to allow payment with a credit/debit card.

The raw data available from the parking service provider is to be simplified and provided in easy to read and use format on a daily and monthly basis.

8. A **comprehensive management report** should be prepared each month. This will provide a regular snapshot of results and comparative trends since commencement, which will allow better decision-making for future visitor paid parking.
9. The **environmental impact of the Pilot has been minimal**. The system has eliminated the need for consumables such as tickets, receipt rolls, paper permits and parking infringement notices being placed on windscreens.
10. **All requirements are being met in regard to the installation, the charging and payment of parking fees, on-line permit applications, operating procedures and the required signage**. The Shire is the only Bayside Council that does not currently have a Parking Management Policy. Should Council approve an expansion of Visitor Paid Parking then a Foreshore Parking Permit Policy should be created.

Findings:

The following findings should be considered:

- Instal Tap & Pay machines to provide those without smart phones a viable payment option.
- Review and simplify the ePermit application procedure.
- Review and simplify QR code process, the download and the sign-on process and instructions for the PayStay App.
- Clarify the optimal form of enforcement in regard to infringements being issued based on fixed camera LPR and LPRX monitoring.
- Visitor paid parking requires additional resources particularly if paid parking is to be made permanent:
 - a dedicated officer to promptly deal with visitor and ePermit enquiries,
 - for Customer Services teams, and
 - for monitoring infringement issue and dealing with appeals.
- The fixed camera data is provided in raw format. MPS should specify to the relevant service provider the type and format of easy to understand reports required from the system.
- Implement a detailed and comprehensive Monthly Management Report.

This evaluation confirms that with some enhancements, the Visitor Paid Parking Pilot has to date achieved its primary aims to:

- Generate income for maintaining foreshore infrastructure
 - Create a more equitable system to share costs between residents and visitors
 - Ensure fairer access and increased vehicle turnover
 - Inform the community on the benefits of parking management measures in the foreshore areas.
-

1 INTRODUCTION

The Mornington Peninsula Shire (MPS) has previously taken a non-interventionist approach to parking management across the region. In response to changing demographics, increasing demand and community feedback, the Shire is reviewing this approach.

On 30 May 2023, Council resolved to trial paid parking for visitors at three locations. The Visitor Paid Parking Pilot (VPPP) commenced on 1 December 2023 at:

- Flinders Pier Foreshore carpark (Flinders)
- Schnapper Point Foreshore carpark (Mornington)
- Sunnyside Beach Foreshore carpark (Mount Eliza)

The Pilot enabled MPS to test parking rules, trial the latest technology and assess any flow-on impacts. The community and visitors have been encouraged to share their feedback about the paid parking initiative and their experiences of the Pilot.

This evaluation of the performance of the VPPP after six months of operation has been prepared for MPS Management and Councillors as well as the community, to gauge its success or otherwise and to assist in determining if, how, when and where visitor paid parking is rolled out to other areas within the Shire.

The framework of this evaluation considers several components including:

1. Aims and Desired Outcomes
2. Implementation
3. Stakeholder Engagement
4. Analysis and Results
5. Key Performance Indicators
6. Positive and Negative Impacts
7. Lessons Learned and Moving Forward

An Interim Assessment¹ was undertaken to assess the data collected up until the end of May, consider key findings and allow improvements where possible to the Pilot.

Members from the Project Working Group, including Traffic and Transport (TT), Community and Safety (C&S) and Program and Project Management Office (PPMO) teams, together with Australian Parking Consultants (APC) have been involved in this evaluation.

This Evaluation considers data from the Pilot up until the end of June to enable a Report to be compiled and presented nine months after commencement in line with the original decision of Council.

¹ Mornington Peninsula Shire Council. VISITOR PAID PARKING PILOT – INTERIM ASSESSMENT REPORT. Prepared by APC 5/07/2024

2 GLOSSARY

The following are parking and project terms used in the evaluation.

Aero Ranger - refers to mobile LPR (see definition below).

Accessible parking - available to approved Accessible Permit holders.

ATV - average ticket value being the average amount paid for parking by visitor parkers at a car park.

ALS - Average duration or length of stay. ALS is different for visitor parkers, ePermit holders and Accessible Permits.

Commercial parking - refers to commercial for-profit car parks. In many locations, they compete with on-street parking.

Council - the Council of the Mornington Peninsula Shire

Cruising - refers to the practice of drivers searching for a free or low priced on-street parking spot, often in preference to paying for commercial parking. Sometimes a significant contributor to traffic congestion.

Duration - the time a vehicle is in a parking space. Sometimes referred to as 'length of stay'.

Demand - in conventional parking policies, parking demand means the peak use of parking for a given use or site.

Dynamic pricing - refers to parking pricing that changes depending on demand and occupancy levels, by location, day and time.

ePermit/s - provide special rights to on-street or off-street parking space issued on application to residents, business staff and volunteers.

EV - refers to electric vehicles, including cars, trucks, bicycles, scooters and the like.

Ezicom - software for the fixed LPR cameras (see definition below).

Fine - an amount of money that a court may order you to pay as a penalty for committing an offence.

Infringement - sometimes called a 'ticket' is imposed directly by a prosecuting authority (MPS) unlike a Fine which is imposed by a court. In both cases the penalty is imposed because a law or by-law has been broken.

Licence Plate Recognition (LPR or ANPR) - refers to systems which photograph a vehicle and its registration plate as a form of identification for access control, compliance, surveys or payment.

Loading bays - parking space reserved for eligible vehicles for short-term use for the delivery of goods or people.

Long-term parking - more than six hours.

Medium-term parking - between three and six hours.

Micro-mobility - small, light vehicles like bicycles and electric scooters and e-bikes. Does not include mobility aids or powered or unpowered wheelchairs.

Mobile LPR - a hand held or vehicle mounted LPR camera used to determine parking compliance and overspill.

Modal split (mode-share) - is the percentage of travellers using a particular type of transportation or number of trips using said type.

MPS - Mornington Peninsula Shire.

Occupancy - refers to the proportion of parking spaces that have cars parked in them within a given area. It is the opposite of Vacancy.

Onsite parking - refers to parking associated with land use, sometimes called ancillary parking

Off-street parking - parking that can be either privately or publicly owned but is not located on the street. It takes the form of surface 'lots', multi-storey car parks, or parking garages in the basements of private buildings. Some off-street parking is dedicated commercial parking spaces open to the public.

On-street parking - kerbside public parking bays which may or may not be line marked. Includes parallel, angle and 90° parking. It is traded off against road traffic lanes, bike lanes, footpaths or potentially street trees and public open space.

Overspill parking - the parking of vehicles beyond a defined area specifically designed for this purpose. It can occur because provided parking spaces are insufficient for demand or considered unsuitable.

Parkers - refers to four types of parker; Visitors who pay, Visitors who do not pay (and are liable to infringement), ePermit holders and Accessible Permit holders.

Pay by plate - a system based on drivers using their licence plate as an identifier for payment of parking on a PAYG basis.

PAYG - Pay as you go parking refers to drivers who pay for parking as used, on an hourly / daily basis.

Park and ride - refers to areas off-street parking, located near key public transport hubs, such as train, ferry and bus stations. These are used by customers who park their vehicles, and transfer to public transport services.

Parking compliance - is when people park their vehicles according to the regulations set at specific locations. Regulations incorporate parking within line-marked bays, categories of vehicles, time restrictions, payment, permit exemption etc.

Parking designations - a parking area marked by signage and/or road markings that is restricted to a vehicle type and/or valid permit-holders only, for example, loading zones, mobility parking spaces, taxi stands, residents' parking.

Parking enforcement - means the monitoring of compliance and issuance of parking infringements or cautions for violations of parking rules and regulations.

Parking guidance systems - refers to car park wayfinding, or individual vacant space signs.

Parking standards / requirements / ratios - are parking policies that specify an amount of off-street parking to be provided in new developments or change of use, for example, the number of spaces per square metre of office floor space.

Parking zone - may be used to signal parking rules for a wider area and are signposted at the start and end of each zone.

Parking - time restricted - a time limit on how long a vehicle can occupy a parking space. The time limit is expressed in minutes/hours typically - P5, P10, P30, 2P, 3P, 4P.

PayStay App- provides a method to pay for parking via a smart phone.

Peak demand - the times during the day when parking vacancy is at its lowest.

Pick up / Drop off zone (PUDO) - space dedicated to vehicles that are picking up or dropping off people or goods, such as Uber. They typically have a time limit associated with them.

Pilot (VPPP) - the Foreshore Visitor Paid Parking Pilot implemented by MPS from 1 December 2023 at Flinders Pier, Schnapper Point (Morningside), and Sunnyside Beach.

Precinct parking - typically means parking used by several different sites or buildings in an area, rather than an individual site.

Public parking - means parking that is provided or offered to members of the public whether upon a payment of a fee or subject to other conditions but does not include parking that involves the use of reserved or dedicated parking bays.

QR code - Quick response code. Web links can be embedded in a QR code, which can be printed on a document or displayed on the screen of a smartphone.

Sensors - in-ground parking sensors to detect on-street parking occupancy and monitor compliance with parking restrictions.

Shared parking - parking facilities on one site shared concurrently by a mixed-use development or separate developments.

Short-stay parking - three hours or less.

Stakeholders - refers to MPS ratepayers, elected members, staff, businesses, residents and visitors.

Supply - some measures of parking supply refer to site-based parking supply (the number of spaces in a building). Others refer to parking in each area or precinct, including the total on-street and off-street parking.

Tap & Pay machine - allows the use of a smartphone or credit or debit card to make contactless purchases.

Ticketed pay parking - refers to parking where a driver requires a ticket as proof of time of entry and payment. Paper tickets are gradually being replaced by virtual or digital tickets. It is different to an infringement, sometimes called a parking ticket.

Turnover - refers to the number of cars accessing a parking space during a day.

User pays - a pricing approach where consumers pay the cost of the goods or services that they use.

Virtual permits - residents/business employees no longer need paper permits for their vehicles or their guests' vehicles. The vehicle registration number becomes the sole identifier for the vehicle.

Visitor parking - means any temporary and occasional use of a parking space but does not include its use on a regular basis.

3 AIMS AND DESIRED OUTCOMES

The popularity of MPS beaches especially during the summer months makes access a challenge and puts increasing pressure on existing public car parks and related infrastructure. Council has been exploring options to better manage public parking around the foreshore areas. Additionally, Council has been considering alternate revenue streams to ease the burden on ratepayers and more equally share the cost of maintaining Peninsula foreshores.

3.1 TOURISM AND VISITATION CONSIDERATIONS

With more than 8 million visitors a year to the Mornington Peninsula, there is increasing pressure on the foreshore areas. Currently, ratepayers are paying around \$8 million per year for the maintenance of foreshore-related Council infrastructure, such as car parks, pathways, public toilets, playgrounds, barbeques and furniture, as well as other services such as grass mowing, tree management and beach cleaning.

Tourism is a well-established area of local economic activity. The MPS economic development and tourism teams work closely with this sector and provided a snapshot of trends from 2023.²

- Overall, the Mornington Peninsula tourism region received a total of 8 million visitors in 2023, an increase of 6% on 2022
- Daytrip visitors make up 75% of visitors to the Local Government Area.
- International overnight visitors have not yet reached pre COVID-19 numbers, with only 40,000 internationals visiting in 2023 compared to 73,000 in 2019
- The average-spend per visitor is \$116 per day trip visitor, \$554 per overnight visitor during their stay (average of \$226 per night)

The VPPP has been implemented to generate revenue, more equitably share the cost of maintaining Peninsula foreshores and better manage the high demand for limited foreshore parking.

