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Parking Strategy

Recommendations

That the Board:

- i. Approve the draft Auckland Transport (AT) Parking Strategy for Auckland.
- ii. Approve the release of the draft AT Parking Strategy to Auckland Council (AC) and NZTA (New Zealand Transport Agency) for information.

Executive summary

The draft Parking Strategy sets out the objectives and policies relating to AT's management and supply of parking across Auckland. The policies cover:

- The management of on-street and off-street parking
- Parking on residential streets including a continuum of parking management interventions.
- Parking on arterial roads including consideration for town centres.
- Parking permits and coupons including technology improvements.
- Comprehensive Parking Management Plans that set out criteria for consideration.
- Parking policies for non-centre locations including the application of travel demand management plans.
- Motorcycle, electric vehicle and car share parking policies
- Event management
- Technology for parking management
- Park and Ride provision and pricing

The recommended policies take into consideration the feedback from public consultation of the draft Auckland Parking Discussion Document in June and July 2014. In all a total of 5,500 submissions were received. AT staff also held 22 workshops with AC, local boards, residents and business groups.

A submissions report outlining key issues and recommended responses complements this Strategy and is attached to this report. Attachment 2

AC and NZTA staff have been provided with separate briefings on the working draft of the Strategy. It is proposed that the Strategy be submitted to AC and the NZTA Board for information subject to AT Board approval.

Strategic context

The strategic context for the draft Parking Strategy is set out in the following objectives:

- Facilitate a transformational shift to public transport

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- Prioritise the safe and efficient movement of people, services and goods on the road network
- Provide an outstanding customer experience at AT operated on and off –street facilities.
- Support the economic development of the Auckland City Centre, metropolitan and town centres
- Support place –making, amenity and good urban design outcomes
- Ensure a fiscally responsible approach to providing, managing and pricing parking facilities and benefits cover costs.

The Strategy ensures the AT strategic themes are given effect to and references and reflects the objectives for parking in the Auckland Plan and Regional Public Transport Plan.

The Strategy refers to the impact of the Proposed Auckland Unitary Plan and the impact of parking controls on the management and supply of parking.

Background

Parking is an integral part of the PT and road network. Most vehicular journeys involve parking at both the start and end of each trip and the decision to drive particularly for commuting purposes influences PT patronage, congestion on the road network and decongestion benefits.

The draft AT Parking Strategy has been developed to respond to the strategic direction for the management of transport and parking in Auckland. The recommended guiding principles and policies have taken into consideration the issues raised in 5,500 submissions, discussions, and numerous workshops that have been held over the past 12 months. A separate submissions report setting out key issues and responses is attached to this report.

In 2012 the Auckland Transport Board approved the on street price adjustment policy for the city centre. In October 2014 an interim report was presented to the AT Board including a high-level summary of the issues raised in submissions and initial officer responses.

In November 2014 a report was submitted to the AT Board containing the proposed policy for the management of off-street parking in Auckland. The Report was also approved by the Governing Body in December 2014 and delegations formalised.

In March 2015 a report was submitted to the AT Board and approval was granted with respect to policies for the management of parking on residential streets, parking permits and coupons and arterial roads.

This report presents a consolidation of all the proposed policies relating to the management and supply of parking by AT.

Subject to approval of the AT Board AT staff will communicate the Strategy to key stakeholders including AC, NZTA, local boards and peak organisations. The proposed communication plan is attached to this Report.

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Issues and options

The draft AT Parking Strategy covers the policies and procedures set out below.

Community Engagement

A process for on - going community engagement and consultation has been set out in the draft AT Parking Strategy in response to community consultation on implementation of the Discussion Document.

On- street Parking Management Policies

The purpose of the on-street parking management policies is to ensure fair and equitable access to parking for all users. To achieve these AT will:

- Apply restrictions for various categories of parking for example loading zones, mobility parking, motorcycle parking, taxis, buses, car share parking.
- Base decisions to change parking controls on recorded parking demand through the application of 'intervention triggers'. Where parking demand is high AT will apply parking controls to achieve a target peak occupancy rate. This means that the parking resource is well used but people can still find a space. When peak occupancy is regularly above 85% AT will recommend a change to the management approach.
- Apply demand responsive pricing to on-street parking when demand reaches a point where time restrictions are not being effective. Demand responsive pricing means that the prices charged for on-street parking will be adjusted up or down with the goal of maintaining an average 85% occupancy at peak times.

Off-Street Parking Management Policies

The management of off-street parking facilities is designed to align with AT's strategic objective of facilitating a mode shift towards public transport. To achieve this AT will:

- Prioritise short stay parking over commuter parking to achieve a consistent approach.
- Use a demand responsive management approach. The intervention trigger table will be applied to assess the appropriate parking control. Where parking demand is high AT will apply various parking restrictions to achieve a target peak occupancy rate.
- Apply the Demand Responsive Pricing Policy when setting prices.

In relation to the increase in supply and divestment of off-street parking the following policies are proposed:

- Apply criteria to be met before additional investment in off-street parking is made. Public transport is a priority for AT in terms of capital expenditure and any off-street parking investment should be commercially viable. AT's investment in off-street parking may be justified in circumstances where the supply of on-street parking is not sufficient to meet demands despite the use of other management options including pricing.
- Criteria to assist with decisions on divestment of off-street parking. This will ensure that the supply is appropriate to meet existing and future demand; does not compromise objectives to support investment in public transport, walking and cycling; enables the highest and best use of land such as renewal opportunities; and supports a rational asset base.

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Comprehensive Parking Management Plans (CPMPs)

CPMPs involve a holistic review of parking across an area taking into consideration future growth and predicted travel demands, existing parking supply and demand, and known parking issues. CPMPs will propose recommendations for parking improvement measures with supporting evidence. They will also assist in decisions regarding divesting, retaining or providing additional parking supply to meet future demand.

CPMP's will be developed in consultation with the local community and business stakeholders to reflect local issues.

Parking in Non-Centre Employment Locations

Non-centre employment zones experience different parking demand attributes to town centres. Areas such as business and industrial parks, universities and hospitals sometimes don't have good public transport options and parking demand is often high and spills over to surrounding streets.

The management of on-street parking in these areas will be managed in accordance with the on-street parking management policies. However AT will work with businesses Travel Demand Management initiatives to try and reduce congestion and parking pressures.

Motorcycle, electric vehicle and car share parking policies

In areas of high demand AT will seek to introduce more on-street motorcycle parking and prioritise short stays. Dedicated motorcycle parking is provided in all AT car parking buildings. AT will look to continue to provide these facilities however charging will be considered if demand increases to the point that car parking is being removed.

AT provides dedicated car share parking space both in car park buildings and on-street. AT will continue to support car sharing by offering on-street space that will be open to all existing and future car sharing organisations. There may be charges applied to cover the setup and maintenance of these spaces.

AT will promote the use of electric vehicles in car sharing schemes by enabling charging infrastructure to be installed on public roads and within AT managed car park buildings and will reserve spaces for such.

Park and Ride Provision

Park and ride at the right locations effectively extends the PT market. AT has assessed that up to an additional 10,000 bays will be needed to meet modelled demand for park and ride over the next 30 years. The principles for prioritising park and ride are outlined in the Strategy. The fundamental principle is to ensure that park and ride is planned as an integral part of the PT network and encourages PT patronage. AT will prioritise strategic sites on the periphery. Park and ride will be delivered through: use of appropriately located under-utilised car parking facilities such as shopping centres; new builds including facilities built by AT as well as commercial opportunities and rationalisation and redesign of existing on street parking.

Park and Ride Pricing

Decisions on pricing for park and ride sites managed by AT will be dependent on a number of criteria including: availability of additional capacity, viable alternative options being available such as frequent bus feeders, link with HOP account and technology improvements. In each instance a case by case analysis will be undertaken. If pricing is

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introduced it would apply to a proportion of bays such as those closest to the station/terminal and free parking would still be available for the community.

AT will advance discussions with owners of appropriately located, underutilised parking to negotiate provision of park and ride bays. The price applied will be determined by the lease arrangement. This will be cost neutral to AT.

Where commercial proposals are delivered and managed by the private sector the price will be determined by the operator.

Policies approved by the AT Board in March 2015

The AT Board approved the following policies in March 2015 contained within the Parking Strategy:

- Parking on Residential Streets
- Parking Permits and Coupons
- Parking on Arterial Roads

Financial impact

The Strategy proposed pricing policies relating to the management of on street and off street parking as well as pricing for park and ride facilities.

Stakeholder Engagement

The recommended strategy and policies take into consideration the feedback from public consultation of the draft Auckland Parking Discussion Document in June and July 2014. A submission report is attached to this report. A communication plan that sets out how the Strategy will be shared with key stakeholders and the broader community has been developed.

Next steps

Following approval of the draft Parking Strategy and Submissions Report AT will:

- Submit the Strategy for information to the NZTA Board and to Auckland Council.
- Communicate the Strategy to key stakeholders and the broader community.
- Finalise the Strategy for publication by hard copy and on the AT website.

Attachments

Number	Description
1	Draft Auckland Parking Strategy
2	Draft Submissions Report
3	Communications Plan

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Document ownership

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Attachment One - Attachment 1 - AT Parking Strategy

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Glossary

Auckland Council (AC)
Auckland Plan (AP)
Auckland Transport (AT)
Auckland Transport Code of Practice (ATCOP)
Auckland Tourism Events and Economic Development (ATEED)
Car Sharing Organisation (CSO)
City Centre Parking Zone (CCPZ)
Comprehensive Parking Management Plan (CPMP)
Frequent Transit Network (FTN)
High Occupancy Vehicle (HOV)
Licence Plate Recognition (LPR)
New Zealand Transport Agency (NZTA)
Proposed Auckland Unitary Plan (PAUP)
Public Transport (PT)
Rapid Transit Network (RTN)
Regional Public Transport Plan (RPTP)
Traffic Management Plan (TMP)
Travel Demand Management (TDM)

Executive Summary

Parking is an integral part of the public transport and road network. Most vehicular journeys involve parking at both the start and end of each trip and the decision to drive particularly for commuting purposes influences PT patronage and congestion on the road network.

The draft Parking Strategy has been developed to provide the strategic direction for the management of transport and parking in Auckland. The recommended guiding principles and policies have taken into consideration the issues raised in 5,500 submissions, discussions, and numerous workshops that have been held over the past 12 months. A separate submissions report setting out key issues and responses compliments this Strategy.

The draft Parking Strategy sets out the objectives and policies relating to AT's management and supply of parking across Auckland. The policies cover:

- The management of on-street and off-street parking
- Parking on residential streets including a continuum of parking management interventions.
- Parking on Arterial Roads including consideration for Town Centres.
- Parking Permits and Coupons including technology improvements.
- Comprehensive Parking Management Plans that set out criteria for consideration.
- Parking policies for non-centre locations including the application of travel demand management plans.
- Motorcycle, electric vehicle and car share parking policies
- Event Management
- Technology for Parking Management
- Park and Ride Provision and Pricing

Policies set out in this Strategy will provide the overarching framework to guide customised responses to parking supply and management that will reflect local characteristics. This will ensure a consistent and integrated approach across Auckland.

Introduction

The availability and cost of car parking can influence decisions on the transport mode used, congestion, travel time and potentially, the choice of destination.

Auckland Transport (AT) plays a central role in the management of parking in Auckland. AT is responsible for the management of:

- On-street parking across Auckland
- AT-controlled off-street surface car parks including Park and Ride facilities
- AT-controlled car park buildings.

Depending on demand, on-street parking may be unrestricted, subject to time or use restrictions, or priced. Parking is sometimes not allowed on certain streets to assist with traffic flow or safety, public transport or cycling priority, or to give more space for pedestrians.

Off-street parking is provided in a number of surface car parking facilities and some multi-storey car parking buildings. Depending on demand, surface off-street car parking may be unrestricted, subject

to time limits or priced. Parking in buildings is usually priced and may provide a mix of lease and casual parking.

AT provides and manages Park and Ride facilities at public transport interchanges along the rapid and frequent transit network, and at some ferry terminals. Park and Ride facilities located at the right locations can effectively increase public transport patronage, provide decongestion benefits, and improve accessibility for commuters who are not served by frequent public transport feeder services.

Parking enforcement is undertaken by AT across the city to ensure compliance with parking restrictions and fair and equitable access for customers.

Purpose

The purpose of this Parking Strategy is to provide the guiding principles and policies for the management and supply of on-street and AT-controlled off-street parking in Auckland. The Strategy enables the application of a consistent approach across the city, and contributes to the achievement of AT's strategic themes and Auckland Plan outcomes.

This Strategy includes the objectives that AT seeks to deliver, and outlines the direction and policies relating to the management and supply of parking.

Parking supply is determined by a number of matters, including statutory planning rules that govern the provision of parking in new developments.

The Proposed Auckland Unitary Plan (PAUP) proposes a number of changes to the rules governing parking provision, including the introduction of maximum parking limits in larger centres, and tighter controls on the provision of new off-street parking buildings. The PAUP provisions have been taken into consideration in the development of this Strategy.

Development of the Strategy

In May 2014, AT released a Parking Discussion Document¹ for public consultation. The Discussion Document set out key parking issues in Auckland, suggested approaches to meet these issues, and sought community feedback to guide the development of this Parking Strategy. As part of the consultation process, AT also held 22 workshops with local boards, industry groups, business associations, and the Auckland Council.

5,500 submissions were received, and the feedback from the submissions has been taken into consideration in the final development of this Parking Strategy. A submissions report² has been prepared outlining the key issues raised from the consultation process, and the recommended responses.

Objectives for Managing Parking

AT's objectives for the management and supply of parking in Auckland are:

- Facilitate a transformational shift to public transport.
- Prioritise the safe and efficient movement of people, services and goods on the road network.
- Provide an outstanding customer experience at AT operated on and off-street facilities.
- Support the economic development of the Auckland City Centre, metropolitan and town centres.

¹ <http://www.aucklandcouncil.govt.nz/503106/ATParkingDiscussion.pdf>

² Parking Discussion Document Submission Report Final



- Support place-making, amenity and good urban design outcomes.
- Ensure a fiscally responsible approach to providing, managing and pricing parking facilities and that benefits cover costs.

Public Transport

The Auckland Plan has set a number of challenging targets for public transport. It recognises that the ability of Auckland's transport system to meet the future growth in travel demand will depend on further investment in the public transport system to improve its capacity and services. This includes investment such as the introduction of electric trains, the development of the City Rail Link and redesigning the bus services into frequent routes. These improvements and other initiatives such as bus priorities and the integrated fare system will help make public transport more competitive to driving the car for peak commuter travel.

The primary role of parking in the context of Public Transport is to support the use and improvement of the public transport system, particularly the Rapid Transit Network catchments for travel to the City Centre and metropolitan centres. The management of parking in these key locations can reduce demand for single occupant car travel for commuting and encourage the use public transport and other alternatives. In addition, the provision of Park and Ride on the periphery of Auckland can effectively extend the market catchments for public transport. Both approaches contribute to decongestion on Auckland's road network's by intercepting commuter trips that otherwise would have been made by car.

AT will continue to make improvements to the PT network to facilitate the PT transformation.

Strategic Direction of Parking in Auckland

The strategic direction for the Parking Strategy is set out in the Auckland Plan (AP), the proposed Auckland Unitary Plan (PAUP), the Regional Public Transport Plan (RPTP) and AT's Strategic Themes.

The Auckland Plan sets out the 30-year spatial framework for the growth and development of Auckland to become the world's most liveable city. Over that period Auckland is expected to grow by around one million people. The Plan sets a number of targets that Auckland Council wants to achieve, including increased public transport mode share, reduced greenhouse gas emissions, improved accessibility, lower congestion, and travel time savings. Under the Plan parking supply and pricing should:

- facilitate safe and efficient access to land use activities
- reduce car travel to contribute to reduced energy consumption and climate change mitigation
- support development and economic activity in growth centres
- reduce dependence on car travel
- support the transformation of the public transport system, and
- enhance walkability especially in metropolitan and town centres by careful consideration of the location, design and management of parking facilities.

The Proposed Auckland Unitary Plan (PAUP) is Auckland Council's main regulatory instrument to deliver the Auckland Plan priorities. Once operative (expected by 2016), the PAUP will provide the planning rulebook for managing and developing land use.

The PAUP controls on-site parking provision relating to new development as well as for stand-alone car parking facilities. It seeks to:

- Maintain the use of parking maximum controls with no minimum requirement in the City Centre and extend the use of maximum parking controls (with no parking minimums) to other key centres. This approach allows a developer to provide parking on-site up to a maximum limit. These provisions are expected to manage the oversupply of parking associated with new developments, encourage better use of valuable land in town centres, reduce development costs and support the use of public transport.
- Provide for developments where parking is the main activity and may be available for public use (non-accessory parking) as a non-complying activity (for long-term parking in the City Centre and City Centre Fringe Parking area) or a discretionary activity (for short-term parking and for long-term parking outside of the City Centre and City Centre Fringe Parking area). This means that any new additional parking buildings will be subject to Council approval and assessed on the individual merits of the proposal against the provisions of the Unitary Plan.
- Provide for Park and Ride facilities as a restricted discretionary activity meaning that resource consent will be required for the activity (unless the site is designated) and assessed based on a limited set of considerations.

The Regional Public Transport Plan (RPTP) sets out the public transport services that AT proposes to provide and the public transport policies that will be applied to those services. The RPTP includes policies on the future provision of Park and Ride facilities to support the public transport network, and includes a set of criteria to guide investment decisions including:

- Complete a Park and Ride implementation programme that clarifies the role of Park and Ride within the public transport network, and sets clear priorities for future investment, funding and pricing.
- Extend the public transport customer base and encourage public transport patronage.
- Locate Park and Ride facilities to intercept commuter trips in areas where Park and Ride demand is high.
- Focus Park and Ride on outer areas where public transport services are limited or to serve areas that are beyond the walk-up catchment of the rapid and frequent service network.
- Avoid Park and Ride facilities in metropolitan and town centres, except as a transition to other uses.
- Introduce charges for Park and Ride to manage demand where appropriate.

AT's Strategic Themes set out AT's key strategic priorities. It defines and clarifies the dominant strategic themes critical to prioritising Auckland Transport's activities.

- Prioritise rapid, high frequency public transport.
- Transform and elevate customer focus and experience.
- Build network optimisation and resilience.
- Ensure a sustainable funding model.
- Implement accelerated adaptive innovative solutions.

Legislative Framework -Under the Local Government (Auckland Council) Act AT is responsible for all parking within the road reserve and Auckland Council is responsible for off-street parking.