3.2 AIMS

The introduction of visitor paid parking is an opportunity for residents and visitors to continue to share these foreshore areas while more fairly distributing the cost of maintaining them. The aim of visitor paid parking in Council managed foreshore parking areas is to:

- Generate income for maintaining foreshore infrastructure such as paths, bins, signs, public toilets and beach cleaning
- Ensure fairer access and increased vehicle turnover
- Create a more equitable system to share costs between residents and visitors
- Inform the community on the benefits of parking management measures in the foreshore areas

² Further data can be found on the MPS website: [Statistics and Data - Mornington Peninsula Shire \(mornpen.vic.gov.au\)](https://www.mornpen.vic.gov.au/statistics-and-data)

Specific objectives of the VPPP are to:

- Test the proposed business rules, technology and flow on impacts of paid parking
- Identify key insights and learnings which could be used to inform a successful broader implementation

3.3 KEY PERFORMANCE INDICATORS (KPI'S)

Determination of the success of the VPPP is dependent on the achievement against ten Key Performance Indicators (KPI's):

1. Successful implementation of an ePermit and paid parking platform
2. Feedback from the community including visitors, residents and businesses
3. Increased vehicle turnover to enable more people to access the area
4. User education and driver compliance with regulations including reduced parking overspill
5. Net Income (Revenue generation which as a minimum, will cover the costs of the Pilot) to enable contribution to infrastructure improvement and maintenance
6. Improved utilisation of and accessibility to the foreshore car parks
7. Reliable technology and data reports
8. Comprehensive management information
9. Positive environmental impact
10. Legal, statutory and regulatory obligations

Detailed analysis of the level of achievement of these KPI's is included at Section 9.

4 IMPLEMENTATION

Following the decision of Council on 30 May 2023, a Request for Quotation (RFQ) process was undertaken to appoint a parking provider. This contract was awarded on 7 September 2023 after which system configuration, user acceptance testing, and infrastructure procurement took place. On 15 November 2023, the ePermit system was released to the community. Parking signage installation was completed by 27 November 2023, enabling the pilot to go live on 1 December 2023. Below is a summary of the parking regulations, ePermit system and infringement process that has been implemented.

4.1 PARKING REGULATIONS

The Pilot incorporates 417 parking bays across three key locations as shown in Figure 4-1, Figure 4-2 and Figure 4-3:

- Flinders Pier Foreshore carpark (Flinders) 100 bays
- Schnapper Point Foreshore carpark (Mornington) 247 bays
- Sunnyside Beach Foreshore carpark (Mount Eliza) 70 bays

Prior to the Pilot, these locations offered free and unrestricted parking areas apart from the 2P bays around the retail outlets at Schnapper Point. Minimal enforcement was carried out other than patrols to inspect overstay, unauthorised use of accessible bays and illegally parked vehicles. No resident parking permit system was in place.

The following business rules were approved by Council at the 30 May 2023 meeting and used to guide the Pilot. They are detailed on the MPS website³ and include:

- Visitor paid parking will operate at a rate of \$6.20 per hour.
- Residents will be able to apply for Foreshore Permits free of charge (for the purpose of the pilot a maximum of five per household), but must abide by the signed time restrictions.
- Businesses within immediate proximity to the pilot locations can be considered for permits.
- Fees will not apply to those with accessible (disabled) parking permits.
- Sealed carparks, unsealed carparks, and unconstructed parking areas will be included.
- Restrictions and fees will apply from 8am to 8pm all year round.
- Parking meters will not be installed. An App-based system will be used for payments. Cash payments will not be accepted.
- VID Camera (license plate recognition) technology will be utilised for parking monitoring and enforcement.
- Any net income from the pilot will be re-invested back into maintaining foreshore areas and infrastructure.

Additionally, the following guidelines were used to help shape the Pilot:

- Flinders Pier and Sunnyside Beach offer all day parking with no time limits
- Timed parking restrictions at Schnapper Point, Mornington offer a mix of 2P and 4P parking to encourage turnover, as well as some all-day parking

³ <https://www.mornpen.vic.gov.au/Community-Services/Roads-Footpaths-and-Parking/Visitor-Paid-Parking-Pilot>

- The fee at all three locations is \$6.20 / hour from 8am to 8pm Mon-Sun with a daily price cap of \$19.50. A pro-rata fee is in place to allow visitors to pay for the exact time they park without the fee being rounded up to the nearest full hour rate. This pro-rata fee is available only via the parking App.
- A 15-minute 'grace period' ensures that vehicles simply dropping off or picking up passengers or that have been unsuccessful in finding an available bay, will not be charged

Visitors can pay for parking using one of the following methods:

- Downloading the PayStay Parking App and creating an account
- Scanning the unique QR code at each car park and paying as a PayStay Guest
- Calling 1300 322 111

Residents of MPS including renters, may park for free but need an ePermit to avoid charges. They must adhere to time restrictions. Local business staff and volunteers / club members can apply for ePermits to minimise impact on businesses and support community events.

Figure 4-1 Flinders Pier Parking Pilot Area



Figure 4-2 Schnapper Point (Mornington) Parking Pilot Area

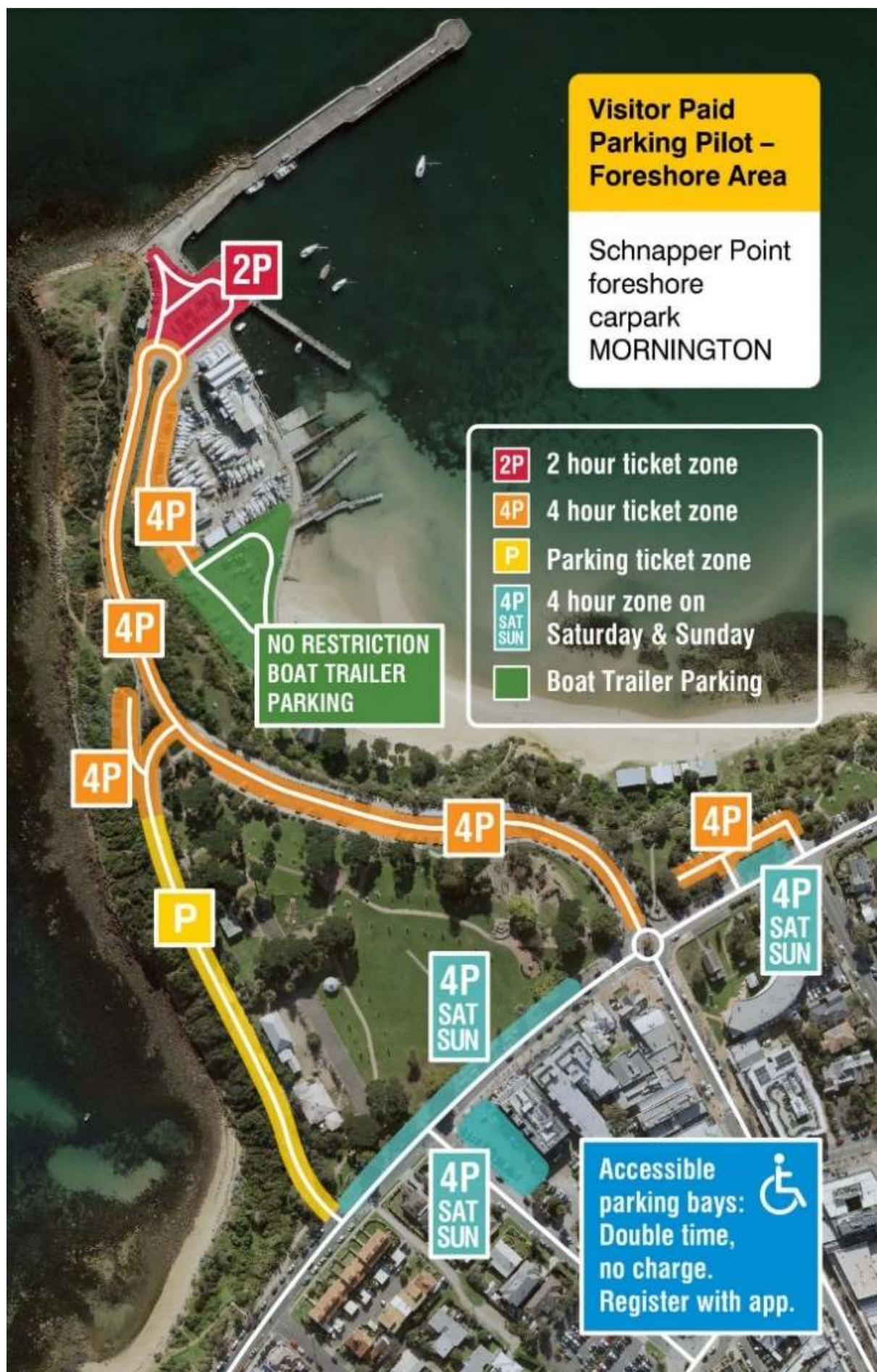


Figure 4-3 Sunnyside Beach Parking Pilot Area



4.2 EPERMITS

There are five different ePermit Categories applicable to this Pilot:

- Resident Foreshore Parking ePermit
- Local Business Staff Foreshore Parking ePermit
- Volunteer/Club Foreshore Parking ePermit
- White list ePermits for contractors, emergency and similar vehicles
- Accessible Parking ePermit issued by MPS (this is required in addition to the Accessible Parking Permit issued by the State Government or another LGA, which cannot be read by the fixed cameras)

Resident Foreshore Parking ePermits are available on application and free of charge if you:

- own a property on the Mornington Peninsula and live in it
- rent a property on the Mornington Peninsula and live in it
- own a property on the Mornington Peninsula and rent it out as a short-term rental e.g. Air BnB. (Note: tenants of short-term rental properties will not be able to access ePermits)
- own a holiday house on the Mornington Peninsula and do not rent it out
- own land on the Mornington Peninsula with a current building permit to construct a dwelling
- live in a caravan park on the Mornington Peninsula as a permanent resident

It is estimated approximately 95,000 residential properties are entitled to ePermits to park in the three locations. As at 30 June 2024, a total of 22,534 ePermits have been issued:

20,489 to residents
523 to businesses, volunteers and club members
540 to vehicles on a whitelist
982 to accessible vehicles
22,534

It should be noted that data showing ePermit usage in the VPP locations is only available for the period from 19 February 2024 when the fixed LPR cameras were able to monitor the movement of all vehicles into and out of the car parks.

4.3 INFRINGEMENTS

From 1 December to 12 January 2024, only cautions were issued to parkers who did not comply with regulations applying to visitors or ePermits. These cautions included educational information on options for visitors to pay for parking and how residents were able to obtain an ePermit prior to their next visit. From 15 January to 18 February 2024, infringements were issued by a mobile LPR camera (known as LPRX) affixed to a patrolling vehicle. After 18 February, infringements were issued based on data from the fixed LPR camera technology.

Additionally, as of May a dual system of fixed cameras and LRPX technology was introduced. This upgrade aimed to address issues related to infringements being issued to vehicles parked in private driveways, as well as delivery and trades vehicles.

MPS staff check and verify the entry and exit screen shots of all possible offending vehicles. The check includes time and date of entry and exit, type of offence and comparison of vehicle

registration and other particulars. Only then may an infringement be issued. MPS staff also check where the vehicle is parked using the LPRX to avoid issuing infringements to vehicles parking in private driveways etc.

5 STAKEHOLDER ENGAGEMENT

Effective communication and engagement with the Peninsula community, as well as reaching out to visitors, are integral components of the Pilot. The transition to ePermits and vehicle license plate recognition enforcement represented a significant shift for residents and visitors. The community and visitors have been encouraged to share their feedback about the paid parking initiative and their experiences of the Pilot, and the following section outlines the community engagement process and feedback from both the community and local businesses.

5.1 STRATEGY

The communication strategy focused on informing residents about the actions required for ePermits, guiding visitors on parking payment procedures, and explaining the rationale behind the Pilot. The goal was to balance the potential temporary nature of the Pilot with the need to inform the maximum number of stakeholders. This was achieved through the use of temporary signage and an active presence on social media.

The communication objectives for the Pilot were to:

- Inform the community about the project and build support
- Give the community the chance to have their say
- Achieve quality feedback to guide future decision making

Prior to and throughout the Pilot, communication and engagement was conducted through various channels, including media releases, publications, social media, digital media, internal communications and on-site signage. Additionally, three Community Support Sessions were held in Flinders and Mornington to assist residents with the ePermit process.

Variable message sign trailers were installed at the locations both prior to and during the early weeks of the Pilot to ensure that residents and visitors were aware of the changes and business rules and understood the necessary actions required before parking. These were also used throughout the school holiday period.

A broader communication and engagement plan is encouraged should visitor paid parking be expanded, focusing on hard-to-reach residents and utilising additional avenues that may be more accessible to those without a social media presence.

5.2 COMMUNICATIONS

High level decision points and key dates for communications included:

Table 5-1 Key Communication Dates

23 May 2023	Announcement that Council would consider Visitor Paid Parking Pilot Engagement with high impacted stakeholders including businesses operating within potential Pilot locations.
30 May 2023	Inform stakeholders and community of Council Meeting – Decision.
June - September 2023	Ongoing community engagement focused on informing the community about the Pilot and targeted consultation with stakeholders.
15 November 2023	ePermit online system commences
1 December 2023	Pilot commenced

Mid/Late 2024	Pilot evaluation and reporting back to community on next steps.
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A summary of the staged communications is presented as Table 5-2.

Table 5-2 Staged Stakeholder Engagement

Engagement	Date	Link
Media		
Media Release #1 - Council to consider a visitor paid parking pilot at foreshore areas	25 May 2023	Council to consider a visitor paid parking pilot at foreshore areas - Mornington Peninsula Shire (mornpen.vic.gov.au)
Media Release #2 – Paid Parking for tourists at three local beaches this summer	Wednesday 31 May 2023	Paid Parking for tourists at three local beaches this summer - Mornington Peninsula Shire (mornpen.vic.gov.au)
Media Release #3 - Our community shapes paid parking for tourists	Tuesday 8 August 2023	Our community shapes paid parking for visitors - Mornington Peninsula Shire (mornpen.vic.gov.au)
Media Release #4 - Free parking at pilot sites for residents this summer	15 November 2023	Free parking at pilot sites for residents this summer - Mornington Peninsula Shire (mornpen.vic.gov.au)
Media Release #5 – Visitor Paid Parking Pilot launched	1 December 2023	Visitor Paid Parking Pilot launched - Mornington Peninsula Shire (mornpen.vic.gov.au)
Publications		
Peninsula Wide Article	December Summer Edition	
Summer Guide	December	
PenBuzz Article ePermits	1 November 2023	
Resident ePermit Application Support Package		
Peninsula Wide Article	April Autumn Edition	
Signage On Site		
On Site Sign – Pilot coming / Have your say	Tuesday 8 August	
Social Media		
Post #1 – Post decision / find out more	Published Wed 31 May	
Post #2 Awareness Campaign for Residents and Visitors Advice on what to do, what is required and by when.	October/November 2023	
Reminder posts for ePermit and PayStay App	Ongoing	
Digital Media		
Website Live Shape Page	Live Wed 31 May Update as required	
Update Shape Page with refined business rules	Monday 7 August Live Tuesday 8 August	
Transition to Website with ePermit Support Information	October/November	
Update FAQs	Ongoing	
Update ePermit User Guide	October/November	
Update ePermit How to Video	October/November	

Engagement	Date	Link
Internal Communications		
Knowledgebase Page (link to Shape Page)	Complete	
ePermit Awareness Campaign for Staff and share with Networks	October/November 2023	
Stakeholder Engagement/Consultation		
Stakeholder Mapping and database of impacted businesses	Wednesday 17 May	
Outreach work – visit impacted businesses for 1:1 meeting	June – July 2023	
Phone calls to highly impacted stakeholders (High) advising of updated pilot rules	Monday 7 and Tuesday 8 August	
3 x Community Sessions Drop-in sessions focused on supporting residents to apply for their ePermits	October/November/December	2 x Flinders 1 x Mornington
Engagement with Businesses, Clubs, Volunteers	Ongoing	

5.3 ENGAGEMENT

MPS established a feedback and complaints register to record all comments received regarding the implementation of the Pilot. The register measures the extent of acceptance, determines whether the feedback is generally positive or negative and captures themes to ensure improvements could be made where possible.

While initially stakeholder engagement was limited, the Pilot as designed, allowed for detailed and ongoing engagement especially with businesses operating within the Pilot sites.

The success or otherwise of the stakeholder engagement and communications plan needs to be measured in terms of understanding of the Pilot and the dissemination of relevant information. This will be made by determining:

- That stakeholders possessed prior knowledge of certain details of the implementation
- The level of understanding by stakeholders and awareness of reasons for the Pilot
- Both positive and negative feedback from customers and stakeholders after commencement
- Recorded responses from the media including press, radio, television, and social media
- The take up of ePermits

Detailed records have been kept of all communications and responses to stakeholders in regard to the parking at the Pilot locations. A data sheet is available listing all communications and issues.

In the eight months from June 2023 to end January 2024 after which MPS began issuing infringements, 630 issues were raised by stakeholders, approximately 79 per month.

From 1 February to 30 June 2024, 113 issues were raised, approximately 23 per month.

5.4 COMMUNITY FEEDBACK ISSUES

Over 740 written comments were received on the Visitor Paid Parking Pilot. One of the primary issues raised is the user experience with the parking payment App. While some visitors disagree with paid parking, many attempted to pay but encountered difficulties in signing up and using the App and completing the process, which further fuelled objections to the system.

Other key issues were:

- **Payment attempts:** Users experiencing challenges with the payment technology.
- **Alternative payment options:** Many suggested the need for alternative payment options, particularly elderly visitors who are less familiar with the current technology
- **Security and data breach concerns:** Sensitivity around providing personal information and unwillingness to download the App due to data security worries
- **Local business feedback:** Ongoing reports of technological challenges impacting patronage. Local businesses have consistently received feedback about the challenges patrons face when trying to use the App and QR codes for parking payment. Additionally, the need to obtain an area code for the parked vehicle added another layer of difficulty, often requiring patrons to return to their cars to retrieve this information. Visitors were often unaware they needed to pay for parking upon arrival, leading to confusion and frustration
- **International guests:** Difficulty using the App and the PayStay hotline
- **Instruction clarity:** Lack of clear instructions and convoluted payment processes. Some visitors were unaware of the need for ticketed parking due to perceived unclear or confusing signage. Some residents were unaware of the requirement to obtain an ePermit prior to parking at the Pilot sites.
- **Payment process:** Unclear communication about the required \$10 top-up resulted in confusion over the mandatory \$10 top-up for PayStay accounts, with users mistakenly believing they were being overcharged
- **Cost concerns:** Objections to parking fees in general amid the cost of living crisis
- **Internet coverage:** Poor signal strength coverage and signal strength in the Mornington area, potentially contributing to the issues with the App technology
- **ePermit application process:** Some residents found the ePermit application process confusing, leading to difficulties or abandonment in requesting a valid ePermit. Similar issues were reported with Accessibility ePermits, where visitors with physical Disability Permits were unaware of the need for an ePermit to avoid infringements in the Pilot areas. Over 1,300 residents required assistance with the ePermit process (via epermit@) and over 8,000 residents were issued an ePermit with the assistance of Customer Support Staff (by attending one of Council's offices or ePermit Community Support Sessions).
- **Fees and infringements:** There were objections to the parking fee amount and any infringements incurred, particularly when visitors felt signage and communication were inadequate. These objections were often linked to the current cost of living crisis.

5.5 ANALYSIS OF BUSINESS PERFORMANCE

Schnapper Point and Flinders Pier are the only parking areas within the Pilot where retail outlets exist. While Schnapper Point is home to boat hire and fishing trip companies, the majority of these businesses are for food purchase and dining. Sunnyside Beach is for foreshore users only.

For those business within the pilot sites, mitigation strategies have been developed to assist including providing discount parking vouchers for patrons.

To assist local businesses at Schnapper Point and Flinders Pier, a temporary voucher system was introduced, offering a 50% discount on parking fees for all customers via the PayStay App.

Since its implementation on 12 March 2024, the voucher uptake has been minimal. By the end of May, only \$2,255 worth of discounts had been applied across 442 transactions. The discount was not able to be applied for those opting to pay via QR Code, which may have impacted its uptake.

Additional signage was also installed to inform all residents attending without an ePermit that they were welcome to park and should apply for their permit within 24 hours.

It is acknowledged that the introduction of paid parking for visitors has been disruptive to the businesses operating within the pilot sites, with new technology and new parking restrictions frustrating some parkers.

Without diminishing the sentiment and experience of the businesses operating within the Pilot sites, anecdotally feedback has been received that businesses across the Shire are struggling in the current economic climate. Inflation continues to impact the cost of living and business expenses which is affecting many smaller businesses. Whilst visitation data shows that visitor numbers and spend are stable, feedback from the business community should be considered.

6 TECHNOLOGY

After a tender process, hardware and software was purchased and installed by the parking service provider, who provide, manage and maintain the Ezicom software and the PayStay smartphone App.

Vehicle Identification (VID) cameras are used to capture registration details as well as the make, model, and colour of the vehicles entering the parking areas. The cameras are mounted on poles with solar power and back up batteries. They communicate with cloud-based management and enforcement software in real time, to monitor and report any vehicles entering and exiting the car park areas which do not have an ePermit or do not pay or overstay the time restrictions.

The internet via a computer, tablet or smart phone is used to apply for resident ePermits. A phone App or QR code is used for payment. Payment can also be made by calling a 1300 number and speaking with a customer support team. There are currently no parking machines (e.g. tap & pay) in the trial.

6.1 FLINDERS PIER

There are no time restrictions at Flinders Pier. VID cameras are installed facing the entry and exit off Bass Street to the car park and down Bass Street to the boat ramp and unpaved car park area. There is an additional VID camera capturing vehicles travelling through the car park to the yacht club.

6.2 SCHNAPPER POINT

There are three different time restrictions around Schnapper Point and Mornington Park. The installation consists of:

VID cameras facing the entry and exit of Schnapper Point Drive off The Esplanade.

One VID camera facing the exit of Schnapper Point Drive into Flinders Drive.

One VID camera facing the exit of Flinders Drive onto The Esplanade.

VID cameras at the bottom of Schnapper Point Drive to capture vehicles entering and exiting the 2P time restricted area around the retail/restaurant area.

VID cameras facing the entry and exit of the boat ramp and boat and trailer parking area at the end of Schnapper Point Drive.

6.3 SUNNYSIDE BEACH

There are no time restrictions at Sunnyside Beach. VID cameras are installed facing the entry and exit off Sunnyside Drive to the car park.