In December 2014, the Auckland Council Governing Body delegated to Auckland Transport its responsibilities, duties and powers relating to the management and control of off-street parking facilities owned by the Auckland Council, including all regulatory and enforcement powers related to that function.

Community Engagement

A clear process for on-going community engagement and consultation was one of the key areas raised during public consultation of the Parking Discussion Document.

AT recognises the importance of engagement and consultation when considering changes to parking management schemes and the necessity to gain an understanding of different local circumstances. AT is committed to developing solutions that respond to local issues and to avoid a “one size fits all” approach. The following consultation procedures will be undertaken by AT:

Minor Changes: For minor changes to parking management (involving changes on one street or a limited number of streets in a specific location, such as changes to a time restriction or the introduction of a loading zone) AT will:

- provide an initial local board briefing
- send letters to affected stakeholders (usually directly affected properties, but also relevant business and ratepayer groups, and disability groups) with an outline of the effects, diagram and map of affected area, and link to the AT Consultation webpage. Hard copies will be available on request
- consult over a two week period
- collate responses, consider changes and re-consult if required
- seek approval from AT Traffic Control Committee.

More significant changes: For more significant changes to parking management (e.g. larger projects that may involve changes to parking restrictions across a whole town centre, residential or business area, or changes to arterial roads), AT will, in addition to the steps outlined above:

- Meet the local board and business or resident groups prior to any proposal being developed to develop terms of reference
- Communicate with Local boards and affected local groups throughout the process.

AT will provide consultation material that is appropriate to the scale and complexity of the parking project. This may include public newspaper advertisements and notices, letters to affected stakeholders, public meetings, informational signs, and other materials as required.

AT will seek advice from the local board about the best way to report the project back to the community. This may include the establishment of an advisory group of potentially affected parties and local board representatives as required, for the duration of the implementation.

AT will ensure that any major alterations from the consultation process are discussed further with affected parties. The final approval is made by the AT Traffic Control Committee at fortnightly meetings. The final proposal is uploaded to the consultation page on the AT website for people to view.

Policies

1. On-street Parking Management

AT is responsible for the management of most on-street parking across Auckland. Parking is an essential component of Auckland's transport system as it can have major implications for the convenience, economic viability, design and layout of an area. On-street parking plays an important role in the effective functioning of town centres and access to residential areas. Many businesses rely on on-street parking to provide access for their customers and meet their loading requirements. On-street parking also caters for specific uses such as dedicated space for taxis and mobility parking for people with impaired mobility.

On-street parking management broadly consists of the following:

- Unrestricted: where there are no limitations on parking.
- Time Restricted: with a range of time limitations and enforcement used to ensure compliance
- Reserved parking: reserved for a certain type of users such as mobility card holders, loading zones, or taxis.
- Priced Parking: With varying rates applying sometimes alongside a time restriction.

In 2012, AT completed a review of parking in the city centre and found that the time restrictions were not aligned to the amount of time customers actually wanted to park. The on-street parking was also at capacity for much of the day which resulted in frustrated customers and increased traffic congestion. The review led to the implementation of a new on-street parking management system called the City Centre Parking Zone (CCPZ). The changes implemented under this project were:

- Removal of time limits for on-street parking.
- Introduction of demand responsive pricing to manage demand.
- Introduction of a 10 minutes grace period so no payment is needed for short stops.
- Reduction of hourly rates in car park buildings to encourage people to park off-street.

These changes have been very successful and have been well received by the public and business association.

Policy 1A: Application of Parking Restrictions

AT receives numerous requests from businesses, residents and the general public for new or changes to parking restrictions. While many requests are justifiable it is not always appropriate to change parking restrictions or meet the customer's expectations because of competing demands and limited kerb-side space. There are many different parking restrictions that can be used to allocate parking for particular user groups. A consistent region-wide approach that explains how the various parking restrictions are applied is needed.

Table 1 below outlines the types of parking restrictions and the policies that will apply to each of these.

Table 1: Types of parking restrictions and their policies

Restriction	Description	Policy
Loading Zones	<p>Area designated solely for loading or unloading goods or passengers. Includes:</p> <ul style="list-style-type: none"> • General Purpose Loading Zone • Goods Vehicles only Loading Zone 	<ul style="list-style-type: none"> • Loading zones will be provided in convenient locations to serve local business, commercial and retail activities. • Goods vehicle loading zones are designated for vehicles of any size, weight and usage that happen to delivering goods in the course of trade • Goods vehicle loading zones should be used in areas of high parking demand and a high density of retail and commercial premises. • General purpose loading zones should be used in all other areas where there is a general need for loading or unloading • All loading zones will have a time restriction. This is usually five minutes. A user may stay longer than the time restriction if observed to be in the activity of loading or unloading. • Loading zones should avoided in angle parking bays to prevent larger vehicles overhanging into the carriage way.
Mobility parking	<p>Parking areas reserved for the exclusive use of vehicles displaying a mobility parking permit. A valid Mobility Parking Permit must be displayed at all times in the vehicle while it is parked in a mobility parking space.</p>	<ul style="list-style-type: none"> • Provide mobility parking which is physically accessible, affordable and safe to use. • Mobility parking should be provided, where practical, in angled parking as a preference to parallel parking spaces to enhance safety and accessibility. • Time restrictions should be applied to mobility parking spaces. P180 is the preferred time restriction for on-street mobility spaces. • In general mobility parking will not be provided if there are existing and available mobility parking spaces within 200m of an accessible route to the destination. • Mobility parking spaces will only be considered in commercial and mixed use areas. As a general rule mobility parking will not be provided in residential areas. • Vehicles displaying a mobility parking permit can remain in time restricted on-street parking spaces for double the posted time. This concession does not

		<p>apply to areas where the time restriction is longer than P120.</p> <ul style="list-style-type: none"> • In all on-street paid parking areas vehicles displaying a mobility parking permit are given one hour free parking upon payment of the minimum tariff Eg if a pay and display receipt shows parking is paid until 10:15am, then a mobility card holder can stay until 11:15am. • A consistent zero tolerance approach will apply to the illegal use of mobility parking spaces. Offending vehicles will be ticketed and may be towed.
Motorcycle parking	On-street parking set aside for exclusive use of motorcycles or motorised scooters.	<ul style="list-style-type: none"> • Motorcycle parking will sometimes be provided in on-street space that is not suitable to regular car parking. • Long-stay motorcycle parking in the CBD should be encouraged in off-street parking buildings. • On-street motorcycle parking may be time restricted or priced to prioritise short-term parking. • Pricing may be introduced to manage high demand. The price to park in on-street motorcycle parking spaces will be less than for a car in recognition of the lower impact on congestion and kerbside space. • Motorcycles are not allowed to park on the footpath.
Taxi stands	On-street parking reserved for the exclusive use of taxis.	<ul style="list-style-type: none"> • Taxi Stands are considered where there is high public demand for taxis. Any new Taxi stand must be no closer than 400m from an existing taxi stand. • The length of taxi stand should reflect the turnover of the space but generally taxi stands should be kept to less than three car lengths. • Taxi stands should not be located adjacent to bus stops and loading zones as the taxis will creep into this space. Where possible taxi stands should be located in a separate parking bay where no creep can occur. • Night-time taxi stands will be considered in areas where there is high night-time activity. Using loading zones or bus stops

		<p>at night will also provide a better utilisation of on-street parking.</p> <ul style="list-style-type: none"> • In general taxi stands will not be considered in residential streets.
Buses and tour coach parking	<p>On-street parking dedicated for waiting and lay-over of buses and tour coaches. The following different categories apply:</p> <ul style="list-style-type: none"> • Public transport short-term positioning layup space • Public transport longer term parking • Coach parking 	<ul style="list-style-type: none"> • Longer-term (greater than two hours) bus parking should be located on the edge of the CBD or town centre away from active street frontages. • The positioning layout needs to be located closer to where buses start their route. However the location of layups should try and avoid busy pedestrian areas. • Coach parking will be considered in locations of key tourist interest where a significant demand can be identified. • Longer term coach parking will be located at the edge of the city centre or town centre away from active street frontages. • Time restrictions will be applied on coach parking areas particularly in the city centre and metropolitan centres.
Car share parking	<p>On-street parking reserved for car share operator's vehicles</p>	<ul style="list-style-type: none"> • Car share organisations must have membership available to all local residents and businesses, and 24-hour booking systems. • AT will support approved Car Share organisations by providing dedicated on-street parking spaces. • AT reserves the right to charge for the establishment and on-going provision of on-street car share parking spaces. • Car Share organisations may be required to regularly report back to Auckland Transport on the uptake and membership in each area Car Share parking spaces are installed.
Carpool parking	<p>On-street parking reserved for vehicles carrying two or more occupants. This is sometimes referred to as High Occupancy Vehicle (HOV) parking.</p>	<ul style="list-style-type: none"> • Carpool parking is often provided in Park and Ride car parks or on-street parking adjacent to high-frequency public transport stations to encourage carpooling and obtain greater benefit from the parking space. • Carpool parking should be provided at convenient locations to further encourage carpooling.

		<ul style="list-style-type: none"> Vehicles must be carrying two or more occupants when parking to comply with the carpool restriction. The vehicle may have one occupant when exiting the parking space.
Time Restrictions	<p>General parking space whereby a maximum permitted time is posted. Parking time restrictions are used to encourage turnover in areas that experience high parking demand.</p>	<ul style="list-style-type: none"> There should be some consistency with the time restrictions used around Auckland to allow for greater legibility. The following time restrictions should be used: P5, P15, P30, P60, P120, P180 The following time restrictions should be avoided as they are difficult to enforce or may be confusing to the public: P2, P10, P20, P90 P30 or P60 are recommended for shopping high streets where paid parking is not suitable. Longer time restrictions such as P120 or P180 are suitable for the fringes of a town centre. Time restriction above three hours should be avoided as they are difficult to enforce.
Bicycle parking	<p>Space reserved for bicycles provided on the footpath or within an on-street parking space.</p>	<ul style="list-style-type: none"> Bicycle parking in place of car parking can provide a vastly more efficient use of the parking resource. Typically 10 bicycles can be parked in a standard car space. Bike parking infrastructure will be prioritised in town centres and in locations that support public transport use such as transport interchanges, rail stations and near the Frequent Transport Network routes On-street bicycle parking will be designed in line with the Auckland Transport Code of Practice (ATCOP).

Policy 1B: Parking Intervention Triggers

There are different parking controls that can be used to manage on-street parking. It is important that decisions to change controls are based on policy principles and empirical data. It is also useful for the public to understand how decisions to amend parking controls are made.

The Parking Intervention Trigger Table below provides the trigger points where a new parking management control will be recommended to manage an increase in demand for parking.

Areas which experience low demand, or no change in demand, and don't reach the trigger points will not require any change.

Where parking demand is high, AT will apply various parking restrictions to achieve a target peak occupancy rate (the average of the four highest hours in a day) of 85% for on-street parking. This means that the parking resource is well used but people can still easily find a space, thus reducing congestion and frustration. In other words one parking space in every seven should be vacant. When peak parking occupancy is regularly above 85%, AT will recommend a change to the parking management approach. This is a recognised international approach to the management of on-street parking.

Table 2: On-street Parking Intervention Triggers

Issue	Trigger Point	Response
Demand pressure in currently unrestricted areas	Demand for on-street parking regularly exceeds 85% at peak times.	<ul style="list-style-type: none"> • Introduce time restrictions suitable to local demand or paid parking to encourage turnover of spaces, or • Establish new residential parking schemes
Demand pressure in currently unrestricted areas	Parking demand regularly exceeds 85% of available supply in residential areas at peak times where off street parking options are constrained (e.g. heritage zones, or areas where off-street parking constraints apply)	<ul style="list-style-type: none"> • Introduce or alter time restrictions (suited to local demand) to encourage turnover of spaces (with resident parking permit schemes where appropriate), or • Establish new residential parking schemes, or • Introduce paid parking areas to manage the high demand
Demand pressure in areas with time restrictions	Occupancy levels for time-restricted spaces regularly exceed 85% at peak times	<ul style="list-style-type: none"> • Investigate opportunities to reduce the time restriction and/or introduce additional time restrictions on adjacent streets, or • Introduce paid parking with no time limits and use demand responsive pricing, or • Establish new residential parking schemes
Demand pressure in areas with paid parking	Occupancy rates for paid parking on-street spaces regularly exceed 85% at peak times	<ul style="list-style-type: none"> • Increase parking charges, in line with Price Adjustment Policy, • Consider provision of additional off-street paid parking consistent with the investment criteria, or • Establish new residential parking schemes

Policy 1C: Demand Responsive Priced Parking

When parking demand reaches a point where time restrictions are not being effective AT will recommend priced parking. Time restrictions are effective for encouraging turnover in areas where there is low to medium levels of parking demand but are not effective in busy high demand areas.

Time restrictions can be inflexible for users and difficult to enforce. They are designed to encourage turnover however they often force people to cut short their visit (or risk an infringement) which can generate a negative customer experience. Time restrictions are also subject to customers moving their cars to another space or removing chalk marks to take advantage of the free parking.

Demand responsive pricing means that the prices charged for on-street parking will be adjusted based on parking demand. Price rates will be adjusted up or down with the goal of maintaining on average 85% occupancy at peak times. An occupancy range of 70-90% is considered an acceptable range. The target parking occupancy rate is not set at 100% because some parking spaces should be available at all times. An occupancy rate of approximately 85% ensures that parking resources are well-used and people can find a park in reasonable proximity to their destination. Maintaining some availability reduces the need for people to drive around searching for a parking space, thereby reducing congestion.

On-Street Demand Responsive Pricing

AT recommends the introduction of priced parking with no time limits in areas with high parking demand and a low availability of spaces. Prices for on-street parking will be set according to the following general principles:

- Prices for on-street parking will be set at levels that ensure people can find a car-park most of the time within a short walking distance of their destination.
- In general, if the demand for parking in an area is found to decrease, then prices should also decrease and vice versa. Parking will be regularly monitored to ensure prices are resulting in an appropriate level of occupancy.
- On-street parking in town centres will be prioritised to support customers and other short-term visitors ahead of long-stay commuters and residents. Prices are more effective than time-limits at prioritising users in this way.
- The way parking prices are set in different parts of Auckland should be transparent and based on up to date empirical evidence of parking demand patterns in that area and observed trends in these patterns over time.

Price Areas

The paid parking in each town centre will be divided into Price Areas. These areas will be a collection of streets with broadly similar parking demand profiles. The areas may change over time in order to better manage demand. The parking price will be uniform across each Price Area.

Occupancy Surveys

The parking demand will be reviewed every 3, 6 or 12 months depending on how variable the demand is in each particular Price Area. For example, in areas where demand is reasonably stable, occupancy surveys will normally be carried out every 12 months. In areas where demand varies considerably surveys may be carried out at three month intervals. Prices will only be adjusted if warranted by changes in demand with AT ensuring any pricing adjustment (increase or decrease) is visible to the customer. Surveys will measure the on-street occupancy for the times of the day that paid parking is in operation across at least three different days. AT may also elect to undertake spot

surveys at other times to ensure appropriate occupancy levels are being maintained (or at the request of local stakeholders).

Price Adjustment

Prices may be adjusted either up or down in response to the occupancy surveys undertaken. In each case the goal is to maintain an average of 85% occupancy, as much as practicable. The average occupancy of each Price Area will be determined by the average of the highest four hours each day recorded in the occupancy surveys.

Prices will then be set according to the following formula:

- When average occupancy is less than 50% the price will be reduced by up to 25% of the hourly rate with no minimum price.
- When average occupancy is 50-70%, the price will be reduced by up to 15% of the hourly rate.
- When average occupancy is 70-90%, the price will not change.
- When average occupancy is 90-100%, the price will be increased by up to 15% of the hourly rate.

Times of Operation

The standard hours of parking restrictions in New Zealand are 8am to 6pm. However some areas of Auckland experience high parking demand in the evenings. AT will implement additional paid parking restriction hours where necessary to manage demand.

Peak and Off-peak

Some areas experience significantly different parking demand on different days of the week or different times of the day. Where demands differ significantly AT will use peak and off-peak prices. Peak prices will be higher and will normally coincide with typical weekday working hours. Off-peak price will be lower and will usually apply in the weekends and evenings.

Notification

Price increases or decreases made by applying this policy will be notified through the Parking page on the AT website. The business association in the affected town centre and Local Board will also be notified. AT will change the price no less than seven calendar days after notification. Although AT will be clear and transparent when price changes occur, there will be no public consultation each time prices are adjusted in response to changes in parking demand.

2. Off-Street Parking Management

AT manages a wide range of off-street parking facilities throughout Auckland, on behalf of the Auckland Council. These range from multi-level parking buildings with barrier controlled entry and exit, through to a number of smaller at-grade car parks in local shopping centres. AT manages six major parking buildings across Auckland (four in the CBD and one each in Manukau and New Lynn) and over 150 at-grade car parks across Auckland. The car park buildings are all paid parking and usually have a range of different parking products including leased parking. Surface car parks are either paid parking, time restricted parking or unrestricted parking.

Two main parking regimes apply to the management of parking:

- Long stay commuter parking provides parking for the working day. Commuter parking travel generally occurs during morning and evening peak periods.
- Short-stay parking involves the provision of parking for shorter duration activities such as shopping, entertainment, personal or business visits. Short stay parking travel generally occurs outside peak periods.

The management of off-street parking facilities is designed to align with AT’s strategic objectives, which are focussed on a mode shift towards public transport to help minimise traffic congestion. To achieve this, AT’s policies will prioritise short stay parking over commuter parking, and achieve a consistent approach to setting parking rates.

Public off-street parking provides an important shared parking resource that ultimately results in less overall parking compared with individual sites providing for the parking demand.

In the city centre, AT manages four major parking buildings with 4,900 off-street parking spaces. AT provides approximately 17% of the total supply of off street parking in the city centre. The city centre car parks provide a range of different products such as casual parking, leases, and reserved parking areas such as mobility and mothers with babies.

AT also manage Park and Ride sites that support the public transport system. Park and Ride parking will be covered in the Park and Ride section below.

Policy 2A: Parking Intervention Triggers - Off-Street

As with on-street parking AT proposes a demand responsive management approach to its off-street car parking sites. Most off-street parking under the control of AT acts as an extension to on-street parking and forms part of the overall parking supply in a town centre.

The table below provides the trigger points where a new parking management control will be recommended to manage an increase in demand for parking. However areas which experience low demand, or no change in demand, and don’t reach the trigger points will not require any change.