6.4 ENFORCEMENT

The fixed LPR camera technology commenced on 19 February 2024. The parking service provider software provides images and data from the fixed cameras of all vehicles without a resident ePermit entering and exiting the parking areas who do not pay for their parking. It also records

images and data of all vehicles who have a resident ePermit or have paid but overstay the time restrictions or time paid for in the areas of the Pilot sites. Only possible offending vehicles are reported on the software.

All vehicles identified by the fixed cameras are provided a grace period of an additional 15 minutes from the time of entry to the time of exit before an infringement for an overstay is issued.

7 DATA AND INFORMATION

This Evaluation Report relies on analysis of data and information provided by MPS, the community and the parking service provider supplier for each of the three locations. It incorporates:

- Independent survey results on occupancy and peak demand
- Monthly revenue from visitors
- Take up of ePermits
- Aero Ranger and LPRX monitoring
- Monthly infringements issued and payments received
- Monthly enforcement costs
- Resource costs and infrastructure expenses

The data collected has been used to calculate revenue to date from visitors and from infringements less all costs, in order to estimate net income for the period of the Pilot to 30 November 2024.

7.1 SURVEYS

Independent and comparative survey data is represented in several graphs below.

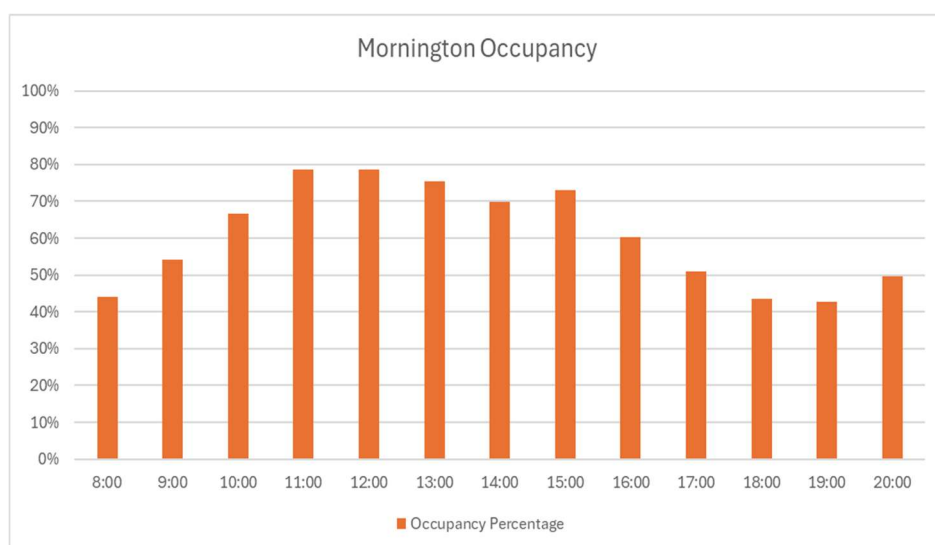
7.1.1 INDEPENDENT SURVEY

A single day survey⁴ of parking volumes, duration of stay and occupancy was undertaken in Mornington on Sunday 18 February 2024. The weather was fine with a temperature range of 16-24 degrees. The survey counted 1,186 bays across many Mornington public car parks.

The overall results across the entire surveyed area showed peak demand (>80%) generally occurred from 12noon -1pm when maximum occupancy was 62% of all the parking bays. This showed that at the time of peak demand across the entire surveyed area, 450 bays were unused.

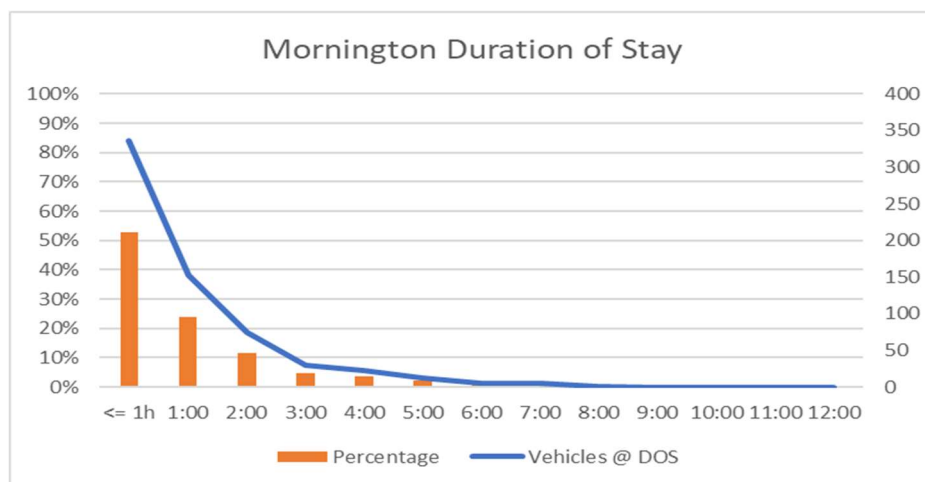
The survey results also showed 59% vehicles parked for up to two hours and 78% parked for less than four hours.

Figure 7-1 Mornington - January 2023 weekend Occupancy



⁴ BVY Traffic Survey – 18/2/2024

Figure 7-2 Mornington - January 2023 weekend Duration



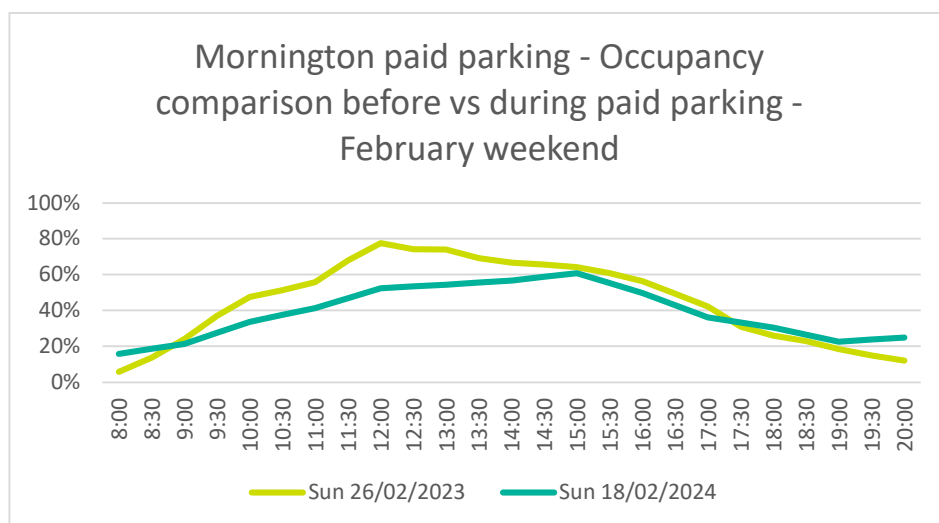
7.1.2 COMPARATIVE SURVEYS BEFORE AND AFTER PAID PARKING

Occupancy data for the Mornington VPPP location has been graphed against comparable days in the previous year when there was no paid parking. The figures below are followed by brief observations.

The surveyed days and the weather on each day were:

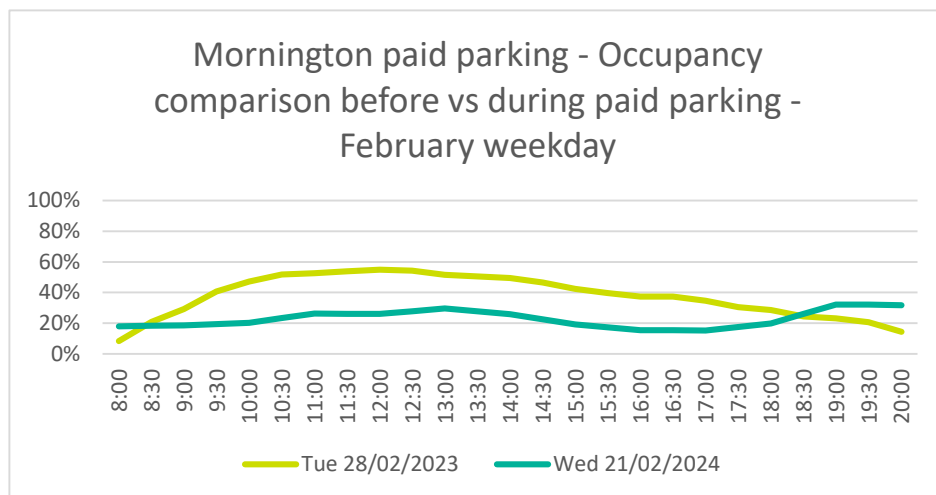
- February weekend:
Sunday 26 February 2023 - 26 degrees and Sunday 18 February 2024 - 22 degrees, no rain
- February weekday:
Tuesday 28 February 2023 - 16 degrees with some rain and Wednesday 21 February 2024 - 34 degrees, no rain
- April/May weekend:
Tuesday 2 May 2023 - 18 degrees and Tuesday 30 April 2024 - 16 degrees, no rain
- April/May weekday:
Sunday 30 April 2023 - 17 degrees and Sunday 5 May 2024 - 16 degrees, no rain

Figure 7-3 Mornington February weekend



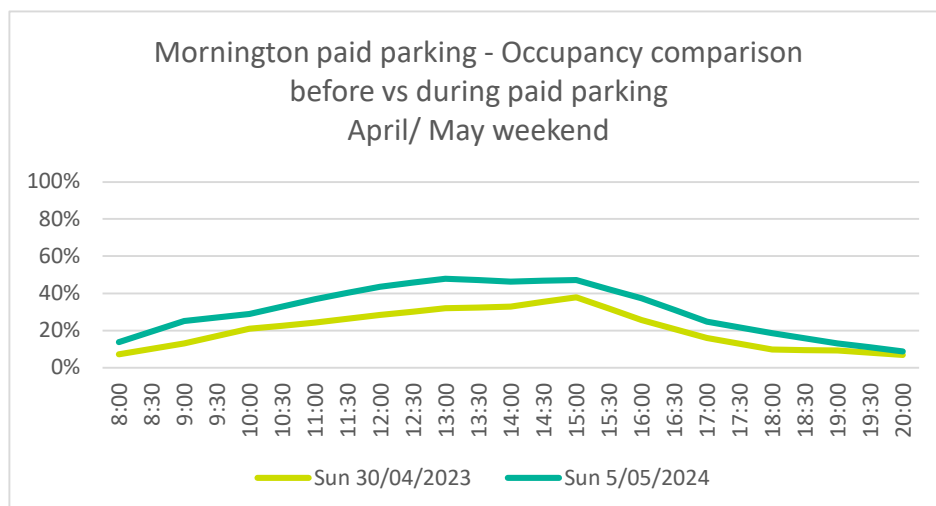
Observation: Occupancy in 2024 was slightly lower in the morning than in 2023 but almost the same after 3pm. The weather was cooler in 2024.

Figure 7-4 Mornington - February weekday



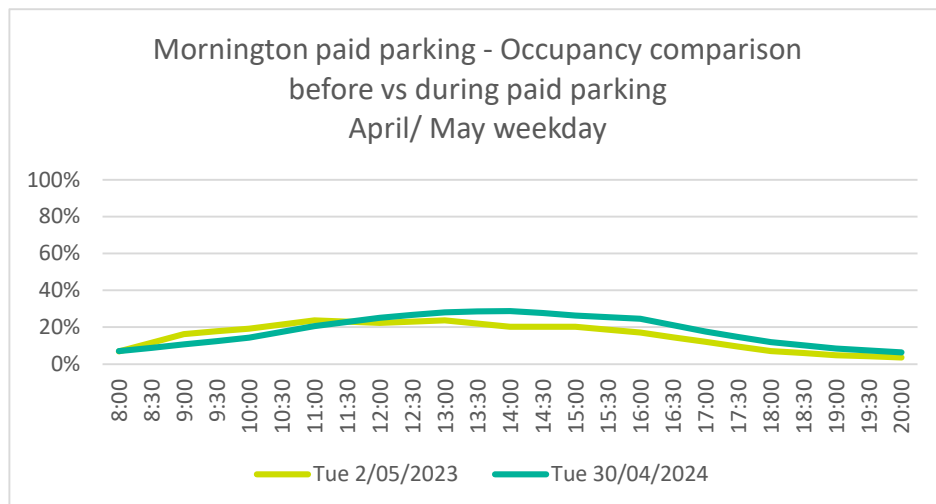
Observation: Weekday occupancy in 2024 was lower, but the hot weather may have discouraged some people.

Figure 7-5 Mornington - April/May weekend



Observation: Occupancy in April/May on the surveyed weekend days and on the weekdays was higher in 2024 with paid parking in place, than in 2023 before paid parking.

Figure 7-2 Mornington - April/May weekday



7.2 REVENUE

Four major types of parker use the car parks. Visitors who pay, Visitors who do not pay (and are liable to infringement), ePermit holders and Accessible Permit holders.

As there are only 12 Accessible bays (2.9%) across all three locations and their parking is free of charge and for double the stated time limit, this category has not been included. Additionally, all ePermits are currently issued free of charge and loading vehicles and boats with trailers may park at no charge in designated zones.

7.2.1 VISITOR PARKING REVENUE

A summary of visitor parking revenue paid is presented in the tables below. Revenue from visitor parking at all three car sites in the peak months of December to March averages \$105,889 per month. The data shows there is a decline in visitor demand in April, May and June which aligns with typical seasonal trends. The monthly average drops by more than half to \$50,796. Over the seven month period the total revenue across the three sites is \$575,946

Table 7-1

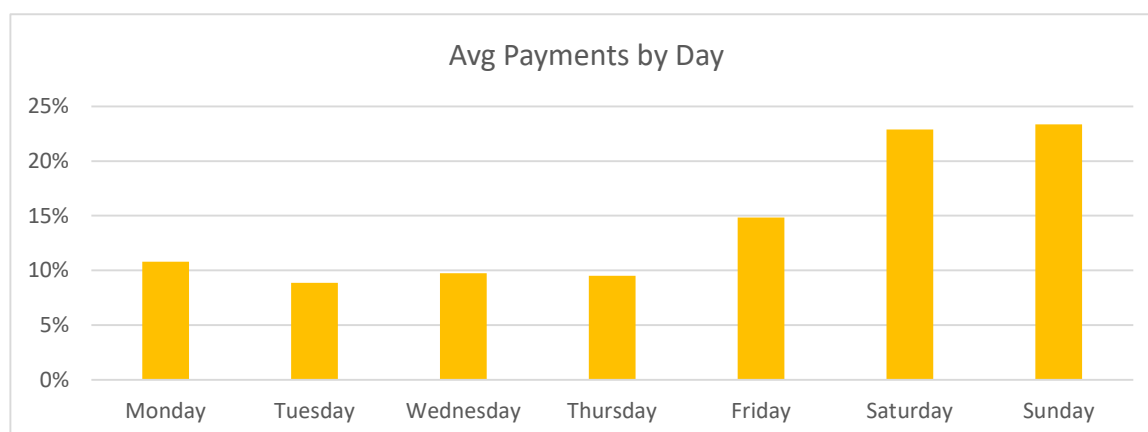
PARKING REVENUE - PAYING VISITORS							
Location	Bays	Dec-23	Jan-24	Feb-24	Mar-24	Total	Rev/bay/m
Flinders	100	\$8,744	\$30,489	\$14,385	\$16,280	\$69,898	\$175
Mornington	247	\$64,405	\$103,726	\$62,972	\$65,006	\$296,109	\$300
Sunnyside	70	\$7,337	\$18,200	\$16,345	\$15,668	\$57,550	\$206
Total	417	\$80,486	\$152,415	\$93,702	\$96,954	\$423,557	

Table 7-2

PARKING REVENUE - PAYING VISITORS						
Location	Bays	Apr-24	May-24	Jun-24	Total	Rev/bay/m*
Flinders	100	\$8,214	\$4,598	\$8,288	\$21,100	\$70
Mornington	247	\$43,275	\$33,660	\$48,777	\$125,712	\$170
Sunnyside	70	\$2,304	\$1,741	\$1,532	\$5,577	\$27
Total		\$53,792	\$40,000	\$58,597	\$152,389	

Figure 7-1 shows approximately 10% visitor parking payments are received each day Monday-Thursday and 15% on a Friday, totalling 55% for weekdays. Saturday and Sunday generate 45% overall visitor parking payments.

Figure 7-1 Average Payments by day



7.2.2 INFRINGEMENT REVENUE

MPS took a conservative approach to infringements as the technology was tested due to the following:

- Stays of 15-30mins were not infringed
- Overstays beyond the designated time may not all be infringed as some are accessible permit holders without an e-Permit
- Permits - the parking service provider system does not pick up all ePermit violations
- Payments - part payments are ignored as long as the majority of payment has been made
- There are occasional licence plate misreads
- Boat ramp camera is not able to 100% guarantee a car is in that area

The volume of infringements each month has been calculated on the value issued, not the value paid. Due to payment delays and potential appeals, as well as fees charged by state authorities, the actual revenue received by MPS from infringements is less than the current issued value of \$96. (With effect from 1 July 2024, the issued infringement fee will increase by \$3 to \$99).

Approximately 48% infringements issued through the VPPP are paid within 28 days and 26% are paid within a further 21 days after a penalty reminder notice is sent to the driver. MPS receive \$91.50 if paid within the first period, or \$87.00 per infringement paid within the further period, after a second search cost of \$4.50. 26% infringements are referred to Fines Victoria.

It is therefore estimated that each 100 infringements issued prior to 1 July at a face value of \$9,600 will eventually generate \$8385⁵. Table 7-3 below shows the value of infringements paid and received by MPS for the VPPP locations from January to 30 June 2024⁶. The values in the table include the penalty reminder fee for those that did not pay on time.

Table 7-3

INFRINGEMENT REVENUE RECEIVED							
Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total
\$0	\$36,416	\$127,893	\$334,424	\$198,711	\$64,800	\$44,194	\$806,438

After an initial spike in infringements when the camera technology was implemented, it has been assumed that monthly infringements figures would decrease as visitors develop a better understanding of the payment system and awareness by residents has improved.

Infringements in the months July through to August are expected to be lower than what was received in May and June due to the winter period.

7.3 VOLUMES

Vehicle parking volumes comprise visitor parkers, ePermit holders and other special categories such as boat trailers. Several calculations have been made to determine volumes, duration of stay and peak occupancy times. This requires data from the visitor payment system, from the fixed LPR cameras and the supplier, independent surveys of occupancy and assumptions of the number parkers who do not comply with the regulations.

⁵ $(48 \times \$91.50) + (26 \times \$87) + (22 \times \$87) = \8385 . For infringements issued from 1/7/24 = \$8667

⁶ This is 56% of the infringements issued during this period.

7.3.1 VISITOR AND PERMIT VOLUMES

Paid visitor parking volumes for December to March and for April to June are shown in Table 7-4 and Table 7-5. The data is derived from payments made. In order to clearly understand the overall pattern of occupancy of the car parks it is essential to combine the visitor parking volumes with those of ePermits, as a large number of ePermit parkers reduces the bays available for visitors. ePermit parking volumes are based on the first 10,000 vehicles captured entering the car park in each of the three locations to determine the ratio of ePermit holders to non-ePermit rego numbers.

Overall, at all locations in December to March, ePermit usage was 35% of total demand, whereas in the off-peak period as visitor parking declined, ePermit usage increased to 42%

Visitor volumes have declined by almost half from a monthly average of 10,759 during the peak, to a monthly average of 6,107 in April to June.

Table 7-4

PARKING VOLUMES - VISITORS and ePERMITS								
Location	Bays	Dec-23	Jan-24	Feb-24	Mar-24	Total	Avg / m	%
Flinders Visitor		1,133	3,485	1,509	1,894	8,021	2,005	70%
Flinders ePermit		401	1,235	785	1,011	3,432	858	30%
Flinders TOTAL	100	1,534	4,720	2,294	2,905	11,453	2,863	
Mornington Visitor		6,904	9,998	6,360	7,132	30,394	7,599	64%
Mornington ePermit		3,965	2,784	4,170	6,477	17,396	4,349	36%
Mornington TOTAL	247	10,869	12,782	10,530	13,609	47,790	11,948	
Sunnyside Visitor		694	1,441	1,267	1,220	4,622	1,156	69%
Sunnyside ePermit		284	357	612	798	2,051	513	31%
Sunnyside TOTAL	70	978	1,798	1,879	2,018	6,673	1,668	
TOTAL ALL	417	13,381	19,300	14,703	18,532	65,916	16,479	
TOTAL Visitors		8,731	14,924	9,136	10,246	43,037	10,759	65%
Total ePermits		4,650	4,376	5,567	8,286	22,879	5,720	35%

Table 7-5

PARKING VOLUMES - VISITORS and ePERMITS								
Location	Bays	Apr-24	May-24	Jun-24	Total	Avg / m	%	
Flinders Visitor		916	545	987	2,448	816	70%	
Flinders ePermit		350	440	265	1,055	352	30%	
Flinders TOTAL	100	1,266	985	1,252	3,503	1,168		
Mornington Visitor		4,733	3,908	6,511	15,152	5,051	57%	
Mornington ePermit		3,583	4,040	2,762	11,663	3,888	43%	
Mornington TOTAL	247	8,316	7,948	10,551	26,815	88,938		

PARKING VOLUMES - VISITORS and ePERMITS								
Location	Bays	Apr-24	May-24	Jun-24		Total	Avg / m	%
Sunnyside Visitor		249	219	253		721	240	58%
Sunnyside ePermit		138	189	76		516	172	42%
Sunnyside TOTAL	70	387	408	442		1,237	412	
TOTAL ALL	417	9,969	9,341	12,245		31,555	10,518	
TOTAL Visitors		5,898	4,672	7,751		18,321	6,107	58%
Total ePermits		4,071	4,669	4,494		13,234	4,411	42%

7.3.2 AVERAGE TICKET VALUE AND AVERAGE LENGTH OF STAY

The average value of each ticket per month (ATV) correlates with the average length of stay (ALS) each visitor vehicle is parked. For example, at a fee of \$6.20 per hour, the ATV of \$7.72 at Flinders in December equates to an ALS of 1.24 hours (1 hour 14 minutes). The data is shown in Table 7-6.

Although the ALS at Sunnyside was slightly over 2 hours in January, February and March, overall, at all three car sites, visitors parked on average for approximately 1.67 hours (1hr 40 minutes). As expected from April as the weather changes, this length of stay has started to decrease.

Table 7-6

VISITOR ATV and ALS							
Location	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24
Flinders ATV	\$7.72	\$8.75	\$9.53	\$8.60	\$8.97	\$8.44	\$8.40
Flinders ALS Hrs	1.24	1.41	1.54	1.39	1.45	1.36	1.35
Mornington ATV	\$9.33	\$10.37	\$9.90	\$9.11	\$9.14	\$8.61	\$7.49
Mornington ALS Hrs	1.50	1.67	1.60	1.47	1.47	1.39	1.21
Sunnyside ATV	\$10.57	\$12.63	\$12.90	\$12.84	\$9.25	\$7.95	\$6.05
Sunnyside ALS Hrs	1.71	2.04	2.08	2.07	1.49	1.28	0.98
OVERALL ATV	\$9.22	\$10.21	\$10.26	\$9.46	\$9.14	\$8.56	\$7.56
OVERALL ALS Hrs	1.49	1.66	1.68	1.65	1.47	1.38	1.22

7.3.3 INFRINGEMENTS

Infringement volumes have been calculated by dividing the issued value by \$96. Infringements during March peaked with the use of additional camera technology. It is important to recognise that a percentage of these infringements are appealed and does not reflect actual revenue received.