Where parking demand is high, AT will apply various parking restrictions to achieve a target peak occupancy rate (the average of the four highest hours in a day) of 85% for on-street parking. This means that the parking resource is well used but people can still easily find a space, thus reducing congestion and frustration. When peak parking occupancy is regularly above 85%, AT will recommend a change to the parking management approach.

Some town centres wish to retain a supply of unrestricted off-street parking for local staff. Where there is good transport alternatives in place AT will recommend applying paid parking to the all-day parking supply. This will still allow for staff parking within the town centre but encourage alternatives to car travel. Customer parking can remain free pursuant to the triggers described below.

Table 3: Off-street Parking Intervention Triggers

Issue/problem	Trigger Point	Policy
Demand pressure in currently unrestricted car parks	Occupancy rates for currently unrestricted spaces regularly exceed 85% at peak times	Introduce time restrictions suitable to local demand or paid parking for all-day commuter parking
Demand pressure in car parks with current time restrictions	Occupancy levels for time-restricted spaces regularly exceed 85% at peak times	Investigate opportunities to reduce the time restriction and/or introduce additional time restrictions on adjacent streets, OR

		Introduce paid parking with no time limits and use demand responsive pricing.
Demand pressure in car parks with paid parking	Occupancy rates for paid parking spaces regularly exceed 85% at peak times	Increase parking charges, in line with Price Adjustment Policy, improve public transport offering, OR consider provision of additional off-street paid parking where investment criteria are met (see Table 8).

Policy 2B: Demand Responsive Priced Parking – Off-Street

The objective of this policy is to align with strategic objectives, prioritise short stay parking over commuter parking, reduce congestion and achieve a consistent approach to setting parking rates. Short stay parking usually generates off peak car trips that are focussed on a range of economic activities including shopping, recreation, education, and services. As the city becomes busier with more events there will be a growing demand for short term parking for people visiting the city centre for shopping, business or other activities.

The Policy also enables flexibility and AT to offer the most appropriate parking products suitable to each centre. The mechanism for monitoring and setting prices is contained in the policy.

The policy sets out a methodology for setting prices so that short-term parking is prioritised and commuter parking prices are increased as car parks become full. The policy also proposes travel demand pricing to further discourage driving during peak traffic times.

AT will look to increasing use phone technology to manage the car park buildings. Over time this will replace the need to costly and sometimes inconvenient barrier arms within the car park.

Table 4: Demand Responsive Priced Off-street Parking

Introduction

Auckland Transport committed to delivering convenient affordable parking when and where it is needed. The AT parking strategy gives a clear policy direction on how AT's car park buildings in the CBD should operate. The Strategy shifts focus from long-stay to short stay parking. It also recommends that early bird times and prices should be reviewed to discourage peak commuting and that on-street and off-street prices be better aligned. The purpose of this document is to outline how AT will operationalize the AT Strategy.

Scope

The scope of this policy covers all AT off-street car parks across the Auckland region except Park and Ride car parks.

Principles

- Pricing policies should be consistent with the organisation's strategic objectives by supporting visitation to the CBD, promoting public transport use, discouraging commuter trips at peak times and reducing congestion.
- Prioritise short stay parking over long stay parking.

- Use a consistent, simple, rules-based, transparent and data-driven approach for setting parking rates.
- Use demand responsive pricing and charge the lowest rates possible to achieve occupancy targets.
- Ensure the peak demand for short-term parking is met most of the time
- Use discounts to achieve strategic outcomes such as discouraging peak commuting and reducing congestion
- Use specific parking management measures during special events and short seasonal peaks such as school holidays

Price Setting

This policy recognises that transitioning from an approach that focused on the commuter market to one that prioritises short-stay parking is a significant policy change. Rebalancing AT's car parks in favour of short term parking and travel demand management parking products that are consistent with AT's strategic objectives will be a gradual process. The commuter market tends to consist of repeat customers who are likely to expect consistency in prices and are highly sensitive to price adjustments. Adjusting prices too rapidly is likely to lead to sharp changes in demand and result in unintended consequences that AT may struggle to manage. The approach will be to adjust prices gradually and be transparent about how prices will be set. The objective is to signal intentions early and avoid surprises to customers as much as possible.

Car Parks

AT manages car park buildings and at-grade car parks across the Auckland region. Each car park experiences different parking demands for different parking products and therefore has a different parking profile. Whilst the specific product mixes, targets and prices set for each car park will vary the price adjustment principles that underpin each approach will be the same.

Peak and Off-Peak Rates

Some car parks experience significantly different parking demand on different days of the week or different times of the day. Where demands differ significantly AT will use peak and off-peak prices. Peak prices will be higher and will normally coincide with typical weekday working hours. Off-peak prices will be lower and will usually apply in the weekends and evenings.

Demand Responsive Pricing

The parking prices in car parks will change gradually and periodically based on demand. This is consistent with the approach being used to manage on-street parking. Occupancy levels will be constantly monitored to ensure peak demand for short-stay parking is met most of the time. If the demand for parking in a car park is found to decrease, the prices will also decrease. Likewise, if the demand for parking in a car park is found to increase, the prices will increase. Demand will be constantly monitored in the car park buildings with AT ensuring any pricing adjustments (increase or decrease) is visible well in advance to the customer and only if warranted by demand. The only exception to this would be reducing prices for promotions during special events such as school holidays. This provides the flexibility required to adapt to fluid market conditions.

Setting Yield³ Targets

- Each parking product (i.e. concession lease, casual, early bird, etc.) provides a different yield. For example: a typical early bird parker who arrives in the morning will park for

³ Yield in this context is defined as the amount of revenue generated by a particular parking product (i.e. concession lease) divided by the price used.

around 8 hours and leave around 5pm. If the early bird price is set at \$13 the yield from that space during the weekday peak will be \$13. On the other hand a single space may be occupied by several casual parkers at different times throughout the peak period. If the casual rate is set at \$3 per hour and the space is occupied for a total of 6 hours the yield would be \$18.

- AT will set yield targets for each parking product. The yield target is the amount of revenue per space that AT aims to achieve for each parking products. The targets will be based on the following approach:
- Prices for commuter parking products will be set to return a similar yield across all commuter products. However, commuters that prefer a guaranteed parking space will be required to pay a premium price.
- In order to prioritise short-stay parking AT will aim to achieve a lower yield from short stay products than from commuter products.
- Parking products that achieve specific travel demand management outcomes, such as car-pooling or off-peak travel, may be discounted in recognition of their contribution to supporting AT's strategic objectives.

Hourly, Daily and Monthly Prices

- Daily and monthly prices will be set based on a formula in relation to the hourly rates. This allows daily and monthly parking prices to fluctuate based on demand along hourly rates. The exact formulas will depend on the parking profile of each individual car park building but will be based on the same principles.
- *Hourly rates:* Hourly rates will be set according to demand.
- *Daily prices:* The maximum daily price will be set between 5 and 10 times the hourly rate.
- *Monthly unallocated spaces:* The monthly unallocated weekday business hours space price will be set between 18 and 24 times the daily price. This reflects the approximate number of days in a month that a lease holder would use the car park.
- *Monthly reserved spaces:* The monthly reserved space price for weekday business hours will attract a 30% to 70% premium on the monthly unallocated spaces.
- *Travel Demand Management products:* Products which support AT's strategic objectives (i.e. car-pooling, off-peak travel) will receive a discount of between 10% and 50%.

Simple parking products

The transition to demand responsive pricing offers the opportunity to eliminate some parking products and simplify the customer experience. AT will aim to simplify the range of parking products in its car park buildings.

Special events and seasonal peaks

AT may use special event pricing and specific parking management measures to deal with the impacts of special events and short seasonal peaks such as school holidays. For example during capping ceremonies additional spaces may be reserved for short stay parkers and existing commuters would be warned beforehand that there would be limited availability and advised to make alternative arrangements.

Customer Benefits

- The customer benefits expected are:
- Accessibility – Short stay parking will be prioritised making the CBD more accessible for short-stay visitors and support visitation
- Fair – parking prices will be set at the lowest possible price to ensure the peak demand for short stay parking is met
- Congestion – providing discounts and price incentives for car-poolers or customers that arrive outside peak times will help alleviate congestion.

Policy 2C: Off-Street Parking Investment Criteria

AT's investment in off-street parking may be justified in circumstances where the supply of on-street parking is not sufficient to meet demand despite the use of other management options, including pricing. Providing a central parking facility that can be shared among all users' results in less overall parking required than if each business provided its own parking.

AT considers that public transport should be a priority in terms of capital expenditure and any off-street parking investment should be commercially viable. Any development of additional off-street car parking should result in great urban design outcomes and be consistent with Auckland Council's Urban Design Manual.

This policy does not apply to the provision of Park and Ride facilities. See the Park and Ride section below for information on Park and Ride provision.

Table 5: Criteria to be met before additional investment in off-street parking

Criteria	Description
Unsatisfied demand for parking	On street parking is already subject to demand-responsive pricing, and occupancy of existing paid parking spaces in the area regularly exceeds 85% during peak periods (busiest 4 hour periods)
Growth in demand expected	The area is expected to experience significant growth in employment and/or population over the next 5-10 years, or is identified as a priority growth centre in the Auckland Plan
Public transport alternatives not viable	Planned improvements to the public transport system are not sufficient to cater to projected travel demand particularly in dispersed catchments.
Consistency with local planning policies	The development of off-street parking facilities is consistent with any relevant Local Board Plan or Comprehensive Parking Management Plan (CPMP), and will not have significant adverse effects on the local environment or amenity
Potential consolidation of parking	The development of additional off street parking provides the opportunity to consolidate existing and/or future off-street parking that will provide benefits to the local area through improved amenity and urban design, better traffic management, and safer street access points

Road capacity	The road network is able to accommodate the additional traffic generated as a result of the parking facility, at the times of expected peak demand.
Return on investment	The expected user revenues from the facility provide an adequate return on investment, (after taking into account the any wider economic benefits to non-users)
Private sector funding	Opportunities exist for private sector funding contributions to the facility (possibly through development contributions charged as an alternative to the provision of on-site parking. This would be subject to the development of a specific contribution plan for off street parking.
Private sector investment in parking	The private sector has not responded to the market signals that are influenced by AT through its approach to on-street parking supply and pricing.

Policy 2D: Divestment in Off-Street Parking

Since the amalgamation of the councils there has been a need for AT to review the off-street parking stock that it manages to ensure that the supply is appropriate to meet existing and future needs. An over-supply of parking, or parking in the wrong location can compromise objectives to support alternative travel modes, including public transport, walking and cycling. There are also situations where a car parking site may be better utilised for more productive uses, such as transit oriented development, urban renewal, or transport interchanges. In some town centres there are opportunities for consolidation of parking sites to make better use of land within a centre or to concentrate vehicle movements into certain streets and away from others.

To assist with decisions on divestment the following criteria will be taken into account:

- Existing and future populations and employment growth in the catchment
- Existing and future car based travel demand and the capacity of the existing car parking supply to meet those demands
- Plans for increasing public transport investment in the area
- Unitary Plan provisions, Auckland Council area plans, and other strategic plans and initiatives
- Proximity to arterial roads that support public transport or cycling corridors
- Proximity to high-frequency public transport stations
- The level at which the car park serves the whole town centre and not just a small number of dominant businesses.

Once AT has carried out an assessment and made a decision that the car park does not fit with AT core business, the following process is followed:

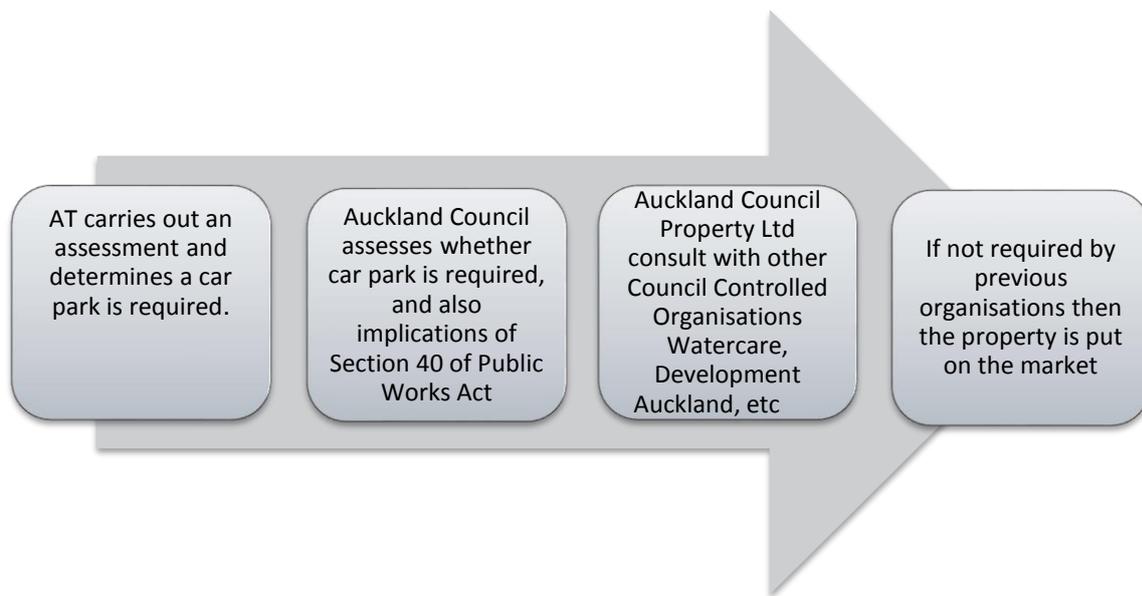


Figure 1: Off-Street Car Park Assessment

3. Parking on residential streets

As Auckland intensifies managing parking on residential streets will become increasingly important. Overcrowded parking is particularly an issue in fringe suburbs surrounding the CBD where there are many heritage properties without off-street parking. A lack of available on-street parking impacts significantly on local residents and their visitors, and AT receives regular feedback regarding this.

High parking demand is also a problem in residential areas located near larger town centres and high-frequency public transport stations. However the problem for residents is often less significant due to there being a higher proportion of properties with off-street parking in these areas.

It is important to note that on-street parking on residential streets is part of the public road that is under the jurisdiction of AT.

Policy 3A: Resident Street Intervention Approach

AT proposes a continuum of parking management interventions to address parking pressures in residential streets as shown in the policy below. Each residential area and street is different and the solutions need to be tailored to each situation. For example, a street located near a busy rail station where most houses have off-street parking may only require some localised time restrictions to assist with visitors access. However an inner city suburb near the CBD where many historic houses are without off-street parking may require a more comprehensive solution including residential permits.

The following objectives apply to management of parking in residential streets:

1. Reduce the negative impacts of high parking demand on local communities.
2. Discourage CBD commuter parking in city fringe suburbs.

AT will use a continuum approach for addressing parking problems in residential areas.

Increasing intensity of land-use and parking demand



1. Apply time restrictions to sections of a street (approximately 25%). This approach should be used when the parking problems are limited to a few streets and most of the properties have off-street parking. Will initially be used in residential streets around some public transport stations. Typically P120 time restrictions are used and no permits are issued under this approach.
2. Residential parking zone. This approach is used in older suburbs such as the city fringe where parking demand is high across a larger area and many properties do not have off-street parking. Applying restrictions across a larger area is more effective in reducing the commuter parking problems.

Policy 3B: Residential parking schemes

Historically, there have been several different approaches used to try and manage parking in inner city residential streets. In July 2012, AT implemented a trial residential parking zone in St Marys Bay to address concerns about commuter parking. The trial parking zone has blanket two hour time restrictions and the residents are all able to purchase permits that provide an exemption. The trial has been successful in reducing the impact of commuter parking on residents. However, there have been concerns from local businesses about reduced space for staff parking.

Many residential communities have given AT feedback that they are increasingly being impacted by commuter parking in their street. Public consultation revealed that residents in inner city suburbs wanted residential permit schemes to manage the parking pressures.

AT will establish a programme for the implementation of residential parking zones in residential streets affected by high parking demand and meeting the requirements of the policy below. This will include comprehensive community consultation and engagement.

Residential parking zone

Residential parking zones will have a time limit across the zone to prioritise short-term parking and deter commuter parking. Residents will be able to purchase parking permits to allow an exemption to the time restriction. Due to the permit applying to the zone it doesn't guarantee a parking space in the residents street and there will be a cap on the total number of permits available (as a percentage of overall spaces within a zone) to ensure that the scheme is sustainable.

To cater for local businesses, residential visitors and tradespeople, there will be the ability to pay for a full days parking within a residential parking zone. A residential parking zone will also free up parking space for customers of local businesses. The daily price will be adjusted either up or down using the principles of demand responsive pricing.

Parking Permit allocation and fees

When consulting on the introduction of a residential parking zone AT will invite expressions of interest to determine likely parking permit demand. Parking permits will then be allocated based on a priority system as described in the policy below. One permit will be allocated to each priority

category before issuing a second permit. This will continue if required up until the total cap on permits is reached.

Parking permits are for residents in the applicable area and proof of address and registration details will be required.

Residential parking permits will be issued on an annual basis. The fee for parking in a residential parking zone will be set to recover the costs of administering the scheme including regular enforcement.

New Developments

To protect the sustainability of residential parking schemes AT believe that new developments within residential parking zones should not be eligible for parking permits. This will avoid developers passing on the costs of providing parking to ratepayers. Developers and new residents associated with new developments have a responsibility to ensure they have sufficient parking off-street to meet their needs.

Properties built after the release of the Unitary Plan (30/09/2013) will not be eligible for permits to avoid developers passing the costs of providing parking on to AT.

AT will prepare information to assist developers, new buyers and tenants in understanding the new restrictions.

Technology and Enforcement

AT will make use of new technology to ensure that residential parking zones remain an effective solution for managing parking demand and reducing the impact on residents.

Council currently uses a manual system to process residential parking applications. Parking permits consist of labels that need to be displayed inside a vehicles windscreen. This can be a time-consuming process and results in residents not being issued with a permit immediately. AT will replace the existing manual label-based system with an online and phone application system linking permits to vehicle registration. This would allow residential and visitor permits to be issued immediately (subject to verification of eligibility).

The linking of permits to vehicle registration reduces the potential for abuse and allows for the implementation of technology such as Licence Plate Recognition (LPR) cameras for enforcement. LPR consists of an in-vehicle camera that reads and recognises each vehicles licence plate. LPR can identify whether the vehicle has overstayed the time restriction and if the vehicle has a permit. LPR therefore has the potential to become a key element of an effective, automated enforcement system that protects permit holders.