Table 7-7

INFRINGEMENT VOLUME								
Location	Bays	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total
Flinders	100	.	278	1,103	291	231	0	1,903
Mornington	247	.	1,040	4,826	1,881	2,098	1,281	9,846
Sunnyside	70	.	223	867	159	122	72	1443
Total	417	551	1,541	6,796	2,331	2,451	1,353	14,472*

* incl. January

7.3.4 STATISTICS SUMMARY

The revenue, permit and infringement data for the six months to 30 June 2024 has been input by APC in consultation with the PPMO team, yielding the following information for the Pilot.⁷

Table 7-8

DESCRIPTION	VALUES	NOTES
Trial Information		
No of bays	417	Number of bays used in trial
Pilot Data		
Average daily infringements issued	69	Average number of violations. Value based on infringement revenue (\$96/violation)
Average daily paying volume	352	Average no of payments recorded during trial period
Average daily permit volume	772	
Average daily Accessible volume	0	Volumes that don't have an ePermit through the internal system
Average daily nonpayment volume	276	
Average total daily occupancy	1400	Value is automatically updated base on values above
Average duration of stay for peak times (hrs)	1.65	Based on payment amount / hourly rate
Average duration of stay for off-peak times (hrs)	1.41	
Average turnover per bay, per day (vehicles / bay)	3.36	Value is automatically updated as duration of stay and turnover per bay is linked
Average Ticket Value	\$10.21	
Off-peak ratio to peak	22%	Amount of daily off peak volume compared to peak times

⁷ Per VPPP Options and Scenarios. MPSC 270724. JL

8 COSTS

Expenditure incurred for the VPPP has been separated into two categories: Resource Costs and Infrastructure and Expenses. Infringement collection fees have been excluded as these have been incorporated into the Infringement Revenue Received calculations (refer Table 7-3).

8.1 RESOURCE COSTS

These include allowances for all staffing for ongoing permit administration, customer service, communications, enforcement and infringement review, reporting and overall management of paid parking and ePermits for the for the first 12 months of the Pilot.

Table 8-1 shows the total Annual Resource allocation cost of \$709,680 incurred across the three Pilot sites.

Table 8-1

RESOURCE	FTE
ePermits admin	1
Enforcement officer	2
Senior PM	1
Team Leader	0.25
Comms and Engagement	0.4
Customer Service staff	1
Correspondence officer	0.4
Infringement review officer	0.7
Appeals officer	1
Traffic & Transport	0.2
Community Safety Coordinator	0.25
Total	8.2

\$709,680

8.2 INFRASTRUCTURE AND EXPENSES

These expenses include establishment costs for each location including signage, LPR cameras and poles, a Tap & Pay machine plus ongoing licence and monthly contract costs for the technology and an allowance for maintenance.

Table 8-2 shows the total Infrastructure and Expense Cost at \$514,168 for the Pilot.

Table 8-2

INFRASTRUCTURE AND EXPENSES	ESTABLISHMENT COST	TOTAL
Service provider contract - LPR Cameras and installation	\$150,655	\$150,655
Service provider contract – Licence and maintenance fees	\$27,570	\$59,904
ePermit Assessment fee	\$91,000	\$91,000
Pole installation	\$66,834	\$66,834
Signage and line-marking	\$39,021	\$39,021
LPRX cameras	\$1,200	\$1,200

INFRASTRUCTURE AND EXPENSES	ESTABLISHMENT COST	TOTAL
LPRX vehicle	\$9,000	\$9,000
Parking data collection surveys	\$68,600	\$68,600
CHMP	\$3,000	\$3,000
Tap & Pay machine	\$7,000	\$7,000
Miscellaneous (VMS Boards, vegetation removal etc)	\$17,954	\$17,954
Total		\$ 514,168

8.3 CURRENT PILOT SITES

Including infrastructure expenses, the total cost for the first year for each of the three Pilot sites is \$1,223,848 as shown in Table 8-3.

Table 8-3

ESTIMATED COSTS		
LOCATION	BAYS	YEAR 1 COST
Flinders	100	\$293,489
Schnapper Point	247	\$724,917
Sunnyside	70	\$205,442
Total	417	\$1,223,848

9 KEY PERFORMANCE INDICATORS

The aim of visitor paid parking in Council managed foreshore parking areas is to:

- Generate income for maintaining foreshore infrastructure such as paths, bins, signs, public toilets and beach cleaning
- Ensure fairer access and increased vehicle turnover
- Create a more equitable system to share costs between residents and visitors
- Educate the community on the benefits of parking management measures in the foreshore areas

This section evaluates the VPPP after seven months against Key Performance Criteria (KPI's) to assess to what extent it has been successful in achieving these aims and provides key learnings.

9.1 MID-POINT REVIEWS

As part of the Pilot, MPS had committed to a mid-point review. There have been two reviews so far, an initial review in February 2024 and a second in May. The mid-point reviews have covered many elements of the pilot and discussion amongst the Paid Parking Management and Operations (PPMO) team has considered feedback from residents, visitors, businesses, accessible users and community stakeholders. The result of these review findings has helped to inform measurement against the KPI's.

9.2 KEY PERFORMANCE CATEGORIES

The KPI's for the Pilot incorporate ten categories which are cognisant of operational, community, technology, environmental and financial concerns.

1. Successful implementation of a paid parking platform for visitors
2. Successful implementation of an ePermit system for residents
3. Assessment of feedback from the community including visitors, residents and businesses
4. Community and driver compliance with regulations
5. Net income (Revenue less the costs of the Pilot) which will enable contribution to infrastructure improvement and maintenance
6. Improved utilisation and accessibility to the foreshore car parks
7. Reliable technology and data reports
8. Comprehensive and timely management information
9. Environmental impact
10. Legal, statutory and regulatory obligations

The data and information provided by the fixed cameras and back of house system has been used for analysis together with input from mid-point reviews. For each of the KPIs, data and sections in this report have been referenced and summarised leading to Findings and Key Learnings for each category.

The results are summarised in Section 10 together with criteria for the suitability of future locations.

9.3 IMPLEMENTATION OF PAID PARKING FOR VISITORS

For the seven months, December 2023 to June 2024, more than 61,000 visitors used the car park payment system in the Pilot car parks (refer Section 7.3, Tables 7-4 and 7-5).

Visitors can pay by using one of three options:

- by downloading the PayStay app and creating an account.
- by scanning the QR code at each parking and paying as a PayStay guest
- by calling a 1300 number

Some visitors already have the PayStay App on their smart phone and despite some difficulties, the QR code has worked well and is popular with about 60% users.

The price of parking at \$6-20 per hour has been raised as a concern, however the challenge with the payment process has been a greater issue.

Findings and Key Learnings:

The pay parking platform for visitors has been implemented successfully. It has been used by most visitors but there have been complaints by drivers who are unable to use either the app or the QR code because they do not have a smart phone. Some users have complained of poor Wi-Fi reception.

Improvements should be made by:

- Installing Tap & Pay machines in select locations to provide those without smart phones a viable payment option. It would also avoid confusion for visitors regarding the 'P Ticket' signage where there is nowhere to buy a ticket
- Simplifying the QR code process
- Reviewing the download and sign-on process and instructions for the PayStay App
- Integrating other smart phone payment Apps (such as Easypark) which are popular in Victoria⁸
- Improving the ticket and payment signage and instructions for visitors including the use of other languages.
- Improving and monitoring W-Fi reception throughout all locations
- Amending the maximum fee to a more easy-to-understand 4 x the hourly fee

Pricing benchmarking could be revisited to ensure alignment with other Bayside Councils.

Paid parking operating times could be retained at 8am-8pm every day, all year to remain consistent with other Bayside councils. Amending hours to suit various traders will set a complicated precedent.

9.4 IMPLEMENTATION OF EPERMIT SYSTEM FOR RESIDENTS

An ePermit is a virtual product held in an electronic or other database that contains all relevant information about the permit, permit holder and vehicle. The digital ePermit system is powered by

⁸ As City of Melbourne no longer offer the PayStay app for parking payment, some users may not have it on their smart phone.

PayStay – an electronic system that manages resident accounts online and links the digital ePermit to the registration plate of the registered vehicle. ePermits are convenient and save time and money.

Section 4.2 describes the five different ePermit Categories and the eligibility criteria for residents. A 15 page Guide⁹ is available on the MPS website to assist in the online application process and ePermit system.

It is estimated approximately 95,000 residential properties are entitled to ePermits to park in the three locations. Each residence can apply for up to five ePermits. As at 30 June 2024, 22,534 ePermits have been issued, 91% of which are resident permits.

Overall, at all three locations average ePermit usage was 5,720 a month during December to March and then declined to 4,411 a month in April to June.

Resident, business, volunteer and club ePermits are identified by the fixed LPR and mobile LPRX cameras. The cameras can only identify Accessible ePermits, not those vehicles displaying an Accessible Permit issued by another authority.

Findings and Key Learnings:

The ePermit platform has been successful but the application process should be simplified.

The main benefits of ePermits has been:

- A cloud-based ePermit system enabling 24/7 access to applications and information
- Applications can be made online or via a phone App
- Following the initial application, they can be self-maintained by the applicant, for example, to change a registration number
- ePermits reduce the amount of paper and staff resources that are used in the application process
- The database can be fully integrated with the parking management technology platform. This means they can be detected and verified using LPR or VID cameras without enforcement staff being required to sight the actual permit.

The ePermit process proved challenging for some residents and additional support was provided at Council Offices to assist. Two ePermit support sessions were hosted at Flinders and one at Mornington to support residents with their applications. An initial technical issue which was limiting the upload time for applicants creating 'time outs', was immediately corrected to improve the user experience.

Allowing the first two ePermits per property without any documentation would assist MPS and residents and avoid many of the challenges and frustrations noted above. Applications for additional ePermits should require documentation for all vehicles.

Consider implementing a charge for ePermits to minimise unnecessary applications and prevent potential misuse by residents who may no longer be eligible for the ePermit. This approach will help ensure that ePermits are used appropriately and only by those who truly need them. The fee should be set to recover all direct and indirect costs associated with administering the ePermit system and contribute to the cost of maintenance of the technology in the car parks.

⁹ Foreshore Parking ePermit Application Guide and Support

Accessible users who do not have an ePermit should be able to enter their physical permit number into the parking service provider system on site.

9.5 FEEDBACK FROM THE COMMUNITY

Assessment of feedback from the community including visitors, residents and businesses has been comprehensive (refer Section 5.4). Detailed records have been kept of all communications and responses to stakeholders in regard to parking at the Pilot locations.

In the eight months from June 2023 to end January 2024 after which MPS began issuing infringements, approximately 79 issues per month were raised by stakeholders. From 1 February to 30 June 2024, this has declined to approximately 23 per month.

One of the primary issues raised in the feedback is the user experience with the parking payment app. While some visitors disagree with paid parking, many attempted to pay but encountered difficulties in signing up and using the App and completing the process, which further fuelled objections to the system.