AT will implement new technology to transform the customer experience and allow for effective management of residential parking schemes.

Existing residential permit schemes

AT inherited many different residential parking schemes from the legacy councils. These schemes have been honoured by AT and remain in existence. When a new residential scheme is proposed it will replace the existing schemes in that area.

Residents Only parking permits are where a dedicated space is allocated to each permit holder. In 2007, Auckland City Council decided to phase out Residents Only parking permits by not allowing the permits to be transferred to new owners when a property sells. Residents Only permits will remain valid until a new scheme is proposed in the same area, or the residential property is sold (the permit is not transferred to the new owner).

Implementing Residential Parking Zones

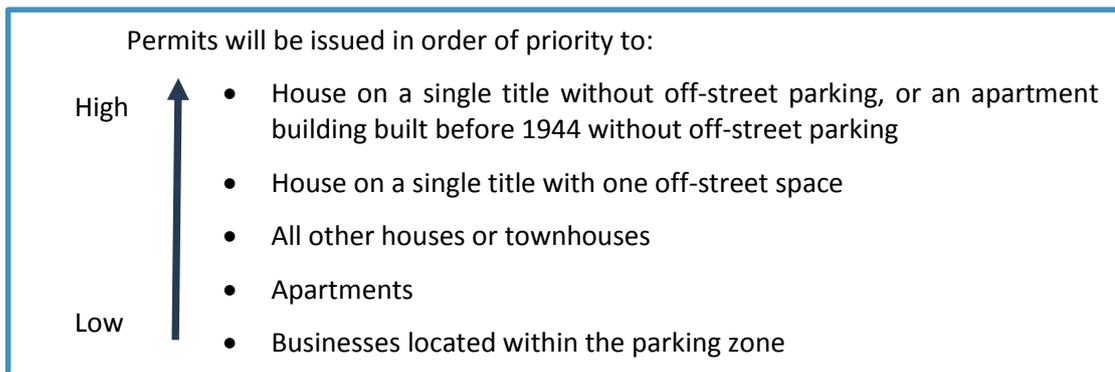
AT will consider the implementation of a residential parking zone when:

- The parking occupancy is regularly above 85% occupancy at peak times⁴
- AT receives multiple requests for a parking zone and there is support from the local board

A residential parking zone will have the following components:

- A time restriction across the zone, typically two hours
- Restrictions will apply at different times depending on the specific situation but typically Monday to Friday (excluding public holidays)
- The number of residential permits will be capped at a percentage of the total number of parking spaces
- Parking permits will be issued based on priority according to Figure 2
- A daily parking charge to give local residents, businesses and their visitors the ability to stay longer than the time restriction. Residents will receive 50 free days per year for visitors.
- Properties built after the release of the Unitary Plan (30/09/2013) will not be eligible for permits.

Figure 2: Priority scale for the issuing of residential parking permits



Existing residential permits

Existing Residents Exempt permits

These permits will remain valid until a new residential scheme is proposed in the area. The new scheme will supersede the existing and the permit holder will have to apply for a new permit under the new residential scheme policy.

Existing Residents Only permits

Residents Only permits will remain valid until:

- A new scheme is proposed in the same area, or
- The residential property is sold whereby the permit is not transferred to the new owner.

⁴ Peak times is the average occupancy rate of the four highest hours

Policy 3C: Narrow Residential Streets

Many older residential streets are very narrow and overcrowded parking can cause access problems, particularly for emergency services. People sometimes park on the footpath on these narrow streets which degrades the pedestrian amenity of the street. Emergency services have advised that they require at least 2.5 metres of clearance to allow for sufficient access down streets in case of an emergency.

Narrow Streets

If a street is less than 6.5 metres in width and there are known access problems AT will complete an assessment of the street. If it is determined that there are limited places for vehicles to pass and emergency access may be compromised then AT will propose to remove parking on one side of the street. This will be done by applying a No Stopping restriction (broken yellow lines) to alternating sides of the street to assist in slowing vehicles down. Consultation will always be carried out with all residents in the street.

4: Parking on Arterial Roads

Auckland's arterial road network accommodates approximately 60% of all bus trips, 40% of car trips and 35% of goods trips. The multiple demands for space on arterial roads are increasingly in conflict with kerbside car parking.

Consistent journey times are critical to increasing public transport use. The Frequent Transit Network (FTN) bus corridors run mostly on arterial roads, providing high frequency services throughout the day. On some arterial roads on-street parking and loading will increasingly inhibit the frequency and reliability of these bus services, reducing corridor capacity and increasing congestion.

The Regional Cycle Network and associated facilities (such as advance cycle stops) on arterial roads provide important links to the off-road cycle network, to town centres, public transport interchanges, residential areas and schools. Vehicle congestion and on-street parking on arterial roads reduces the capacity for implementing cycle lanes and increases the safety risks.

AT recognises the need to take a measured approach to the management of parking on arterial roads when they pass through town centres and other locations with sensitive land uses. The management and supply of car parking on arterial roads through town centres will therefore require particular attention and a case by case assessment that takes into account local characteristics.

This policy refers to arterial roads as described in the Proposed Auckland Unitary Plan (PAUP), or in cases where the PAUP is not active, to the relevant District Plan.

Policy 4A: Parking on Arterial Roads

Table 6: Parking on Arterial Roads

Scope	
This policy refers to arterial roads as described in the Proposed Auckland Unitary Plan (PAUP), or in cases where the PAUP is not active, to the relevant District Plan.	
Objectives	
Function	Objective

Carrying capacity	Maximise the number of people (& goods) that can be moved along the corridor
Public transport	Improve the speed and reliability of public transport along the Frequent Transit Network (FTN)
Cycling	Support the development of the Auckland Cycle Network

Parking management approach

AT will manage parking on arterial roads by extending clearways, or removing parking where it:

- Inhibits the capacity of the road to carry more people (& goods) particularly in the peak periods, and/or
- Causes significant delays to the speed and reliability of public transport on the FTN, and/or
- Causes safety risks for cyclists or impedes quality improvements of the Auckland Cycle Network.
- Consideration must be given to the impacts of any parking changes on place-making, centre amenity, traffic calming, & pedestrian environment where arterials pass through town centres.
- If there is a significant loss of on-street parking on an arterial road AT will complete a parking assessment. This will include the parking in town centres located on the arterial road and look at potential parking mitigation measures.

Measures to mitigate a loss in parking include:

- Better utilisation of parking on side streets by implementing additional time restrictions
- Better utilisation of off-street car parks
- Improving directional and information signage
- Investigating additional parking opportunities in the road reserve
- When considering a transport solution for the town centre, if the parking shortage is critical, then AT will complete a business case for investment in additional off-street parking supply following the investment criteria.

5. Parking Permits and Coupons

A parking permit provides an exemption from a parking restriction to allow the user to carry out essential work or park near their place of residence. This implies that some users have a higher priority for the use of parking which could not reasonably be satisfied if exemptions were not provided.

AT currently issues more than 6,000 parking permits issued to over 1,000 different permit holders every year. A number of these permits reflect previous legacy arrangements but there is a lack of clear policy to guide the issuance of permits. Permits are currently allocated to wide range of users including residents, tradespeople, healthcare organisations, and sports clubs.

In some cases, parking permits enable holders to park free of charge in high demand streets such as those in the CBD. AT receives complaints about contractor vehicles parking on retail streets for much of the day and restricting customer access. Allowing very cheap or free on-street parking in the CBD for certain commercial users is not considered to be a fair system.

The removal of time limits from most on-street paid parking areas in the city means that it is now possible for anyone to park for the time they require. A system where everyone pays directly for the parking that they use is preferable. AT is looking to introduce new technologies to make paying for parking simple and more convenient.

In some locations permits will still be required to provide exemptions from time restrictions. The policies below have been designed to ensure that parking permits are allocated in a fair and equitable manner based on need, and that eligibility is clearly understood.

Policy 5A: Parking Permits

AT requires a parking permit policy that clearly defines the categories and eligibility criteria. Parking permits should be limited to the highest priority users that have needs that may not be catered for by general parking restrictions. However, people should be encouraged to pay directly for the parking that they use rather than rely on a parking permit that offers exemptions that other users don't receive. The policy describes the parking permit categories that AT will offer.

AT will phase out all permits that don't fit into the new permit categories described in the policy below. It is understood that there are many permits that may have historical arrangements with legacy councils. For these permits a sunset clause of six months will be offered to give time for each permit holder to find alternative arrangements.

Table 7: Permits

Principles

The key principles guiding the allocation of parking permits are:

- Parking permits should assist critical services carry out their various functions
- In most cases parking permits should offer convenience but not an exemption from the cost of parking
- All permits should be priced
- All permits should be linked to a vehicles registration

Permits and coupons

Permit type	Description
Critical services permit	<p>This permits are available for the following services:</p> <ul style="list-style-type: none">• Emergency services (police, ambulance) attending emergency situations in an unmarked vehicle• Critical healthcare and non-profit community support services• Emergency infrastructure repair services such as vehicles repairing Auckland's energy, water, and phone networks <p>These permits are able to be used in some time restricted areas and paid parking areas.</p>
Residential permit	<ul style="list-style-type: none">• For residents and visitors who qualify under a residential parking scheme.
Event permit	<ul style="list-style-type: none">• These permits will be issued by AT only after approval by Regional Facilities Auckland, Auckland Tourism, Events and Economic Development or the AT Major Events team.• These permits are able to be used in time restricted and paid parking areas.• These permits will only be valid for the duration of a specific event.
Authorised vehicles parking permit	<ul style="list-style-type: none">• These permits can be used in a specific area that is set aside for permit holders parking only such as a car share space.• Permits only considered in exceptional circumstances where a solution cannot be provided under the existing parking permits categories.

Policy 5B: Parking Coupons

A coupon system will replace many of the essential service permits that contractors and tradespeople use in the CBD and other areas. The coupon system will still offer convenience but will more accurately

reflect the cost of using on-street parking. For shorter stays it may be more economical to pay at the parking machine.

Coupons will be available for selected users that require an exemption from time restrictions or an alternative way to pay for paid parking to allow them to carry out their work.

Coupons will be charged per day rather than the current monthly or half yearly permits, however greater time periods will be able to be purchased. New technology will provide the platform to enable the coupon system to be customer friendly and easily enforced.

Coupons will be priced based on the area and the parking restriction exemption.

Table 8: Permits and coupons

Coupon	Description
Coupon (different coupons will be valid in different areas based on the restriction they are exempting)	<ul style="list-style-type: none"> • Coupons will be based on a daily price that will allow exemption from the restrictions in that area. • Coupons will be available for: <ul style="list-style-type: none"> ○ Tradespeople and contractors ○ Governing Body (Councillors) ○ Some public service entities • Coupons will be technology based and simple to use

Policy 5C: Technology for Parking Permits and Coupons

Council currently uses a manual system to process parking permit applications. Parking permits consist of labels that need to be displayed inside a vehicles windscreen. This can be a time-consuming process and results in users not being issued with a permit immediately. AT will replace the existing manual label-based system with an online and phone application system linking permits to vehicle registration. This would allow permits to be issued immediately (subject to verification of eligibility).

AT is also looking to implement a technology based parking payment system that will complement the pay and display machines. This will allow people to pay for parking directly from their phone, through a phone app or 0800 number, without the need to visit a machine. This will offer greater flexibility and convenience. It will also allow businesses to hold accounts and itemise parking sessions for on-charging.

AT will implement new technologies to transform the customer experience and allow for:

- Improved application process for parking permits and coupons
- Better and more convenient options for payment of on-street parking charges
- Improved enforcement systems

6. Comprehensive Parking Management Plans (CPMPs)

Comprehensive Parking Management Plans (CPMPs) provide guidance on how to manage parking in centres and other locations with parking demand pressures over the short, medium and long term, based on analysis of local circumstances. CPMPs include recommendations and supporting evidence

to enable AT to implement measures to manage parking including introduction of restrictions or pricing. They will also assist in decisions regarding divesting, retaining or providing additional parking supply to meet future demand.

The Proposed Auckland Unitary Plan recommends the development and implementation of CPMPs for centres, with particular priority given to the metropolitan centres. CPMPs will provide guidance for assessing resource management applications which affect parking supply and demand.

Policy 6A: Criteria for the development of CPMPs

CPMP's will be developed in consultation with the local community and business stakeholders to reflect local issues. CPMPs provide a comprehensive assessment of parking across the study area, an analysis of issues, and make short, medium and long-term recommendations.

Table 9: CPMPs

AT will prioritise the development of CPMPs with regard to:

- An overall assessment of parking problems based on centre hierarchy, projected traffic demand, public transport availability, market attractiveness to support growth, use of available parking capacity, and amount of non-retail employment.
- Requests from the community, business association or local board as a result of demonstrable parking problems
- Requests from Auckland Council in relation to the development of centre, area and precinct plans
- The integration of parking with major transport projects (e.g. AMETI).

AT will prepare CPMPs for metropolitan, town and other activity centres which include the following content:

- AC's plans for the centre's growth, renewal and amenity
- Relevant statutory and strategic controls and land use change
- Availability of efficient and reliable public transport and anticipated projects
- A description and evaluation of the known parking problems existing in the centre
- Existing supply and future projected supply of on street and off street parking
- Detailed parking occupancy surveys to baseline the existing parking demand
- Projected car parking demands for the centre
- Recommended measures to manage parking in the centre, taking account of the tools outlined in this Strategy

7. Parking policies for non-centre employment locations

Non-centre employment zones experience different parking demand attributes to town centres. Areas such as business or industrial parks often don't have good public transport options as they are more dispersed and don't generate much demand outside the morning and evening peaks. Consequently most staff tend to drive to work in these areas, and demand for all-day parking is high. The short-term on-street parking demand is usually fairly low as most sites have some off-street parking dedicated to visitors.

While most industrial areas are designed with wide streets for truck movements there are often access difficulties, particularly in older industrial areas. Trucks often find it difficult to manoeuvre into sites when cars are parked on both sides of the street.

Tertiary education campuses and hospitals generally have good public transport options and AT is committed to improving public transport to these locations. However public transport coverage may be limited in some areas. Around Auckland most tertiary education campuses and hospitals are high parking generators, such as the University of Auckland, and other tertiary campuses in Albany or Manukau. There are usually spill-over parking impacts on public roads in these locations that AT need to manage.

Travel Demand Management (TDM) is a cost-effective method of reducing congestion, improving journey time reliability and reducing the environmental impact of transport. TDM programmes improve roadway productivity and offer excellent value for money as there are rarely any infrastructure costs. TDM can delay, reduce or eliminate the need for costly new infrastructure.

In 2014 AT developed a Travel Demand Management Plan to improve, coordinate and expand the application of TDM across AT activities over the three-year period to 2017. TDM principles are already present in the work undertaken by a broad range of teams within AT. This plan will improve collaboration and result in a more consistent product being offered to the public.

Analysis of other OECD countries and major events shows the potential for even small-scale TDM projects to have a lasting legacy of behaviour change.

The headline targets for this plan to 2017 are to reduce single-occupancy vehicle trips by 10 per cent, and reduce by 15 per cent the number of car trips taken in the morning peak.

Policy 7A: Non-centre Employment Locations

The day-to-day management of demand for on-street parking space in non-centre employment areas will be managed in accordance with the on-street parking management policies outlined in this document. However, AT will endeavour to work with businesses in these areas to inform and encourage travel alternatives to the car to try and reduce congestion and parking pressures.

Over time, AT will seek the introduction of travel demand management options in non-centre employment areas to reduce the incidence of all-day parking on the street. As part of this approach, AT offers "Commute", a travel planning programme engaging with workplaces, business associations, tertiary institutions and households. The programme offers a range of services to support sustainable travel including public transport promotion and give-it-a-go passes, carpooling programme, cycle training and bike hire and multi-modal travel expos.

To address the issues in non-centre locations AT will:

- Continue to make improvements to public transport,
- Apply the on-street parking management policies, and

- Implement Travel Demand Management initiatives in employment areas to reduce the overall parking demand.

In some of these areas where the parking issues are considered particularly complex, AT will develop Comprehensive Parking Management Plans.

8. Parking Enforcement

The Parking Services Enforcement Team offers an evolving regime of compliance management. Parking enforcement operates 365 days a year across the entire Auckland region.

Parking enforcement is an essential component of the transport system. Enforcement encourages the turnover of vehicles to allow access to parking in town centres. Enforcement also keeps traffic and public transport flowing on key arterial roads, and enables access to private property.

The parking enforcement services carried out by AT Parking Services are:

- Regularly monitor all parking restrictions to ensure compliance.
- Check vehicles for Warrant of Fitness (WOF) and Registration and issue appropriate infringement notices.
- Monitor all clearways, bus lanes and transit lanes at different stages of the day.
- Deliver way finding, information and transport advice to the public.
- Respond to requests for service from the public, such as illegally parked vehicles, blocked vehicle entranceways and vehicles of concern.
- Attend Safety at the School Gate programs in conjunction with Road Safety to assist in the delivery of safer school zones.
- Proactively manage mobility spaces to enable access to mobility impaired card holders.

The entire team of dedicated officers is St Johns trained and they are often the first on the scene in incidents in the Auckland CBD and some other areas. AT also works closely with the NZ Police on a range of issues such as in-car crime.

The public often requests more regular parking enforcement to discourage illegal parking behaviour. Because AT manages parking across the entire Auckland region it is sometimes difficult to respond to all requests in short timeframes. There are new technology advancements which can improve the efficiency of parking enforcement and allow AT extend coverage using the same resources.

The value of parking infringement fines is very low and has not been changed for 15 years. The value of the infringement fee for overstaying a time restriction is up to eight times higher in Australia. As the cost of parking in Auckland increases, the low infringement fines no longer act as a deterrent to non-compliance. In 2008 the infringement fee for parking in a mobility space without a permit was increased from \$40 to \$150. By 2012 the number of infringements issued for this offence had dropped by 70%.

Policy 8A: Parking Enforcement

- Continue to offer a high level of customer service.
- Investigate and implement new technology to improve the efficiency of parking enforcement and offer better service across Auckland.

- Advocate for increases to the infringement levels as set out in the Land Transport (Offences and Penalties) Regulations.

9. Motorcycle, electric vehicle and car share parking policies

Motorcycles and scooters are an increasingly popular transport choice for commuters travelling to Auckland's CBD. AT has allocated dedicated motorcycle parking within car park buildings in the CBD in recent times. Use of motorcycles can reduce the amount of congestion of the roads and take up less parking space than cars. Typically four motorcycles can be parked in one car space. Motorcycle parking is sometimes provided within shared space streets to provide activation and a buffer between cars and pedestrians.

Electric vehicles are predicted to experience a surge demand over coming years. Many cities around the world are installing on-street electric vehicle charging stations to provide a service to users and further promote the uptake and use of e-vehicles. Electric vehicles can also contribute towards the Auckland Plan targets for a 20% reduction in greenhouse gas emission by 2020.

Car sharing organisations (CSOs) provide members with access to a fleet of shared vehicles located in neighbourhoods for rental on a short-term basis, making it easier for households to live with a reduced number of private vehicles. Car sharing has been very popular overseas but has been slow to take off in Auckland. International and local research has shown that people who are members of car sharing schemes are also more likely to use public transport, walk and cycle. AT is inviting proposals for a large-scale electric vehicle car sharing scheme for Auckland.

Policy 9A: Motorcycle Parking, Electric Vehicles and Car Share

In areas of high demand AT will seek to introduce more on-street motorcycle parking facilities. It is important that short stay on-street motorcycle parking is prioritised in order to remain consistent with the strategic objectives.

Dedicated motorcycle parking is provided in all AT car parking buildings. AT will look to continue to provide these facilities however charging will be considered if demand increases to the point that car parking is being removed.

AT provides dedicated car share parking space both in car park buildings and on-street. AT will continue to support car sharing by offering on-street space that will be open to all car sharing organisations. There may be charges applied to cover the setup and maintenance of these spaces.

AT will promote the use of electric vehicles in car sharing schemes by enabling charging infrastructure to be installed on public roads and within AT managed car park buildings.

10. Events

Auckland hosts over 3,000 recognised events each year. Many of these events occur on our public roads and require a Traffic Management Plan (TMP). TMPs need to be approved by AT before the event takes place. Larger events may even require a road to be closed temporarily. Road closures must be advertised to the public in order to meet legal requirements.

Policy 10A: Events

For events around the region, the AT Special Events team will work with the event organiser, Auckland Tourism Events and Economic Development (ATEED), Regional Facilities Auckland, Auckland Council and other key stakeholders to develop a traffic management plan (TMP) for the event. Through the TMP process AT will look to ensure the mobility parking is being provided as close as possible to the event. The loss of parking will be kept to the essential areas, providing a safe pedestrian environment and sufficient public transport facilities. Any loss of parking will be communicated to local stakeholders prior to the event. Safety for those enjoying an event and minimum disruption to the rest of the network is always a priority.

Public transport is the biggest priority for AT for moving people to and from events. AT will often work with event promoters to provide 'included in your ticket' public transport for events to encourage PT use and minimise the impact on the surrounding road network and communities. Many large events are based in and around the CBD where there is good public transport links and also a large supply of public parking. Generally parking will not be provided free in city centre car park buildings for events however the Santa Parade is the exception. There are historical arrangements for the Santa Parade however many Aucklanders agree that parking should not be provided for free at CBD car parks during events as it encourages car travel.

11. Technology

There has been a significant evolution in parking management technology in recent years. These technologies make parking more customer friendly, improve management, improve officer safety and reduce congestion and operating costs.

Internationally, there is a clear trend towards innovative technologies to improve parking management and payment automation. This includes electronic payments and real-time customer information through smart phones.

Linking registration plates to parking payments provides significant customer benefits and increases the efficiency of enforcement. Using the registration plate allows a customer to update their parking time remotely through a phone app or phone call. Enforcement can be carried out by checking registration plates for payments and in some areas mobile camera with registration plate recognition technology can be used to increase efficiency.

Policy 11A: Technology

Parking management systems

Introduce an integrated technology solution to manage parking as one system. Explore technology solutions to maximise compliance, monitor parking occupancy, offer additional customer payments channels and provide parking related information to all road users.

Phone payment

Introduce phone payment technology that allows customers to pay or top up parking remotely. A mobile application for payment of parking will provide the largest customer benefits however IVR and 0800 capabilities will also be offered. This will also provide access to parking information such as parking availability, tariff and operating times.

Data collection

The on-going collection of parking data is important for implementation of demand responsive pricing policies. Technologies such as CCTV integration can provide live occupancy information.

AT HOP integration with parking

Integrate AT HOP with parking payment systems to offer customers more payment options. Having an AT HOP payment options will encourage greater uptake of the system and may increase use of public transport.

Enforcement

Adopt technology that can deliver operational efficiencies and more targeted enforcement. Residential parking zones will be enforced using Licence Plate Recognition (LPR) technology mounted on vehicles. This will increase the coverage of the residential areas and provide a better service to the residents of these areas.

Park and Ride

12. Park and Ride Provision

Park and Ride facilities comprise an integral part of the Public Transport network and can be regarded as extensions to stations and terminals.

Park and Ride facilities located in the right places can effectively extend the market catchments for the public transport network. Recent surveys indicate that Park and Ride facilities at peripheral locations serve extensive catchments, in some cases from outside of the Auckland region. In these locations, provision of alternative frequent feeder services to PT transport nodes and the Rapid and Frequent network are not viable due to being cost prohibitive.

Park and Ride facilities contribute to decongestion on Auckland's road networks by intercepting commuter trips that would otherwise have been made by car. By relocating commuter parking from the city centre to more peripheral locations more people can access PT from further away and reduce private vehicle trips.

Currently, Auckland has around 5,500 existing Park and Ride bays of which 80% are at capacity by 8 am. At least half of the Park and Ride sites have a significant overflow onto surrounding streets affecting amenity and accessibility of town centres and residential areas. Where overspill onto surrounding streets becomes problematic AT will apply the on-street parking policies to manage demand.

Policy 12A: Park and Ride Programme

AT has assessed that up to an additional 10,000 bays would be required to meet modelled demand for Park and Ride by 2046. The modelling results on car access for 2026 and 2046 were supported by surveys of users to determine the proportion of riders who used Park and Ride to access stations. A multi criteria analysis was also undertaken to estimate the best locations for the provision of Park and Ride on a site by site basis. The analysis took into account principles relating to maximising PT patronage, interception of commuter trips, decongestion benefits, land availability and physical characteristics, capital and operating costs.

The basic levels of service for a Park and Ride which will be provided by AT are: sealed surfaces, lighting, litter bins located within 200 metres from a PT station or terminal and surveillance (CCTV). Major Park and Ride sites also often incorporate bus interchange facilities, sheltered access, good amenity and provision for walking and cycling integration. The draft AT Code of practice contains design principles to be considered for Park and Ride.

AT will apply the following principles to prioritise sites for Park and Ride provision in Auckland:

- Integrate with public transport – Park and Ride is planned as an integral part of the public transport network, extends the customer base and encourages public transport patronage.
- Maximise benefits of Park and Ride for public transport – site in locations that have frequent and rapid services available and less effective feeder services, walking and cycling opportunities.
- Locate facilities to intercept commuter trips by being 'on the way' from high potential catchment areas based on assessed demand.

- Relieve congestion - locate to relieve congestion by intercepting commuter traffic, and ensure vehicles accessing the facilities would not worsen local traffic congestion.
- Provide in line with corresponding improvements to the PT network such as station/ferry terminal upgrades to maximise investment.
- Enable a transition of land use that supports transit oriented development in the right locations.

In some cases, where the demand for Park and Ride facilities is excessive and is forecast to increase significantly, AT will review the PT network feeder services to determine if new and improved services should be delivered rather than additional Park and Ride facilities. In these cases demand will be used as a trigger to reassess network requirements.

AT will also investigate options for establishing parking sites at the urban periphery where there may be greater availability of land and linking these sites to park and ride locations via a shuttle service.

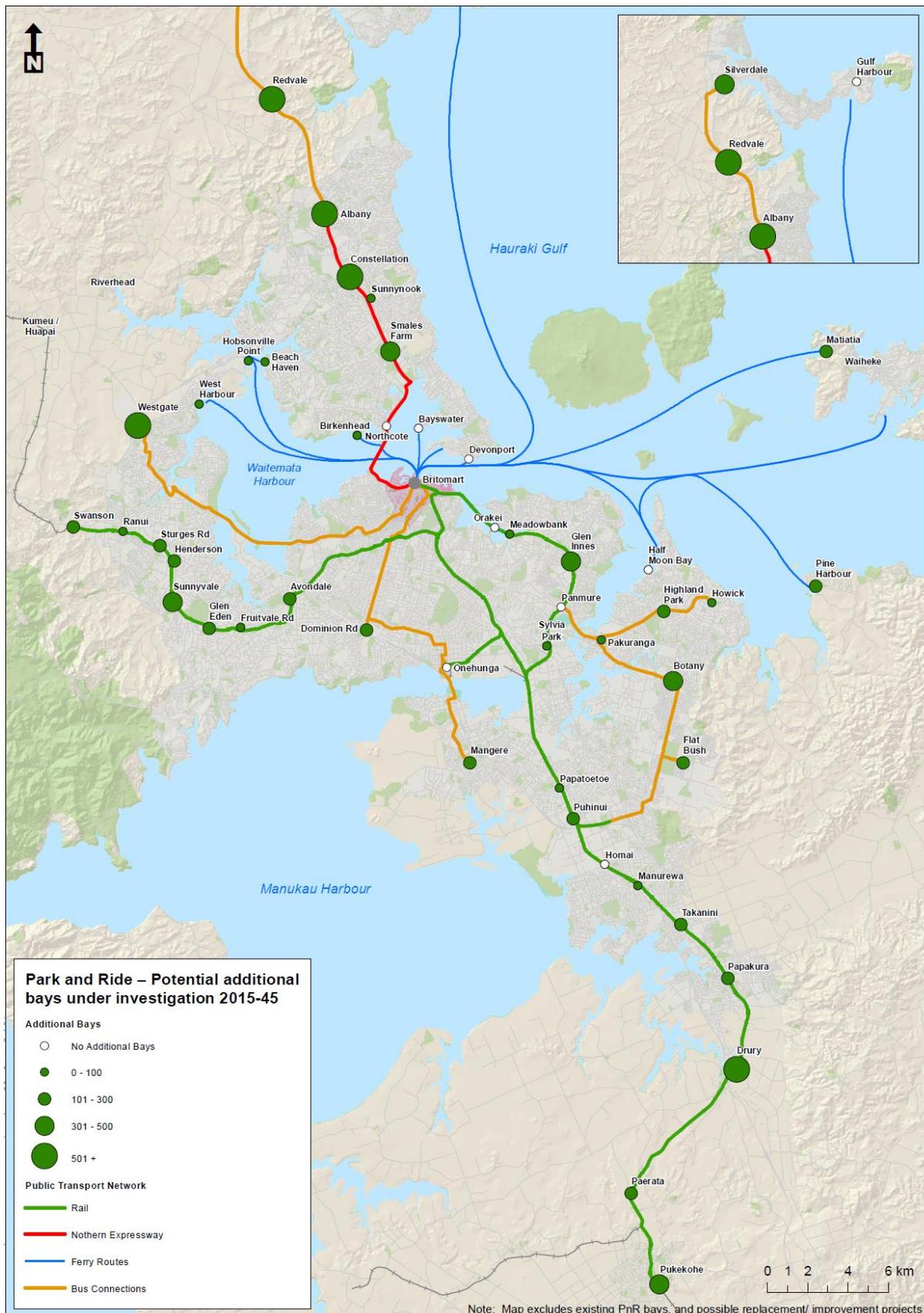
In some cases a park and ride facility may be full yet there may be other facilities in the vicinity with capacity. To assist customers and PT riders, AT will look to providing information on parking availability at other park and ride stations especially in areas of very high demand.

The park and ride programme encompasses three types of delivery modes:

1. Leasing Opportunities: Sites that may be underutilised during the weekday such as shopping centres, recreational facilities (sporting fields), churches that meet the Park and Ride policy principles.
2. New Builds: Extensions to existing Park and Ride sites or new sites. These include strategic sites that AT will work with NZTA on to prioritise and fund the provision. Alternatively, AT will investigate the potential for delivering new sites through commercial/alternative funding options. AT will work with Development Auckland to advance some of these initiatives. There are also opportunities to work with Kiwi Rail to provide park and ride on strips of land adjacent to stations which would have very limited potential for alternative use.
3. Rationalising Existing Parking: Improving the arrangement of existing car parking spaces in town centres and off street parking.

Map 1 shows the proposed Park and Ride sites that are being investigated to increase capacity. It also shows the Rapid and Frequent networks. The size of the circles represents the proposed number of additional bays that could potentially be added. It is noted that the investigation of sites will be an on-going and dynamic process that will seek to maximise opportunities.

Map 1: Proposed sites to investigate over the next 30 years



13. Pricing for Park and Ride

AT Park and Ride Facilities

Pricing Park and Ride at AT managed facilities will influence how people travel to stations and terminals especially if there are good alternative travel options available. Pricing can lead to more riders using alternative means to access PT stations and terminals where alternative options are available such as frequent feeder buses and there are good walking and cycling options within defined catchments. The propensity to shift behaviour will be greater in higher density urbanised catchments such as transit oriented development where there is greater accessibility.

If people who have good alternatives use other means to get to stations and terminals, this would increase the availability of Park and Ride bays to users who have limited alternative options to access transport nodes. This would maximise the use of Park and Ride facilities, reduce vehicle trips and increase PT, walking and cycling.

On the other hand, pricing of Park and Ride in areas that are not well served by frequent services, particularly on the urban periphery, could decrease PT patronage. The extent to which patronage would be impacted would also depend on a combination of factors such as the price, ease and convenience with which interchanges at Park and Ride facilities operate, supply of parking bays and perceived security. A reduction in PT patronage would also result in increased congestion on the network.

Park and Ride stations located on the urban periphery and at the extremities of the rapid and frequent transit networks attract commuters from wide catchments including inter-regional areas. For example at Albany and Pukekohe, AT surveys indicate people travel in excess of 30km to access Park and Ride facilities. In these areas it would not be reasonable or cost effective to introduce frequent feeder services to serve wide and dispersed benefitting catchments. It is also less likely that densities will be as high as in urbanised areas closer to the city.

From a market and product perspective, the introduction of pricing could provide the opportunity to introduce new products such as leased spaces at key Park and Ride facilities to meet targeted demands. Pricing could also provide a user pay contribution toward the cost of capital and operating expenditure.

Currently, the only AT managed Park and Ride facility that is priced is at Matiatia, Waiheke Island.

Policy 13A: Pricing on AT controlled park and ride facilities

The following thresholds will be used by AT when considering the introduction of pricing for Park and Ride facilities managed by AT in Auckland:

- Price when additional capacity is provided. Introducing pricing in advance of additional capacity being provided will risk impacting on overall PT patronage.
- A case by case assessment will be undertaken to determine the number of bays to be priced if a decision is made to introduce pricing.
- Introduce pricing once demand consistently exceeds the 85% occupancy threshold capacity during the AM peak and viable alternative options for accessing the stations are in place, such as frequent bus feeders and good cycling parking, walking connections.
- Link pricing to the HOP card facility to ensure customer convenience and that Park and Ride facilities are only used by PT riders. Stage 1 could be applied by using the HOP account or card to gain entry into a park and ride facility. Stage 2 would entail configuring the HOP account or card to meet pricing requirements and installation of equipment.

- It is proposed that even if pricing is introduced a tiered pricing model (ranging from free to premium, based on space utility) be implemented. Free parking would still be available for commuters at all times including weekends.
- On street parking spill-over around Park and Ride sites will be actively managed once the 85% threshold is reached or complaints are received.

Once pricing has been introduced, prices may be adjusted either up or down in response to the occupancy surveys undertaken. Parking surveys will measure the parking demand at different times of the day. Surveys will be carried out depending on how variable the demand is at each Park and Ride site. Prices will only be adjusted if warranted by changes in demand with any price adjustment clearly communicated in advance to customers. Price adjustment will be in accordance with the principles of AT's price adjustment policy.

Pricing at Car Parking Buildings/ Shopping Centres/ Other Sites

There is evidence to show that commuters are choosing to drive to parking stations such as New Lynn, pay for all day parking of around \$5 to access stations and terminals. The trend toward this behaviour will be influenced by the availability of well-located parking stations, walkable access to PT stations and terminals, ease of getting to the parking stations by car, availability of spaces and price.

As part of the Park and Ride programme AT has identified opportunities to potentially negotiate the use of under-utilised parking stations at a number of shopping centres across the city. The location of these centres has been assessed and is considered to be able to meet the park and ride principles. In some of these centres long stay parking is already available to the public as well as for staff for around \$5 a day.

Policy 13B: Pricing on shopping centres/car parking buildings/other sites

AT will advance discussions with owners of underutilised parking facilities to negotiate provision of park and ride bays. The price of the Park and Ride bays will be determined by the lease arrangement.

Policy 13C: Commercial Opportunities

AT will investigate opportunities for the delivery of new Park and Ride facilities through commercial proposals. These would include at grade, multi storey, and mixed use facilities. Where Park and Ride sites are not managed by AT the price for parking will be determined by the operator.

Where Park and Ride sites are managed by AT the pricing policy (Policy 12) will apply and may need to be provided through private sector and commercial arrangements

Attachment 2

Parking Discussion Document – Submissions Report

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1. Introduction

Auckland Transport (AT) issued a Parking Discussion Document (PDD) in June 2014. The PDD set out the proposed approach to the management of car parking and Auckland (both on- and off-street), and called for community feedback on those approaches. The release of the PDD was supported by wide publicity and a number of public presentations.

The PDD generated widespread public interest, and approximately 5,500 submissions were received. Almost 70% of these were in the form of a pro forma letters relating to parking in specific locations (e.g. Howick, Freemans Bay, Mangere, Parnell) or signatories to a petition (Belmont).

Written submissions were also received from local boards (19), key stakeholders and advocacy groups (28), business associations (42), and resident groups (27). Almost 300 submissions were received from individual businesses, and over 1,200 from individuals.

All submissions were coded, and the responses analysed by subject area. An interim report was presented to the AT Board in October 2014, including a high-level summary of the issues raised in submissions, and initial officer responses.

The purpose of this report is to provide a more thorough summary of the submissions received in each of the subject areas in the PDD. For each section, the report summarises the proposed approach in the PDD, and a key themes raised by submitter type. The report also briefly summarises the proposed response based on officers' review of the issues raised in submissions.

Further detail on the key submission points, and copies of the full submissions and submission points for each of the subject areas are available on request.

2. Overview

2.1. Submissions received

Table 1 shows the number of submissions received by theme and submitter type. This is summarised in Figure 1. A large number of submissions were received on the overall management of parking (24%), parking on residential streets (18%), park-and-ride (18%), and parking on arterial roads (11%).