Local businesses have consistently received feedback about the challenges patrons face when trying to use the app and QR code for parking payment. Additionally, the need to obtain an area code for the parked vehicle added another layer of difficulty, often requiring patrons to return to their cars to retrieve this information. Some visitors were often unaware they needed to pay for parking upon arrival, leading to confusion and frustration.

Findings and Key Learnings:

While the feedback from the MPS community is invaluable and should not be diminished in any way, it is encouraging to note that the negative feedback and challenges experienced by users have declined throughout the Pilot. This trend indicates that initial concerns and issues are being addressed effectively. Specific key stakeholder issues remain and the community is gradually adapting to the changes.

There have been no major complaints since boat trailer overflow locations have been clarified. Boat trailer parking should be continued.

The VPPP requires a dedicated officer to promptly deal with visitor and ePermit enquiries, as well as additional resources for Customer Services teams, particularly if visitor paid parking is to be extended to other locations.

MPS should increase awareness of the VPPP in the community such as including details with rates notices and in local newspapers.

Additional parking fee, zone and payment information and signage to visitors from outside the MPS should be provided prior to their arrival at the locations.

Different media should be used with easy-to-access links to the visitor parking program provided for local businesses, eating and accommodation venues in order to add to their websites.

9.6 COMMUNITY AND DRIVER COMPLIANCE

From 1 December to 12 January 2024 only cautions were issued to parkers who did not comply with regulations applying to visitors or ePermits.

From 13 January to 18 February 2024, infringements were issued by a mobile LPR camera affixed to a patrolling vehicle (known as LPRX). After 18 February, infringements were issued based on data from the fixed LPR camera technology (refer Section 4.3 and Section 6.4).

Additionally, as of May, a dual system of fixed cameras and License Plate Recognition (LRPX) technology was introduced. This upgrade aims to address issues related to infringements being issued to vehicles parked in private driveways, as well as delivery and trade vehicles.

All vehicles are provided a grace period of an additional 15 minutes from the time of entry to the time of exit before an infringement for an overstay is issued. The grace period was extended to 30 minutes to allow drivers to become accustomed to payment and permit parking.

The revenue derived from the enforcement and compliance is dependent on efficiency, including the number of enforcement staff, the technology used to detect offending vehicles, and methods of issuing infringements. Different methods used in different States and elsewhere in Victoria are presented in Table 9-1.

Table 9-1 Enforcement Methods and Revenue Percentage

STATE	ENFORCEMENT METHOD	COMPLIANCE REVENUE	ENFORCEMENT REVENUE
NSW, VIC	Chalking Tyres	50%	50%
NT, VIC	Bay monitoring sensors	70%	30%
ACT, VIC	Mobile LPR cameras	90%	10%

The previous methods used to enforce on-street parking areas in MPS were to patrol on foot and chalk tyres in time restricted areas or rely on bay monitoring sensors to determine the arrival time of the vehicle to determine overstay. This method is very labour intensive and yields discovery of approximately 5% to 10% of offending vehicles. In February and March 2023, only 41 infringements were issued in the 2P area at Schnapper Beach.

The parking service provider software captures screen shots from the fixed cameras of all vehicles without a resident ePermit entering and exiting the parking areas who do not pay for their parking. It also records screen shots of all vehicles who have a resident ePermit or have paid but overstay the time restrictions or time paid for in the Pilot sites. Only possible offending vehicles are reported on the software. It captures 90% of offending vehicles.

MPS staff have been employed to check and verify the entry and exit screen shots of all possible offending vehicles in the parking service provider software. The check includes the time and date of entry and exit, the type of offence and a comparison of the vehicle registration and vehicle particulars. Only then are they approved and authorised for an infringement to be issued.

Intermittent patrols will still be necessary to enforce unauthorised parking such as:

- Not parking within line-marked bays
- Parking in aisles or 'No Stopping' and 'No Standing' zones
- Illegal parking in accessible parking bays and camping

Findings and Key Learnings:

MPS initiated the Pilot with a focus on education. Infringement revenue was nil in December and most of January as officers issued cautions to those parking without payment or without ePermits. This approach was to encourage a change in behaviour rather than imposing a penalty.

Compliance with the new regulations by visitors has been high plus the number of ePermits issued increases each month¹⁰. There was a peak in infringements issued for the first six weeks after the fixed camera technology was installed, but since 1 April, infringements have reduced as more and more visitors and residents comply with the regulations.

LPRX mobile cameras will continue to be used to verify the fixed camera data. Based on MPS experience over a three week period in May 2024, LPRX captures approximately 40% of infringements that are highlighted by the parking service provider data.

Although the number of appeals against infringements has declined as more and more visitors comply with the regulations, additional resources are needed for monitoring infringement issue and dealing with appeals.

There have been minimal complaints regarding parking overspill causing concerns in surrounding areas of the Pilot at Flinders and Mornington. At Sunnyside, there has been some additional parking of vehicles approximately 200 metres away on Sunnyside Road to avoid paying for parking, but this section was always used as an overflow area. Some additional time restrictions should be considered in the surrounding areas to lend support to the paid parking locations.

9.7 NET INCOME

A fundamental KPI is revenue generation which as a minimum, should cover the costs of the Pilot and enable contribution to infrastructure improvement and maintenance.

9.7.1 ESTIMATED REVENUE

Details of Visitor Parking revenue received for the seven months to 30 June is shown in Section 7.2.1 at Tables 7-1 and Table 7-2.

For December to March, average visitor parking per month at all three locations was \$105,889. From April to June, the monthly average declined to \$50,796. As this lower demand is likely to persist and is expected to decline further in the winter months, a conservative estimate of average demand for each of the eight off-peak months is 45% of average demand in the peak months.

Without any changes in fees or the number of bays, Visitor Revenue from the 417 bays for the 12 months to November 2024, is estimated at **\$804,758** per Table 9-2.

Table 9-2

PARKING REVENUE - VISITORS 12 MONTH ESTIMATE					
Location	Bays	Dec-Mar	Apr-Nov	Rev/bay/pa	Estim Rev/pa
Flinders	100	\$175	\$79	\$1,328	\$132,806
Mornington	247	\$300	\$135	\$2,278	\$562,607
Sunnyside	70	\$206	\$92	\$1,562	\$109,345
TOTAL					\$804,758

Revenue from Infringements has been calculated (refer Section 7.2.2) on payments received, not the value issued which can take several weeks to reach MPS. Estimated Infringement Revenue to

¹⁰ More than 1,000 per month in May and June.

be received for future off-peak months is conservatively estimated¹¹ for June to August at approximately 65% of the amount received for the month of May, then increasing for the period September to November.

Infringement Revenue of **\$1,207,744** per Table 9-3 is estimated to be received for the 12 months December 2023 to November 2024. This figure includes December and part of January when no infringements were issued and incorporates the fee increasing by \$3 to \$99 from 1 July 2024.

Table 9-3

INFRINGEMENT REVENUE FORECAST							
Dec23-May24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Total
\$762,244	\$59,400	\$59,400	\$59,400	\$89,100	\$89,100	\$89,100	\$1,207,744

For the first year, expected revenue from parking and infringements is \$2,012,502

9.7.2 ESTIMATED COSTS

Section 8 and Table 8-3 show the Resource, Infrastructure and Expense costs for the first year for each of the three Pilot sites. A total of **\$ \$1.223 million**.

9.7.3 NET INCOME

The Forecast financials for the year to 30 November 2024 for all three locations prepared in July 2023¹² are compared in Table 9-4 with Estimated Revenue and Costs per Sections 8.1 and 8.2.

Table 9-4

COMPARISON OF 2023 AND 2024 FINANCIALS		
Year 1	Forecast July 2023 \$'000s	Estimate July 2024 \$'000s
Revenue	1,436	2,012
Costs	880	1,223
Operating Surplus (Net Income)	556	789
Return on Investment (ROI)	0.63	0.65

Findings and Key Learnings:

Estimated Net Income for the Pilot is positive and will exceed the 2023 forecast. The ROI will be slightly above forecast, as costs have been higher.

The Net Income will enable significant contributions to infrastructure improvement at all three locations such as lighting, toilets and changerooms and picnic facilities and the wayfinding and signage recommendations in Section 9.3.

¹¹ By MPS Community Safety

¹² Parking Management Pilot Report prepared by APC at Section 10.2.

9.8 IMPROVED UTILISATION AND ACCESSIBILITY TO FORESHORE CAR PARKS

Visitor use of the foreshore car parks prior to the Pilot was unrestricted except for a 2P time restriction around the retail areas at Schnapper Point. Utilisation and Trip Origin surveys undertaken in January 2023 at Mornington (Schnapper Point)¹³ showed parking utilisation was 46% by visitors and 54% by residents. For the four months December 2023 to March 2024 utilisation was 64% by visitors and 36% by residents.

The pre-Pilot 2023 surveys also showed a weekday duration of stay of 2.20 hours increasing to 3.30 hours on a weekend. The introduction of paid parking (refer Section 7.3.2) has reduced the duration of parking by visitors during the peak demand months. In January 2024, when 14,924 visitors parked at the three locations, their average length of stay was 1.67 hours at Mornington, 1.41 hours at Flinders and 1.71 hours at Sunnyside.

Findings and Key Learnings:

These stays of less than two hours allow the bays to turnover more than four times a day and this increases the availability of parking for more visitors, as well as residents and other permit holders. Utilisation and bay turnover has thus improved.

Comparing surveyed occupancy data¹⁴ for weekends and weekdays in February and in April/May in 2023 and 2024 show that paid parking has not had a negative impact on parking volumes.

There have been few complaints regarding parking overspill in areas surrounding the Pilot locations.

Accessibility to the car parks has not yet been improved. Visitors are not encouraged or clearly guided to travel to the car parks. Drivers who feel confident of finding a parking space are more likely to visit a destination than one where they are unsure of public parking availability.

Net income from the Pilot should be used towards the installation of highly visible public parking wayfinding signage on major routes leading to the foreshore car parks, such as at the intersections of the Esplanade with Schnapper Point Drive and Flinders Drive.

As a second stage, variable message signs such as shown in Figure 9-1 below could be installed to provide real time information on the number of spaces available.

Figure 9-1 Example of variable message space indicator sign



The parking management system should be able to transmit live streamed occupancy data to the MPS website and the PayStay App. The website and App should also provide directional and best route advice to assist drivers in avoiding delays.

¹³ Surveys included Schnapper Point, Rye Beach, Sorrento Beach and Safety Beach. Flinders Pier and Sunnyside Beach were not surveyed.

¹⁴ Refer Section 7.2

9.9 RELIABLE TECHNOLOGY AND DATA REPORTS

To determine the suitability of the parking management technology platform, this KPI considers the technology, the phone App and the VID cameras in accordance with the following criteria:

- Installation by parking service provider in full compliance with the specifications
- Software system audit of individual transactions for accuracy
- Data retention and reporting outputs are functioning correctly
- Equipment malfunction and downtime
- Any non-compliance or product/system failures.

To determine the performance of the phone App, the following is considered:

- Level of complaints received regarding the difficulty of using the phone App
- Any instances of Wi-Fi outages

The VID cameras were required to carry out the following functions:

- Discern standard vehicles from vehicles with boat trailers
- Recognise resident ratepaying parkers
- Instigate the charging of relevant vehicles upon entry
- Confirm the fee payable for exiting vehicles
- Determine overstays upon exit.

Findings and Key Learnings:

The pilot project went out to open tender in 2023 with detailed specifications on the design and operation of the system. VID cameras were installed on poles at the entry and exit of the parking areas with real time communication with the parking and enforcement management system and powered by solar. Detailed reporting capability of the system was also specified. The successful tenderer generally complied with the specifications.