Figure 2 shows the geographic distribution of submitters. A large number of submissions were received from Central Auckland (27%), the CBD and fringe suburbs (22%) and east Auckland (20%).

Table 1: Number of submissions received, by theme and submitter type

Submission theme	Local Boards	Key stake-holders & advocacy groups	Business groups	Resident groups	Businesses	Individuals	Petition & pro forma submissions	Total
Overall								
Parking Management	19	26	41	23	197	910	2,546	3,762
City Centre	3	7	4	3	18	101	690	826
Metro/ Town Centres	15	12	36	13	137	586	2,539	3,338
Public Transport	14	12	28	15	53	240	697	1,059
CPMPs	9	8	12	3	7	7	-	46
Parking on residential streets	9	16	24	20	103	457	697	1,326
Off-street parking in City Centre	10	15	16	8	41	215	205	510
Investing in off-street parking facilities	4	7	8	5	22	100	-	146
Prioritising & managing access to on-street parking	9	13	24	8	63	198	690	1,005
Parking on arterial roads	18	20	29	11	97	312	1,999	2,486
Allocation of non-residential permits	11	10	12	4	42	77	-	156
Investment in Park and Ride capacity	15	20	24	13	64	421	205	762
Park and Ride pricing	16	17	14	10	25	365	690	1,137
Other themes	13	13	23	16	53	178	690	986
On consultation itself	3	1	11	9	5	40	485	554
Objectives for managing parking	4	7	3	5	17	30	205	271
On changing parking policy	2	-	2	2	4	30	-	40
Research and evidence	3	-	2	6	2	10	-	23
Returning revenue to local areas	3	1	6	-	14	5	-	29

Figure 1: Submission themes

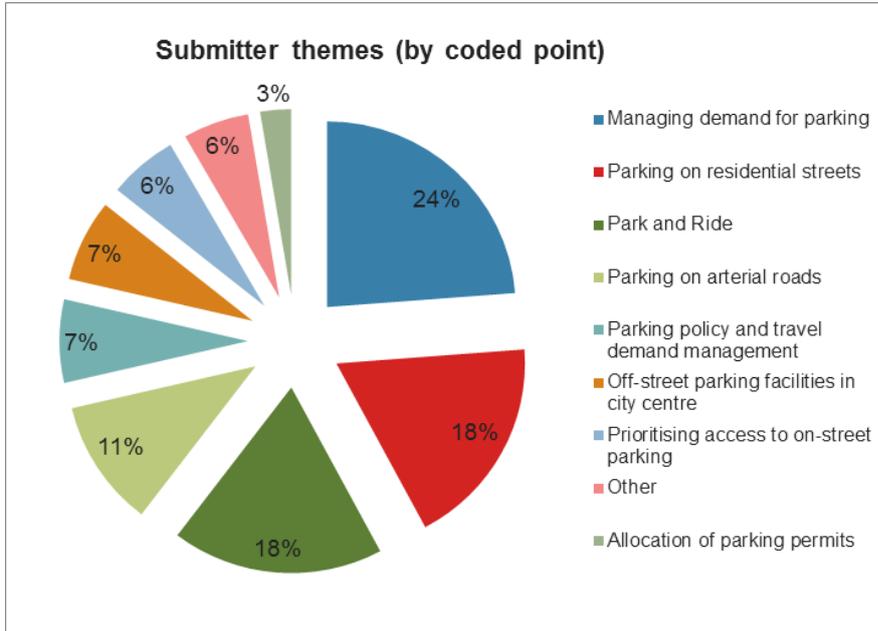
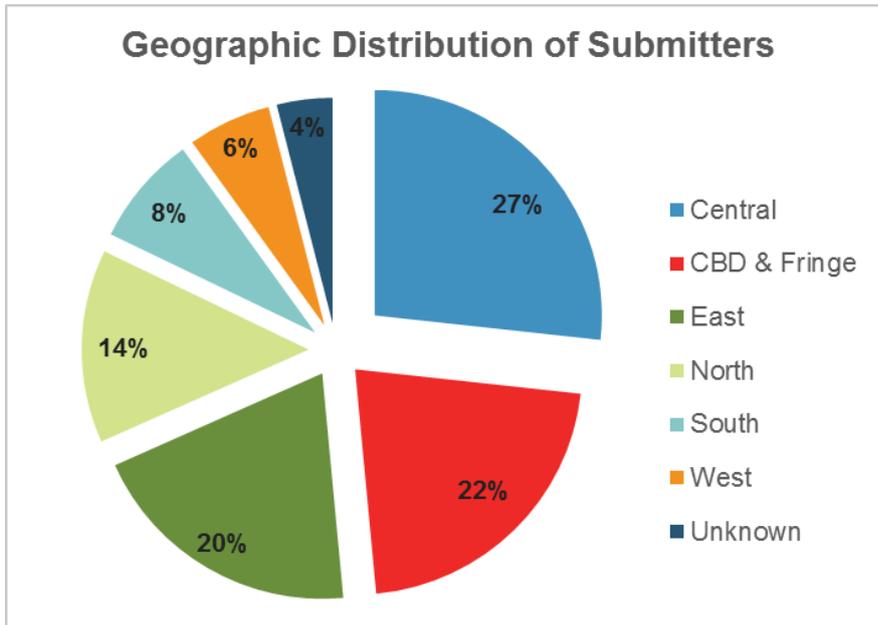


Figure 2: Geographic distribution of submitters



2.2. Comments on the process

A number of submitters were appreciative that AT had issued the PDD and invited public feedback on what is seen as an important issue. However, some submissions were critical of the limited time available to respond to the PDD (especially resident groups). There were calls from some submitters to make the feedback on the PDD available to the public.

While the current consultation is related to the PDD, there were several submissions that called for further targeted consultation with affected parties before any decisions are taken on changes to parking management in their local areas. A number of submitters specifically requested that they be actively involved in that process.

Some submissions were critical of the lack of supporting evidence presented in support of some of the assertions made in the PDD. Some called for AT's research to be peer reviewed and for the results of this to be made available to affected parties for discussion.

Officer response and recommendations

The submissions report will be available on the AT website with the final AT Parking Strategy once it is approved. The public consultation period was extended by one month but all submissions were accepted irrespective of when received.

The Parking Strategy makes it clear that community engagement and consultation will be undertaken and a new section has been added that outlines the process for engagement and consultation on minor as well as more significant changes.

Through the Parking Strategy there is reference to the need for targeted solutions that meet local needs and circumstances.

The supporting evidence for the development of the AT Parking Strategy is contained in a variety of technical supporting documents. These will be referenced in the Appendices to the Final AT Parking Strategy.

Proposed Auckland Unitary Plan (PAUP)

A number of submissions raised concerns at the relationship between the PDD and the parking provisions in the Proposed Auckland Unitary Plan (PAUP), and some questioned the appropriateness of the PDD consultation process, given the scope of the matters under consideration. Some raised concerns at the potential impact of parking provisions in the PAUP. In particular, a number of submitters were opposed to the proposed removal of minimum off-street parking provisions, and considered that this, in combination with the PDD proposals, would have unacceptable impacts on the public, especially employees.

Officer response and recommendations

The relationship between the PAUP and the Parking Strategy was carefully reviewed. The Parking Strategy considers the potential impacts of the PAUP in a number of areas including Strategic Direction, Divestment Strategies, and CPMPs. A key consideration in the development of the Strategy has been the potential impact of parking standards and the removal of minimum parking provisions particularly in town and metropolitan centres.

The impacts of the PAUP are implicit in the whole document.

2.3. Objectives for managing parking

Submitters generally supported the overall objectives for managing parking outlined in section 2 of the PDD. Some additional objectives were proposed:

- Add goals of public health (mental and physical) and encouragement of social connectivity

- Protection of residential amenity
- Protect inner city heritage suburbs

One submitter noted that the PDD is about more than just parking, as it relates to use of the road reserve, including movement, placemaking and parking; and that this should be reflected in the purpose of the document.

Another noted that the PDD is unclear on how the objectives are prioritised and trade-offs made between them.

Officer response and recommendations

The objectives and strategic direction of the strategy strongly support public transport, walking and cycling, place-making and good urban design outcomes, outstanding customer experience and economic development, amongst others. The goals of public health and social connectivity are generally considered within the broader strategic direction of parking in Auckland. The objectives were also changed into priority order to reflect strategic directions. The Residential Parking Policy addresses the concerns raised about residential amenity and heritage. The trade-offs between objectives and priorities for parking are considered in the key policy areas for parking and specifically at the project evaluation stage.

2.4. Key themes to emerge

The following sections of this report contain a detailed summary of the main points raised in submissions. The following key themes emerged from the submission process:

- There is broad agreement with the objectives for parking management, including the need to facilitate a transformational shift to public transport. However, many submitters consider that the public transport system needs improvement before major changes to parking management are implemented.
- There is general acceptance of the proposed management approach for parking in the city centre, including a shift in emphasis away from commuter parking towards short stay parking. The use of paid parking in the city centre is widely accepted, and the use of demand-responsive approach to pricing is also supported.
- Outside of the city centre, however, there is less support for changes in the way in which parking is managed. While submitters appear to be happy with time restrictions to manage parking demand, there is a widespread aversion to paid parking, especially in locations that do not already have it. Opposition to paid parking appears to be strongest in locations further from the city centre.
- One size does not fit all: local circumstances vary, and not all people are able to easily use public transport alternatives. There is support for mechanisms, such as comprehensive parking management plans (CPMPs), which allow the actual responses in each area to take account of specific local circumstances.
- Related to this, there is a strong demand for further community and stakeholder involvement in the detailed development of parking management plans, and in advance of decisions to make changes to parking in local areas.
- The submission process revealed strong and somewhat polarised reactions to the proposals for residential parking, and parking on arterial roads. In part these reflect philosophical differences about the way in which public road should be used, and whether or not some groups (e.g. local residents) should have a higher priority than others when demand for that

space exceeds supply. Decisions on these issues will need to carefully balance these considerations.

3. Responses to proposed approaches

The following sections of the report summarise submitter responses to the proposed approaches to parking management set out in section 5 of the PDD.

3.1. Overall parking management

Summary of approach proposed in PDD

- Adopt a target peak occupancy rate of 85% for on-street parking. When peak parking occupancy is regularly above 85%, AT will recommend the introduction of paid parking to better manage the parking and ensure spaces are available.
- Adopt the Auckland Transport Price Adjustment Policies region wide for applying demand responsive pricing for on-street parking and AT car park buildings in Appendix 1. This will ensure consistent and transparent parking management across the city.
- Adopt the on-street parking intervention trigger points and policy set out in Table 6 of the PDD.

Submissions received

A total of 3,726 submissions commented on the overall approach to parking management in the PDD. Of these, 2,546 (68%) were in the form of a petition or pro-forma response, 907 (24%) from individual submitters, and 198 (5%) from businesses. There were 19 submissions from local boards, 28 from key stakeholders and advocacy groups, 41 from business groups, and 23 from resident groups.

Key themes raised in submissions

The responses to this issue were different for the city centre and metropolitan/town centres. In the city centre, where paid parking already exists, submitters were generally supportive of the proposed approach to parking management. In other centres, however, there was much less support for paid parking. For this reason, the detailed responses to city centre parking have been considered separately from those relating to metropolitan and town centres (see sections 3.1.1 and 3.1.2 below).

As a general rule, support for paid parking reduced with distance from the city centre, and there was significant opposition to paid parking from a number of submitters, particularly individuals and local resident or business groups in outlying centres.

Several submissions, especially those from local boards, expressed concern at what is seen as a “one size fits all” policy, and pointed to the need to take account of local circumstances, including local board plans where appropriate. Local boards also highlighted the differing needs of communities in different parts of Auckland, particularly in smaller suburban centres and rural towns, and where public transport alternatives are not well developed. Key stakeholders, while generally supportive of the intent to develop a consistent management approach, also identified the need for the policy to be sufficiently flexible to deal with different local circumstances.

Similar concerns were expressed by local business and resident groups, particularly those in outer areas, who generally favour time restrictions as the primary parking management tool, and oppose

the introduction of pricing. A number of the individual and pro forma submissions were also opposed to the possible introduction of paid pricing in centres such as Howick.

Several submissions highlighted the need for more focused local consultation ahead of any changes to parking management in specific centres.

Officer response and recommendations

There are different parking controls that can be used to manage on-street parking. It is important that decisions to change controls are based on policy principles and empirical data. It is also useful for the public to understand how decisions to amend parking controls are made.

The Parking Intervention Trigger Table provides the trigger points where a new parking management control will be recommended to manage an increase in demand for parking.

Areas which experience low demand, or no change in demand, and don't reach the trigger points will not require any change.

Where parking demand is high, AT will apply various parking restrictions to achieve a target peak occupancy rate (the average of the four highest hours in a day) of 85% for on-street parking. This means that the parking resource is well used but people can still easily find a space, thus reducing congestion and frustration. In other words one parking space in every seven should be vacant. When peak parking occupancy is regularly above 85%, AT will recommend a change to the parking management approach. This is a recognised international approach to the management of on-street parking.

The Parking Strategy also now includes a separate section on the management of parking in out of centre locations that generate vehicle trips and proposes the use of travel demand management plans in tandem with other appropriate policies in the Strategy.

3.2. City centre

Submissions received

826 submissions referred to city centre parking management. Of these, 791 were from individual submitters, including 690 that were in the form of a petition or pro-forma response. The remaining submissions were from local boards (3), key stakeholders and advocacy groups (7), business groups (4), resident groups (3) and businesses (18).

Key themes raised in submissions

There was general support for the proposed approach to the management of parking in the city centre, including the price adjustment policies and the intervention trigger points. This reflects the fact that paid parking is already well established in the city centre, and there is a demonstrated need to manage demand.

There was also recognition from submitters that the approach to parking management needs to be aligned with the wider strategic approach of supporting an improved public transport system. In this regard, a shift in emphasis from commuter parking to short term parking was widely supported by submitters, although some considered that the public transport system should be further improved before this policy can be fully implemented. Demand responsive pricing was widely supported, as was the proposal to phase out early-bird parking in off-street parking buildings. The congestion-buster product suggestions also received strong support from submitters.

Local boards: The Waitemata Local Board supported the shift in focus away from commuter parking and the prioritisation of short stay parking. The Board also called for a review of whether the Council should continue to own or manage off-street parking buildings.

Although submissions from other local boards were mainly focussed on parking issues in their own areas, some Boards commented on parking in the city centre. While the management approach was generally supported, some Boards, especially those in peripheral areas, considered it important that some provision for commuter parking continues in the city centre, as some commuters need to use their vehicles during the day; and the quality of public transport needs to improve.

Key stakeholders and advocacy groups: These submitters generally supported the proposed approach in the city centre, especially the removal of early-bird parking, and the shift in emphasis away from commuters to short stay parking. The congestion buster product was also well supported.

Some submitters noted that the public transport system needs improvement to support the parking management approach. The provision of some commuter car parking to maintain the attractiveness of the city centre as a business location was also noted by some. Submitters noted that the private sector is the dominant supplier of commuter parking in the city centre, and warned that care is needed in the application of the policy. There were mixed views on whether or not the Council/AT should continue ownership of off-street parking buildings in the city centre. Where it is involved, greater attention to urban design issues and alignment with the Central City Master Plan was advocated by some submitters.

Business associations: There was support for the shift in emphasis from commuter to short stay parking and the removal of earlybird parking. There was also support for continued council ownership of parking buildings, and pricing of parking buildings during events. An additional criteria to take account of urban design issues was suggested.

Business and resident groups from CBD fringe locations highlighted the need to address potential flow-on effects for surrounding areas from constraining commuter parking in the city centre.

Businesses: Submissions from individual businesses were mixed. While several submitters felt their existing earlybird and daily commuter rates are counter-productive, others were opposed to the prioritisation of short stay parking. The potential impact of reduced commuter parking on city fringe areas was highlighted by some. Several felt that the provision of parking in the city centre should be left to commercial providers, although others supported investment in new off-street facilities.

Individuals: Many individual submitters supported an increased focus on short-term parking, with many noting that it is difficult and expensive to park in the city centre. While there was support for demand responsive pricing approach, the removal of early-bird parking and congestion-buster products, some submitters felt that the proposals were aimed at squeezing more revenue out of Aucklanders.

205 pro forma submissions from Howick East objected to policies that discouraged city centre commuters to park in parking buildings.

Officer response and recommendations

Public feedback has identified a widespread acceptance of the need to use demand responsive pricing to achieve a balance between demand and supply in the city centre, and has also supported proposals

to shift the emphasis away from commuter parking in AT's off-street facilities. The recommended approach is to:

- Continue to improve the public transport offering
- Confirm the PDD proposed management approach for the city centre
- Continue to apply the on street price adjustment policy to manage on street parking demand, and use the parking restriction policy (see below) to determine the best allocation of available spaces
- Prioritise short-term casual parking over all day commuter parking in AT off-street facilities, and continue to use the off-street price adjustment policy to manage demand
- Phase-out commuter parking products as demand for short term parking increases
- Introduce new technologies to improve parking management and customer service
- At this stage, the feasibility and operation of the congestion buster product is being reviewed.
- Improved urban design is considered as a criterion for the off-street parking investment policy.
- The intervention trigger points table outlines when a new parking management control will be considered in response to high parking demand.

3.3. Metropolitan and town centres

Submissions received

3,338 submissions referred to parking management in metropolitan and town centres. Of these, 586 were from individual submitters, and a further 2,539 were in the form of a petition or pro-forma response. The remaining submissions were from local boards (15), key stakeholders and advocacy groups (12), business groups (37), resident groups (13) and businesses (137).

Key themes raised

In contrast to the submissions relating to the city centre, most submitters were opposed to the extension of paid parking to metropolitan and town centres (particularly those that do not already have paid parking). Time restrictions are the preferred mechanism for managing parking demand in these locations. As noted below in Section 4 below, some submitters suggested allocating revenues raised from the introduction of paid parking back to the local area in which they are raised.

Local boards: Most local boards are opposed to the prospect of paid parking in their local town centres, although they support time restrictions as a management technique. Many expressed concern at the economic impacts on local businesses and town centre vitality if paid parking was to be introduced. However, the Boards in areas closer to the city centre, or in locations where paid parking is already in place, were more supportive of the proposals to use pricing as a demand management technique.

Key stakeholders and advocacy groups: These submitters had mixed views of the proposals for metropolitan and town centres. While a number supported the use of a consistent set of intervention triggers, there were also concerns that not all centres are the same, and some groups opposed the extension of paid parking to suburban centres.

Business associations: Most local business associations opposed the extension of paid parking to their areas, and were concerned at the economic impact that this would have. The use of time restrictions rather than paid parking was generally supported.

Resident associations: Submissions from resident associations were similar in nature to those from business groups, with strong opposition to paid parking, especially in suburban centres.

Businesses: Over half of the submissions from individual businesses were from businesses in Howick, and were opposed to paid parking in Howick because it is not seen as necessary.

Individuals: Individual submitters were generally opposed to paid parking in town centres, although there was recognition from some that paid parking is appropriate in busier centres such as Newmarket. A number saw the proposals as a revenue gathering exercise. As with businesses, a large proportion of these submissions were from Howick.

Officer response and recommendations

The concerns raised in submissions highlight the need to avoid treating all centres in a homogenous “one size fits all” manner, and to ensure that the appropriate management techniques are applied in different circumstances and that changes to parking management are only required where there are demonstrated problems with the current approach. The Parking Strategy now provides for a more graduated approach that recognises local circumstances, and that paid parking is only introduced in situations where alternative management tools do not prove adequate. This involves the following actions:

- Revised intervention trigger points to provide for a more graduated management response in metropolitan and town centres, including a shift to tighter time restrictions ahead of the introduction of pricing
- Retain the 85% occupancy trigger level
- Use time restricted parking in centres further from the CBD where public transport options are not as viable. Various time restrictions can be used to encourage short stays on the main street and long-term parking further away.
- Introduce pricing only where demand warrants further intervention using 85% peak occupancy as a trigger, and in consultation with community.
- Develop CPMPs for centres (see section 3.5 below)
- Introduce new technologies to inform customers on PT options and car parking availability and explain these in final strategy
- AT will work closely with local boards and business associations to take a pro-active approach to managing parking in town centres. This includes a new section on the Community Engagement process.

3.4. Public Transport

Submissions received

1,059 submissions responded to the PDD in relation to public transport aspects of parking management. These included 937 from individual submitters, including 697 that were in the form of a petition or pro-forma response. Submissions on this subject were also received from local boards (14), key stakeholders and advocacy groups (12), business groups (28), resident groups (15) and businesses (53).

Key themes raised in submissions

The dominant theme from submissions was support for the objective of reducing car travel, particularly the commuter trips, and thereby encouraging the use of public transport. However, most submissions expressed concern that the public transport system needed to be improved ahead of implementation of the parking strategy, particularly increased charges.

Local boards: Submissions from local boards generally accepted the connection between parking management and public transport, but most considered that the public transport system needs improvement before the parking strategy is implemented and parking charges increased. This response was particularly strong from boards in outer areas where public transport is not considered to be a viable alternative for many commuter trips. Local board submissions also included some specific suggestions for improvements to public transport, including some support for encouraging employers to shift away from providing employee parking, and providing HOP cards instead.

Key stakeholders and advocacy groups: These submissions expressed general support for the overall approach, but highlighted a need for public transport improvements. For example, some did not consider that there was sufficient public transport to justify an increase in charges at this time, and that a better public transport alternative needed to be in place before any actions which would significantly disadvantage commuters. Stakeholders also noted that some groups would be particularly disadvantaged, especially those who would find it difficult to use public transport (e.g. people with disabilities, parents with young children, shift workers etc.).

Some stakeholders questioned the consistency of current policies in relation to demand management. For example, some suggested removing the current exemption on parking charges for the Santa Parade. There was also some support for having a stronger focus on place making, cultural and safety objectives.

Business associations: Business groups pointed to the need for improvements to public transport precede significant changes to parking management, particularly in the outer areas where the existing public transport system is not seen as a good enough alternative, meaning that people will need to continue to use their cars. Some submitters reviewed the proposed approach as AT trying to force people out of their cars and into an underdeveloped public transport system.

There was opposition to the suggestion of a parking levy from business submitters, who noted that this proposal has already been considered and rejected.

Resident groups: These submitters generally supported a shift in emphasis away from commuting by car, but cautioned about the suitability of the public transport system, particularly in outer areas. In other submissions, the need to improve public transport in advance of significant parking management changes was highlighted.

Submissions from some resident groups in the areas close to existing public transport fare stage boundaries identified the need to take account of parking demand in setting public transport fares, and there was some support for relocation boundaries to reduce pressure on residential parking demand. Some submitters from inner suburbs felt that a stronger focus on residential parking in fringe areas would assist in shifting commuter demand to public transport.

Businesses and individuals: Submissions from businesses and individuals raised similar issues to others in this section: public transport is not suited to all, and it needs to be adequate before committing significant changes to parking management.

Officer response and recommendations

- The Parking Strategy highlights the interdependencies between parking policy and public transport. In addition the strategy includes a new section on public transport.
- AT will continue to improve PT projects and services across the City to encourage PT patronage and deliver better connections. Examples include the electrification of rail services, the City Rail Link project, redesigning the bus service routes into the frequent bus network, the introduction of the HOP card and integrated fares and the provision of park and ride facilities.
- A section on Travel Demand Management has also been included to encourage alternatives to the private vehicles, particularly in areas less well served by public transport.
- AT is also improving communication of public transport service level improvements for different parts of Auckland and the associated roll-out programme
- The impacts of parking changes are considered and assessed at the project level and include the consideration of the level of public transport provided and planned improvements, existing parking provision, projected demand and planned changes.
- AT will work closely with local boards and business associations to take a pro-active approach to projects which have public transport and parking impacts. This will be part of the Community Engagement approach.

3.5. Comprehensive parking management plans (CPMPs)

Summary of approach proposed in PDD

- Develop parking management plans for the city centre, metropolitan and town centres according to the programme identified in Table 7 of the PDD

Submissions received

46 submissions made specific reference to comprehensive parking management plans. These included 9 submissions from local boards, 8 from key stakeholders and advocacy groups, 12 from business associations, 3 from resident groups, and 14 from individuals or businesses.

Key themes raised

The submissions generally supported the concept of CPMPs, provided provision is made for local stakeholder input. Some submissions questioned the rationale behind the sequencing of CPMP development shown in Table 7 of the PDD, and some made suggestions for changes to the programme. These submissions appeared to favour a higher priority for metropolitan and fringe areas, and centres with access to good public transport.

Local boards: the majority of local board comments supported the approach to managing parking in centres using CPMPs, and emphasised the need for stakeholder input from local boards and local businesses. Priorities for the development of CPMPs should be based on need, and CPMPs need to take account of the unique characteristics of each location.

Key stakeholders, business associations and resident groups: The majority of submissions from these groups supported the CPMP approach, emphasising the need to involve community and business stakeholders, and reflect local issues.

Officer response and recommendations

The Parking Strategy states that CPMP's will be developed in consultation with the local community and business stakeholders to reflect local issues. CPMPs provide a comprehensive assessment of parking across the study area, an analysis of issues, and make short, medium and long-term recommendations.

The section on CPMPs now more clearly outlines the criteria that will be applied in developing CPMPs.

AT will prioritise the development of CPMPs with regard to:

- An overall assessment of parking problems based on centre hierarchy, projected traffic demand, public transport availability, market attractiveness to support growth, use of available parking capacity, and amount of non-retail employment.
- Requests from the community, business association or local board as a result of demonstrable parking problems
- Requests from Auckland Council in relation to the development of centre, area and precinct plans
- The integration of parking with major transport projects (e.g. AMETI).
The development of CPMP's will be subject to the Community Engagement policy.

3.6. Parking on residential streets

Summary of approach proposed in PDD

- Implement residential parking zones in residential areas where parking occupancy rates regularly exceed 80%
- Provide a capped number of residential permits equal to 60% of total number of on-street parking spaces in a particular zone
- Give priority for permits to residents and heritage properties (built before 1944) with no off-street parking.
- Provide additional one-day visitors permits to local residents and a daily charge
- Apply paid parking to residential streets adjacent to busy shopping areas

Submissions received

1,326 submissions responded to the PDD in relation to the management of parking on residential streets. These included 697 from individual submissions in the form of a petition or pro-forma response, and a further 240 submissions from individuals. Submissions on residential parking were also received from local boards (9), key stakeholders and advocacy groups (16), business groups (24), resident groups (20) and businesses (103).

Key themes raised

The submissions demonstrated a mixture of support and opposition to the PDD proposals for the implementation of residential parking zones. Generally, inner suburb groups and residents are supportive of the proposals, but a number of other submissions were opposed to a scheme which would give priority to residents on public roads.

Submissions supported the objective of retaining residential amenity and accessibility, particularly in inner suburbs that are impacted by commuter parking. Submissions also expressed support for the parking needs of local businesses over and above those of CBD commuters.

A number of submissions commented on the proposals for allocation of parking permits. Most considered that permits should be available to all residents within a zone; but there were opposing views on how permits should be priced. Local resident groups generally favoured a minimal price for permits, but some other submitters did not consider that residents should receive preferential treatment. There were some strong points raised opposing a perceived “privatisation” of public roads for residents.

Submissions also highlighted the need for a clear consultation process for the rollout of residential schemes.

Local boards: Submissions from local boards gave conditional support for residential parking zones and permits, but there were different views on how restrictions should be imposed. Some considered that permits should be confined to residential properties without off-street parking, but others favoured a more permissive approach.

The Waitemata Local Board, which covers the city fringe areas most impacted by residential parking restrictions, favours a rollout of residential parking zones, but does not support the proposed limitations on availability.

Key stakeholders and advocacy groups: Submissions from these groups reflected a range of views. For example, the AA supported the extension of the current St Mary’s Bay approach, but the Auckland Transport Blog objected to handing over the rights to occupy public land for a minimal cost.

Business associations: The impact of residential parking zones on the parking needs of local businesses was a significant concern of these submissions, and a number expressed concern at the restrictive approach being proposed. While there was support for residents to have some priority to park on street, concerns were expressed at the impacts on employee parking, and the low priority that has been accorded to local businesses. Some (e.g. Parnell Inc.) suggested providing an opportunity for local businesses to purchase exemptions.

Resident groups: These submissions presented a range of suggestions for the allocation of residential permits. There was some support for an extension of the current St Mary’s Bay scheme, but some submitters noted that the proposed approach in the PDD may not be effective meeting the concerns of inner-city residential areas. Concerns were raised at the impacts of residential schemes on local businesses, particularly staff parking. Some agreed that residents should pay for permits, but favoured a more flexible approach to allocation.

Businesses: Submissions from businesses reflected the concerns outlined by business associations above, particularly in relation to the impacts on staff parking.

Individuals: individual submissions reflected a range of views. Some submitters supported the proposed approach, but others were opposed, and some questioned why residents in the inner suburbs should have special rights. Others considered that resident permits should be more freely available, with minimal or no charge. The potential negative impacts on local businesses were highlighted by number of submissions.

Officer response and recommendations

There is an ongoing need to manage the demand for parking in residential areas that are subject to demand pressures, especially in locations on the city fringe. This needs to provide a balance between the parking requirements of local residents (especially those in areas that have not traditionally

provided off-street parking), and the need to maintain reasonable public access to the public roads. To achieve this balance AT is making the following policy responses:

- Apply time restrictions (typically P120) to approximately 25% of streets where parking problems have been identified and most properties have off-street parking
- Implement residential parking zones in older residential areas with limited off-street parking where occupancy rates regularly exceed 85%, and where the local community has requested
- Apply a P120 restriction (or similar, suitable to local circumstances) across the zone
- Restrictions will apply at different times depending on the specific situation but typically Monday to Friday (excluding public holidays)
- The number of residential permits will be capped at a percentage of the total number of parking spaces
- Parking permits will be issued based on priority
- A daily parking charge to give local residents, businesses and their visitors the ability to stay longer than the time restriction. Residents will receive 50 free days per year for visitors.
- Properties built after the release of the Unitary Plan (30/09/2013) will not be eligible for permits.
- If a street is less than 6.5 metres in width and there are known access problems AT will complete an assessment of the street. If it is determined that there are limited places for vehicles to pass and emergency access may be compromised then AT will propose to remove parking on one side of the street.

3.7. Off-street parking in the city centre

Summary of approach proposed in PDD

- Prioritise short-term casual parking over all day commuter parking.
- Continue to manage parking buildings following the AT Price Adjustment Policy – Parking Buildings.
- Commuter parking products will be used to fill additional capacity but as demand for short-term increases commuter parking will be phased out.
- Introduce a “congestion buster” product that offers a discount to vehicles that do not enter or exit the car park during the peak congestion times.

Submissions received

510 submissions related to off-street parking in the city centre. Of these, 420 were from individuals, including 205 in the form of a petition or pro-forma response. Other submissions on the subject were received from local boards (10), key stakeholders and advocacy groups (15), business groups (16), resident groups (8) and businesses (41).

Key themes raised

The majority of submissions were in favour of prioritising short-term over commuter parking, and most supported a shift away from early bird parking. Some submissions, particularly from outer areas,

noted that there would always be a demand for some commuter parking in the city centre, particularly for employees that needed their cars during the day. Some submissions were opposed to price increases, but there was general support for the congestion buster product.

Local boards: Submissions from local boards were generally supportive of shifting the focus away from commuter parking, including the phasing out of earlybird parking, although some boards highlighted the need to make provision for commuters from outer areas who do not have good public transport options. The introduction of a congestion buster product was supported.

Key stakeholders and advocacy groups: While submissions from these groups were generally supportive of the shift in emphasis from commuter to short-term parking, some challenged the idea that AT can have a significant influence on commuter demand because it doesn't control most of the off-street parking in the city centre. The AA and the EMA consider that the impact of the policy on commuters needs to be better understood. However, most submitters supported the removal of earlybird parking, and there was a wide level of support for the congestion buster concept.

Business associations: The Heart of the City submission supported prioritising short-term over long-term parking, and the removal of earlybird parking. Continued council ownership of parking buildings was also supported.

Some business association submissions raised concerns at the creation of a private sector monopoly if the Council was to withdraw from providing off-street parking.

Businesses: Several submissions noted that earlybird and daily rates are counter-productive, but others noted that reducing long-term commuter parking in the city centre car parks would make the situation worse in the city fringe. A number of submitters felt that the provision of off-street parking in the city centre should be left to commercial third parties.

Individuals: Many submitters noted that parking is difficult and expensive in the CBD, but a number supported increasing the supply short-term parking by reducing the focus on commuters. The congestion buster products were supported.

Officer response and recommendations

The management of off-street parking facilities is designed to align with AT's strategic objective of facilitating a mode shift towards public transport. To achieve this AT will:

- Prioritise short stay parking over commuter parking to achieve a consistent approach.
- Use a demand responsive management approach. The intervention trigger table will be applied to assess the appropriate parking control. Where parking demand is high AT will apply various parking restrictions to achieve a target peak occupancy rate.
- Apply the Demand Responsive Pricing Policy when setting prices.
- At this stage, the feasibility and operation of the congestion buster product is being reviewed.
- Note that commercial operators already provide the majority of off-street parking in the City Centre
- The off-street parking investment criteria set out the factors considered in either increasing or decreasing AT investment in off-street parking

3.8. Investing in off-street parking facilities

Summary of approach proposed in PDD

- Off-street parking should not be provided to expand the supply of free or low-cost parking, especially in locations where existing parking supply is not already priced in an appropriate level
- AT investment and off-street parking will be considered where it will fill a gap and demand that is not provided by the private sector
- Enable a more effective use of the road network by relocating parking activity to off-street locations, specifically to support frequent and reliable public transport
- Improve safety and immunity outcomes by enabling shared parking
- Any new investment in off-street facilities will be subject to a robust business case that addresses the criteria in table 8 of the PDD

Submissions received

146 submissions referred to investment in off-street parking facilities streets. These included 4 from local boards, 7 from key stakeholders and advocacy groups, 8 from businesses associations, 5 from resident groups, 22 from businesses, and 100 from individuals.

Key themes raised

The submissions generally supported the investment criteria, although there was some support for the addition of urban design considerations. Some submissions noted that the criteria should also be taken into account in relation to divestment. A number of submitters, particularly resident groups, businesses and individuals supported additional investment in off-street facilities.

Local boards: Submissions from local boards generally supported the investment criteria. The Waitemata Local Board suggested that divestments should also be considered when the criteria are not being met.

Key stakeholders and advocacy groups: These submitters generally supported the investment criteria, although Cycle Action Auckland did not support investment where planned improvements to the PT system are not sufficient to cater to projected travel demand. Generation Zero highlighted the need for new investments to provide an acceptable rate of return, and for new car parking buildings to provide active ground floor frontages.

Business and resident associations: These submitters were generally in favour of the investment criteria, although some questioned how investment would be funded. Heart of the City suggested an additional urban design criterion. Business associations were also supportive of proposals for shared parking.

Businesses: A number of submissions were supportive of providing a central shared parking facility, and most considered that off-street parking needs improvement.

Individuals: Many individual submitters noted that investment and off-street parking should be a priority and there was a strong level of support for investment in new facilities and main centres. However, some submitters felt that AT should divest off-street parking assets, and use the capital elsewhere, leaving the provision of off-street parking to the private sector.

Officer response and recommendations

The submission process did not raise any significant concerns with the proposed criteria for investment in off-street parking facilities, other than the suggested addition of urban design

considerations. The Parking Strategy includes this statement: “Any development of additional off-street car parking should result in great urban design outcomes and be consistent with Auckland Council’s Urban Design Manual”. There is a strong Urban Design focus from Auckland Council which applies to the wider Council family and is implemented in a variety of ways including design guidelines, the Urban Design panel and codes of practice.

3.9. Prioritising and managing access to on-street parking

This section combines two related sections in the PDD: “Prioritising access to on-street parking” and “On-street parking restrictions and events”.

Summary of approach proposed in PDD

- Use the priorities in Table 9 of the PDD to guide decision-making when requests are made for changes to parking restrictions, and when on street parking in a town centre is reviewed
- Use the on street parking restrictions policy in Table 10 of the PDD to guide decision-making on requests for changes in parking restrictions

Submissions received

1,005 submissions related to the prioritisation and management of access to on street parking. Of these, 690 were petition or pro-forma responses, and 198 from individuals. Submissions were also received on the subject from local boards (9), key stakeholders and advocacy groups (13), business groups (24), resident groups (8) and businesses (63).

Key themes raised

Local boards: The on street priorities were generally supported by local boards, although some suggestions were made for changes (e.g. increase priority for taxis, decrease priority on motorcycles).