The management system is cloud based with all data securely stored for retrieval purposes.

Council installed the poles and solar panel infrastructure in accordance with the parking service provider's tender offer and design. The equipment was installed and commissioned in accordance with the parking service provider's offer and timeframe and it has been working successfully since.

The system at Flinders Beach had a short period of downtime due to vandalism which was quickly identified and promptly rectified by the parking service provider.

All possible offences are highlighted by the system to MPS staff who verify the accuracy and the type of offence before an infringement is approved for issue.

The parking service provider offered and provided licence plate recognition cameras that were not able to identify vehicles with boat trailers or holders of accessible printed permits. The accuracy of offence detection by the fixed cameras is operating at approximately 90%.

The fixed camera data is provided in raw format. MPS should specify the type of reports they require from the system to the parking service provider to have them meet the specifications.

Lack of mobile phone coverage (Wi-Fi) in certain areas is dependent on the smart phone users Telco provider.

To overcome some issues of drivers without a smart phone, a parking Tap & Pay machine is being installed in the retail area of Schnapper Point to allow payment with a credit/debit card.

9.10 COMPREHENSIVE AND TIMELY MANAGEMENT INFORMATION

It is important that a detailed management report is prepared regularly to determine the performance of each location. The report should as a minimum, include information under each of the following headings.

Statistic and Financial Analysis

- Volumes of visitors, resident and other permits per weekday and weekend day
- Patterns of occupancy by hour and peak time demand
- Minimum levels of vacancy at each location
- Cumulative take up of ePermits
- Duration of stay for each category
- Average ticket value for visitors
- Volume of infringements issued and paid with a breakdown of type of the major infringement categories – non-payment, no permit, overstaying time limit
- Analysis of visitor payments by smart phone app, QR code and Tap & Pay
- Extent of visitation external to MPS
- Comparison of actual versus budgeted costs and revenue
- Cumulative cost/benefit analysis
- Reconciliation of payments banked to statistics of payments by visitors

Stakeholder Engagement

- Summary of engagement, feedback and responses

Technology

- Downtime
- Maintenance

Infrastructure Improvements

- Implemented
- Planned

Future considerations

- New technology

Findings and Key Learnings:

Part of the required information for this Evaluation Report has been provided in the VPPP Interim Assessment Report for the period December 2023 to May 2024.

A comprehensive management report should be prepared each month. This will provide a regular snapshot of results and comparative trends since commencement, which will allow better decision-making for future visitor paid parking.

The raw data available from the parking service provider is to be simplified and provided in easy to read and use format on a daily and monthly basis.

Additional data is required from VicRoads, such as the extent of visitors external to the MPS LGA.

Action or otherwise on the key learnings as set out in this KPI Section 9 of the Evaluation should be reported on.

9.11 ENVIRONMENTAL IMPACT

Measuring the environmental impacts of the VPPP has been determined by reviewing the following:

- Consumables - The system has eliminated the need for consumables such as tickets, receipt rolls, paper permits and parking infringement notices being placed on windscreens. This in turn reduces litter at the car parks
- Access - Drivers have unimpeded access and egress with no boom- gates
- The on-line ePermit system enables MPS to heavily reduce the amount of paper and resources that are normally used in the application process
- Civil and electrical works - the installation of poles to house multiple cameras has minimal environmental impact. Ongoing access to power is not required
- Technology - the fixed cameras are solar powered and transmit data wirelessly
- Payment - the non-availability of a cash payment option eliminates the need for secure containers, cash collection and counting. It also eliminates the need for maintenance and reduces the opportunity for vandalism of payment machines
- Environmental damage resulting from the installation of the equipment and signage has been neutral
- Human intervention is minimal compared to other options which require frequent vehicle patrols
- Vandalism - there have been some graffiti issues and vandalism when new cameras and signs were installed, but these incidents have reduced.

Findings and Key Learnings:

The environmental impact of the Pilot has been minimal. Positive improvements have been made at Flinders and Mornington with regard to landscaping and path improvements.

MPS should as soon as practical, provide additional maintenance at the locations e.g. lighting, toilets and changerooms, picnic facilities etc to show stakeholders that the net income from pay parking is being re-invested to improve amenity in the community.

9.12 LEGAL STATUTORY AND REGULATORY OBLIGATIONS

MPS is to ensure all legal, statutory, and regulatory requirements are met:

- During installation
- For the charging and payment of parking fees
- For on-line permit applications
- Regarding the issue of infringements and operating procedures.
- In designing the required signage.

The parking service provider only collects information for the purpose of confirming residency, issuing, and administering the permit. The parking service provider collects, stores, and handles all information in a manner that complies with the Privacy Act. The company stores all information in a secure Australian database with an Information Security Management System that complies with ISO27001 and is regularly audited and reviewed.

Findings and Key Learnings:

Drivers are claiming the signage is inadequate and there has been confusion with the wording 'ticket' and 'no ticket machines'. Larger signs at entry are necessary. Consider how to better educate people on statutory signs.

The security of data on ePermit applications held on the parking service provider's database should be independently checked annually. This will become even more important if a fee is implemented for ePermits, in which case the parking service provider will then hold credit card information.

There are issues regarding vehicles with a paper accessible permit not being picked up by the cameras. LPRX works well and reduces these issues, but the rate of monitoring is slower and more expensive than with fixed cameras. Fixed cameras should be used in conjunction with LPRX or Areo ranger for any infringements.

MPS is the only Bayside Council that does not currently have a Parking Management Policy. Should Council approve an expansion of Visitor Paid Parking then a Foreshore Parking Permit Policy should be created. It should sit under a wider Parking Management Policy under Traffic Transport. The policy should formalise current practices and outline all permit parameters.

A Parking Policy should be developed even if visitor paid parking is not continued.

10 EVALUATION OF RESULTS

10.1 IMPACTS

Based on the KPI evaluation results in Section 9, Table 10-1 summarises the impacts of the Pilot.

Table 10-1 Impact of KPI's

CRITERIA	POSITIVE	NEUTRAL	IMPROVEMENT REQUIRED
1. Successful implementation of a paid parking platform for visitors	√		
2. Successful implementation of an ePermit system for residents		√	
3. Assessment of feedback from the community including visitors, residents and businesses			√
4. Community and driver compliance with regulations	√		
5. Net income (Revenue less the costs of the Pilot)	√		
6. Improved utilisation and accessibility to the foreshore car parks	√		
7. Reliable technology and data reports	√		
8. Comprehensive and timely management information		√	
9. Environmental impact	√		
10. Legal, statutory and regulatory obligations		√	

Six of the KPI's show a positive impact while three are assessed as Neutral. Significant community feedback was gathered both before and during the pilot, which has been invaluable in identifying opportunities for improvement and enhancing the user experience.

As expected with the implementation of parking management where there was previously unrestricted parking, very little positive community feedback has been received. This could alter after infrastructure improvements are provided at the locations.

10.2 STAKEHOLDER ENGAGEMENT

In considering whether visitor paid parking should be expanded, a stronger focus and more time should be dedicated to stakeholder engagement in the proposed locations. The success or otherwise of the stakeholder engagement and communications plan needs to be measured by determining:

- That stakeholders possessed prior knowledge of details of the implementation
- Both positive and negative feedback from visitors and stakeholders after commencement
- Recorded responses from the media including press, radio, television, and social media
- The take up of ePermits.

11 LESSONS LEARNED AND MOVING FORWARD

This section highlights areas where the Implementation Plan could be improved or processes changed. The lessons learned from the Pilot are to be used to shape future implementation of visitor paid parking in other precincts.

11.1 KEY LEARNINGS

The following table summarises all of the key learnings in this evaluation and prioritises them into categories which are Necessary within 12 months, and Desirable. Reference is to the relevant section/s in this report.

	KEY LEARNINGS	SECTION REF
	NECESSARY	
1	Instal Tap & Pay machines to provide those without smart phones a viable payment option.	5.4 & 9.3
2	Review and simplify the ePermit application procedure.	5.4 & 9.4
3	Review and simplify QR code process, the download and the sign-on process and instructions for the PayStay App.	9.3
4	Visitor paid parking requires additional resources particularly if paid parking is to be extended: - a dedicated officer to promptly deal with visitor and ePermit enquiries, - for Customer Services teams, and - for monitoring infringement issue and dealing with appeals.	9.6 and 9.7
5	The fixed camera data is provided in raw format. MPS should specify to the relevant service provider the type and format of easy to understand reports required from the system.	9.8 and 9.10
6	Implement a detailed and comprehensive Monthly Management Report.	9.10
7	Explore whether, accessible users who do not have an ePermit could enter their physical permit number into the relevant service provider's system on site.	9.4
	DESIRABLE	
1	Provide as soon as practical, additional maintenance at the locations e.g. lighting, toilets and changerooms, picnic facilities etc to show stakeholders that the net income from pay parking is being re-invested to improve amenity in the community.	9.11
2	Simplify designated zones, time restrictions and fee structure. Amend the maximum fee to 4 x the hourly fee, namely \$24.80.	5.4 & 9.3
3	Consider that fees need not necessarily be the same at all car parks. Where occupancy is generally high, such as at Mornington, fees during peak months could be higher than at other locations where demand is less.	7.2.1 & 9.3
4	Consider charging a fee for each ePermit application and for renewals. This fee should be set to recover all direct and indirect costs associated with administering the ePermits and contribute to the cost of maintenance of the technology and the car parks.	9.4
5	Improve and monitor W-Fi reception throughout all locations.	5.4 & 9.3
6	Improve the ticket and payment signage and instructions for visitors including the use of other languages.	5.4 & 9.3
7	Integrate other smart phone Apps.	9.3

	KEY LEARNINGS	SECTION REF
	DESIRABLE	
8	The parking management system should be able to transmit live streamed occupancy data to the MPS website and the PayStay App. The website and app should also provide directional and best route advice to assist drivers.	9.3
9	MPS should increase awareness of visitor paid parking in the community such as including details with rates notices and in local newspapers. Different media should be used together with easy-to-access links to the visitor parking program should be provided for local businesses, eating and accommodation venues to add to their websites.	9.5
10	Additional parking fee, zone and payment information and signage to visitors from outside the MPS should be provided prior to their arrival at the locations.	9.5
11	Should visitor paid parking be expanded, a broader communication and engagement plan should be undertaken.	5.1
12	The security of data on ePermit applications held on the parking service provider's database should be independently checked annually.	9.12
13	MPS to develop a Parking Policy even if visitor paid parking is not continued.	9.12

11.2 MOVING FORWARD

Parking is part of an overburdened common property resource and thus there is a need to manage it, including eventually rationing it typically with fees, just like any other overburdened common property resource like a public swimming pool.

Regardless of the emotion often surrounding the introduction of paid parking, there is little doubt that it represents an efficient and effective means to manage parking demand and encourage the turnover of bays.

This evaluation confirms that with some small enhancements, the Pilot has to date achieved its primary aims to:

- Ensure fairer access and increased vehicle turnover
- Generate income for maintaining foreshore infrastructure
- Create a more equitable system to share costs between residents and visitors
- Educate the community on the benefits of parking management measures in the foreshore areas

It is also important to recognise that parking demand in car parks alters over time in response to changes in the parking generators. Businesses and the popularity of destinations change, as do the parking habits they create. It should not be assumed that patterns of demand are constant or that small annual fee increases can be sustained. Sometimes time restrictions need to be increased or fees may need to be reduced.

Regular and effective review of parking regulations in all locations will deliver several benefits to MPS and the community. It will increase parking turnover to help promote local activity and make more effective use of all of parking available.

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