Key stakeholders and advocacy groups: These submissions generally supported the use of the prioritisation approach in areas with high parking demand, reflecting the fact that roads are important public space. Some concerns were expressed at the shortage of loading spaces, the need for sufficient mobility spaces (and a higher priority for taxis given their use by the mobility impaired); and the need to add a category for very short term high demand customers (e.g. p5 or P10).

Business associations: Submissions generally called on the proposal for prioritising customers and visitors ahead of commuters, although some concern was expressed at a relatively low priority for centre visitors and customers. A number of submissions highlighted the need to provide for staff parking, especially in areas where other transport options are less attractive.

Businesses: While some businesses were supportive of the priorities in Table 9, others opposed them. Several submissions identified the need for a higher priority for short-term customer parking, and the need to take account of staff parking demand was also identified, as some must park on the street because they have no other choice.

Individuals: These submissions also highlighted the need for short-term customer parking, and a need for more loading and mobility spaces.

Officer response and recommendations

The public feedback on the parking priorities in Table 9 of the PDD highlighted some problems with this approach. It is very difficult to prioritise one parking use ahead of another and the location of the street also influences the type of priority given. It is considered that the Parking Restriction Policy in Section 1 of the Parking Strategy contains enough guidance on when and where each restriction should be used. Consequently it was decided to remove the parking priority from the Parking Strategy and just retain the Parking Restriction Policy.

3.10. Parking on arterial roads

Summary of approach proposed in PDD

- Consider removing on-street parking on arterial routes serving the FTN and on-road cycling corridors with proven safety issues or high current or projected use.
- The timing and detail will be determined on a case by case review.
- Consider providing replacement parking at convenient locations for local businesses adjacent to the arterial road.

Submissions received

A total of 2,486 submissions were received in response to the proposals for parking on arterial roads. Of these, 1,999 were petition or pro forma responses, and a further 312 were from individuals. There were 18 submissions on the subject from local boards, 20 from key stakeholders and advocacy groups, 29 from business associations, 11 from resident groups, and 97 from businesses.

Key themes raised

The submissions revealed a reasonable level of support for the removal of parking from arterials to improve traffic flow, particularly for public transport and cycling. However, there was some significant opposition to this approach from business and resident associations, and a number of petitions and pro forma submissions. Those opposed to the removal of parking on arterials expressed concern at the potentially negative economic impact on local businesses, and amenity and safety issues in centres.

Local boards: The majority of submissions from local boards supported the proposed approach. They supported removing parking from arterials to improve traffic flow and make room for frequent public transport and cycleways, but emphasised that this should only occur when realistic public transport options are available, and where alternative parking is available for affected businesses during business hours.

Key stakeholders and advocacy groups: Most of these submissions were either supportive of the approach, with its stronger emphasis on public transport cycling and walking, or noncommittal. Grey Power was the only advocacy group opposing the approach. Some submitters questioned the need for alternative parking to be provided when spaces were removed from arterials, particularly where the existing parking is not priced or under-priced.

Business associations: Most business associations opposed the approach in the PDD, mainly due to concerns about the impact on business viability in centres. Concerns were also expressed at the potential for poorer amenity and safety outcomes from increasing traffic speeds, particularly in town centres. Where parking is removed from arterials, submitters were of the view that replacement should be provided.

Resident groups: The majority of resident association submissions opposed the removal of parking from arterials, mainly due to the safety, noise and amenity concerns that would arise if the traffic speeds are increased; and the potential downturn in economic activity.

Businesses: Businesses generally opposed the PDD approach, mainly due to the potential for adverse impacts on existing businesses which already have to compete with other areas with free off-street parking. This was seen as a greater risk than any improvement in congestion arising from removal of parallel parking. A minority of business submitters supported the approach however, citing improvements in traffic flow and reduced distraction and hazards for drivers.

Individuals: Around half of the submissions from individuals supported the policy approach, as it will provide an improved traffic flow and better conditions for public transport and cyclists. Approximately 25% of individual submissions opposed the approach however, mainly due to the potential adverse impacts on local businesses.

Petitions: Almost 2000 submitters signed petitions or provided pro forma submissions on this subject. These submitters opposed the removal of parking bays on arterials in Newmarket, Parnell, Belmont, Freemans Bay, and Howick.

Officer response and recommendations

There was general support for giving priority to public transport and vehicle flow along key corridors. However there were concerns around dealing with arterial roads within town centres, to avoid negatively impacting on streetscape, amenity, pedestrian safety and local economic activity. This will require a route-by-route approach to determine the most appropriate response. The recommended approach is therefore to manage parking on arterial roads by extending clearways, or removing parking where it:

- Inhibits the capacity of the road to carry more people (and goods) particularly in the peak periods, and/or
- Causes significant delays to the speed and reliability of public transport on the FTN, and/or
- Causes safety risks for cyclists or impedes quality improvements of the Auckland Cycle Network.

Consideration must be given to the impacts of any parking changes on place-making, centre amenity, traffic calming, and pedestrian environment where arterials pass through town centres.

If there is a significant loss of on-street parking on an arterial road AT will complete a parking assessment. Consideration will be given to the impacts of any parking changes on place-making, centre amenity, traffic calming and pedestrian environment where arterials pass through town centres. This will assess the parking across the entire town centre and look at potential parking mitigation measures.

3.11. Allocation of parking permits

Summary of approach proposed in PDD:

- Create five new parking permit categories with clear eligibility criteria
- Overall reduction in the number of parking permits issued
- No permits for tradespeople in the CBD and other paid parking areas

Submissions received

156 submissions related to the allocation of non-residential parking permits. Of these, 11 submissions were received from local boards, 10 from key stakeholders and advocacy groups, 12 from business associations, 4 from resident groups, 42 from businesses, and 77 from individuals.

Key themes raised

There was general support from submitters for a clear and consistent approach to issuing permits, and the potential to apply new technologies to manage permits was also supported. In general, affected interest groups support retaining parking permits, and there were some calls for the availability of permits to be extended to other groups (e.g. elected members or staff of local businesses).

The Local boards: Submissions from local boards generally supported a more streamlined and rationalised approach for permits, but some (e.g. Devonport-Takapuna) noted the need to take account of historical arrangements which still remain valid. A number of boards suggested that parking permits should be available for elected members.

Key stakeholders and advocacy groups: These submissions were generally supportive of the approach. There was some opposition to trade permits, and support for the approach to the issuing of permits being as simple, transparent and non-bureaucratic as possible.

Business associations: Business association submitters generally supported the approach, and most agreed with the removal of trade permits in the CBD and areas with paid parking, as trade vehicles often compete with business customers.

Resident groups: There was some opposition to the proposal that trade vehicles should pay for parking, as this will increase costs which are passed on to customers.

Businesses: Most submissions from businesses were opposed to removal of the essential service permit, but agreed that contractors and tradespeople should not be given permits. However, there was some concern that costs would blow out if contractors were charged standard parking rates. A number of business submitters proposed parking permits for local business staff.

Individuals: Several individual submissions opposed charging for trade parking, as costs will be passed onto customers. In contrast, others supported payment for trade parking. Although submitters acknowledged the need for tradespeople to have reasonable access to convenient parking, a number consider that the current system is subject to abuse.

Officer response and recommendations

There is a need to rationalise the way in which parking permits are allocated, and to move away from the wide variety of legacy permits which is difficult to manage and results in inconsistencies. New technologies will improve the customer experience and enforcement. A coupon system will replace some of the existing permit categories which will remove large subsidies for parking. The recommendations are:

- Retain the proposed parking permit categories but provide a daily coupon system for tradespeople, councillors and some public service entities
- Coordinate the timing of parking permit changes with the rollout of improved parking technology to give tradespeople and contractors better parking options
- Develop a comprehensive communications programme to inform people of changes and the alternatives available

3.12. Investment in park-and-ride facilities

Summary of approach proposed in PDD

- Consider up to an additional 10,000 park-and-ride bays by 2040 taking into account the following principles:
 - Locate park-and-ride facilities where they can increase station catchments and contribute to the Rapid and Frequent Transit Networks.
 - Avoid locating park-and-ride facilities in metropolitan and town centres except as part of a stage transition to other uses.
 - Develop a programme that will deliver park-and-ride facilities for inclusion in the Integrated Transport Programme.

Submissions received

762 submissions commented on investment in additional park-and-ride facilities. These included 421 individual submissions, and a further 205 petition/pro forma submissions. Submissions on the subject were also received from 15 local boards, 20 key stakeholders and advocacy groups, 24 business associations, 13 resident groups, and 64 businesses.

Key themes raised

There is general support for increasing park-and-ride provision, particularly in peripheral areas. Many submitters identified the need for additional spaces to avoid unwanted commuter parking on residential streets. However, some submitters questioned the PDD rationale for 10,000 new spaces, and some submitters did not support the provision of park-and-ride at town centres which already have good feeder bus services. The need for improved security and surveillance at park-and-ride facilities was highlighted.

Local boards: Almost all of the submissions from local boards supported an increase in park-and-ride spaces, although a number considered that the primary focus should be on peripheral locations. A number of boards were concerned at the need to ensure sufficient customer safety and security at park-and-ride facilities.

Key stakeholders and advocacy groups: These submissions highlighted some opposing viewpoints. A number supported an increase in park-and-ride capacity, particularly on the periphery. However, others questioned the rationale for the 10,000 space target in the PDD, based on what was considered to be a superficial analysis of selected cities. The submissions pointed to the high costs of providing an operating park-and-ride, and the potentially adverse impact on the new public transport network. While park-and-ride is seen to have a place in peripheral locations, the submitters considered that the focus in town centres should instead be on transit oriented development.

Business and resident associations: Business and resident groups were generally in favour of an increase in park-and-ride spaces in their local areas, as this would avoid local business areas and residential streets being clogged with commuter parking.

Businesses and individuals: Submissions from businesses and individuals mostly supported the additional park-and-ride capacity, especially on the periphery. Again, the impact on residential streets was identified as a risk if insufficient park-and-ride spaces are available.

Officer response and recommendations

Park and ride at the right locations effectively extends the PT market. AT has assessed that up to an additional 10,000 bays will be needed to meet modelled demand for park and ride over the next 30 years. The principles for prioritising park and ride are outlined in the Strategy. The fundamental principle is to ensure that park and ride is planned as an integral part of the PT network and encourages PT patronage. AT will prioritise strategic sites on the periphery. Park and ride will be delivered through: use of appropriately located under-utilised car parking facilities such as shopping centres; new builds including facilities built by AT as well as commercial opportunities and rationalisation and redesign of existing on street parking.

3.13. Pricing of park-and-ride spaces

Summary of approach proposed in PDD:

- Pricing for park and ride should not be introduced before the following triggers are met:
 - Feeder services to major park-and-ride stations are operating frequently.
 - The integrated fares zonal system is operational.
 - The AT HOP Card has the ability to be used for park-and-ride charging.
 - A full business case for pricing has been undertaken to set out the methodology, costs, the benefits and the impact on public transport patronage.

Submissions received

The PDD proposals for pricing of park-and-ride spaces attracted a total of 1,137 submissions. This included 690 in the form of a petition or pro forma submission, 365 from individuals, 16 from local boards, 17 from key stakeholders and advocacy groups, 14 from business associations, 10 from resident groups, and 25 from businesses.

Key themes raised

The submissions identified a strong level of public opposition to pricing of park-and-ride spaces, particularly in peripheral locations where there are limited feeder services. Charging a fee for park-and-ride was seen as counter-intuitive, with a risk that it would work against the objective of increasing other transport patronage. There was some limited support for charging in certain circumstances to help manage demand, and where there is a premium product on offer. If pricing is to be introduced, charges should be kept low, and integrated with the HOP card.

Local boards: Most local boards opposed charging for park-and-ride, as it could act as a disincentive to public transport use. However some boards, especially those closer to the CBD (e.g. Orakei, Waitemata), supported payment in certain circumstances to manage demand, where frequent feeder services already exist, or for higher quality features. If pricing is introduced, use of HOP is supported.

Key stakeholders and advocacy groups: Most of these submitters were opposed to charging for park-and-ride, as it is seen as counter-productive. However, some considered payment appropriate to manage demand and to ensure the effective use of resources. A number noted the need to take a balanced approach here and setting prices to avoid adverse impacts on public transport patronage.

Business associations: Almost all of the submissions from business associations opposed pricing for park-and-ride spaces. It is seen as a counter to the policy of increasing public transport patronage, and risks the relocation of commuter parking to surrounding streets. The Papakura Business Association noted that the previous introduction of paid park-and-ride in Papakura had resulted in an increase in parking on streets surrounding the station, and the payment system had been inconvenient for users.

Resident groups: These submissions were strongly opposed to charging, as it would discourage public transport use which is contrary to AT's objectives.

Businesses and individuals: Submissions from businesses and individuals mostly opposed pricing for park-and-ride facilities, as this would result in reduced public transport use, and increased congestion.

Officer response and recommendations

Decisions on pricing for park and ride sites managed by AT will be dependent on a number of criteria including: availability of additional capacity, viable alternative options being available such as 15 minute bus frequency, link with HOP card and technology improvements. In each instance a case by case analysis will be undertaken. If pricing is introduced it would apply to a proportion of bays such as those closest to the station/terminal and free parking would still be available for the community.

AT will advance discussions with owners of appropriately located underutilised parking stations to negotiate provision of park and ride bays. The price applied will be determined by the lease arrangement.

Where commercial proposals are delivered and managed by the private sector the price will be determined by the operator.

4. Other issues raised

This section summarises the issues raised by submitters that are not directly related to the themes discussed in section 3 above.

Re-investment of parking revenues for use in local area

A number of submitters proposed that a proportion of the revenues raised from parking should be ring-fenced re-invested back into the local area from which they are raised, for the improvement of local amenities (e.g. streetscape upgrades, footpath cleaning, street trees, graffiti removal, greenspace provision and local public transport improvements). Some noted that this would help to make any increase in charges more palatable, and mitigate the impression of parking charges as being simply a city-wide revenue-raising exercise.

Management of parking in non-centre employment zones and rural towns

Some submissions, especially from business associations, noted that the PDD did not adequately address parking issues in locations outside of town centres, some of which have significant parking pressures. These areas include non-centre employment zones (e.g. North Harbour Industrial Zone), entertainment facilities (e.g. Western Springs), and educational institutions (e.g. Unitec). The submitters requested that parking policies specifically address the issues faced in these locations.

Enforcement

Several submissions mentioned the need for more active and consistent enforcement of parking restrictions, and some called for an increase in parking fines to support this (acknowledging that this may require legislative change).

Technology

A number of submissions supported making better use of technology to manage parking in Auckland. This included opportunities to better inform customers of the options available, better options to pay for parking (especially in relation to non-residential permits), and more efficient enforcement options.

Officer response and recommendations

The issues outlined above include a number of useful suggestions that could be incorporated into the final Parking Strategy. The following contains AT's assessment of the above suggestions:

- Parking revenues will not be ring-fenced to reinvest back into local areas. Paid parking revenues are used to fund broader AT work programme across the region and used to offset funding from Council. AT also provides funding to Council for Local Board Funding for Transport initiatives.
- A section has been included within the Strategy that looks at policies for the management of parking issues at non-centre locations, and engage with local stakeholders in these areas
- Provide a level of parking enforcement that is appropriate to the problem being managed, to ensure that illegal parking is minimised and that traffic flow and safety is not impeded
- AT is advocating for a review of penalty charges to ensure that these provide a sufficient deterrent
- AT is currently investigating new technology options and a section is included in the Strategy. This will deliver operational efficiencies and enhance the customer experience

Attachment 3

28 April 2015

Communications Plan Auckland Transport Parking Strategy

1.0 PURPOSE

The purpose of this document is to outline an approach to communicating Auckland Transport's Parking Strategy.

2.0 BACKGROUND

The purpose of the Parking Strategy is to provide the guiding principles and policies for the management and supply of on-street and AT-controlled off-street parking in Auckland. The Strategy enables the application of a consistent approach across the city, and contributes to the achievement of AT's strategic themes and Auckland Plan outcomes.

2.1 Community engagement background

In May 2014, AT released a Parking Discussion Document for public consultation. The Discussion Document set out key parking issues in Auckland, suggested approaches to meet these issues, and sought community feedback to guide the development of this Parking Strategy. As part of the consultation process, AT also held 22 workshops with local boards, industry groups, business associations, and the Auckland Council.

5,500 submissions were received, and the feedback from the submissions has been taken into consideration in the final development of this Parking Strategy. A submissions report has been prepared outlining the key issues raised from the consultation process, and the recommended responses.

3.0 PROPOSED COMMUNICATIONS STRATEGY FOR RELEASE OF THE PARKING STRATEGY

Parking in Auckland is an area of significant interest to both businesses and residents. A great amount of time and thought went into many of the submissions received. Once the document has been adopted by the AT Board, it is proposed a programme of face to face communication will be carried out. This includes a single day face to face briefing with Local Boards, Councillors, NZTA, Auckland Council, industry groups and business associations. The document along with the overview submissions analysis, will then be made available through AT's intranet to the general public at the same time as the media are briefed. The face to face communication will include a brief presentation of key points from the document and a photocopied version of the document. Printed copies of the document will be available later in the month.

4.0 TARGET AUDIENCES AND PROPOSED TIMINGS

Audience	Channel
Auckland Council/NZTA (for information)	Face to face
All Local Boards	Face to face at a venue
Key stakeholders	Face to face at the venue
Media	Face to face at the venue
General public	AT website

5.0 KEY MESSAGES

- The strategy and policies for parking in the Auckland Region have now been set in discussion with the people of Auckland.
- For the first time the city has a region-wide Parking Strategy
- The Parking Strategy provides the guiding principles and policies for the management and supply of on-street and AT-controlled off-street parking in Auckland and enables a consistent approach across the city.
- Parking is an integral component of the transport network, and the management of parking directly influences travel behaviour and transport choices.
- AT is committed to the facilitation of a transformational shift to public transport
- AT is committed to supporting the development and economic activity in centres.
- AT will ensure a fiscally responsible approach to providing, managing and pricing parking facilities and that benefits cover costs
- AT recognises the importance of engagement and consultation when considering changes to parking management schemes and the necessity to gain an understanding of different local circumstances.
- AT is committed to developing solutions that respond to local issues and to avoid a “one size fits all” approach. Consultation and engagement with Local Boards, Councillors, key stakeholders and the community will be on-going. The general approach to this is outlined in the document.

SPOKESPEOPLE: Russell Derencourt/Peter Clark

Recommendations

That the Board:

- i. Approve the communications approach for the release of the Parking Strategy

